Bathing Suit Issue Stirs Controversy

Her future is a "horrible pros pect," said she, but she hoped that her action might "dispel the false, absurd and dangerous notion that Catholics cannot speak for themselves." The speaker was Sue Simone In gersoll, 20, Róman Catholic and New Mexico's entry in the latest Miss Universe Pageant, and she was explaining to reporters in Long Beach, Calif., why she was defying her archbishop appearing in public bathing-suit

Albuquerque's Archbishop Edwin Vincent Byrne, who consi ders such contests indecent, had warned her that if she took part in the pageant he would deny the sacraments to both her and her mother. In a "statement of conscience," redheaded Sue (37-24-36) described herself as "a symbol of one of the great problems in the country today," insisted that she was "in no way immoral." Then she put on a white bathing suit and posed for photographers.

Threatened with expulsion from Nebraska's Catholic Duchesne College unless she sticks to the no-bathing-suit ban, blonde Mary Jean Belitz, 18, last month gave up her Miss Omaha title. To Mary Jean's mother, the ban was bewildering: her pert (36-24-36) daughter had often appeared in the briefest drum-majorette costumes without causing church disfavour.

Brings Religion Down to Earth

"The church is still talking about lilies and sheep to a generation of men who work with coal and steel: It's about time it used a language the industrial worker can understand."

The Rev. William Gowland, a

47-year-old Methodist minister who is the author of these vigorous sentiments, has been doing just that. He is an industrial evangelist whose parish is the grimy community of Luton, not from London. Long interested in labors' problems, he discovered a church in Luton five years ago that "looked like a cross between the Kremlin and a prison, a derelict church with future," and promptly exchanged his top flight pastorate at Manchester's Albert Hall for Luton. His first Sunday there "I preached at 1,800 empty seats, so I decided to change the irch." He rustled up the money for a new façade with the pub-style swinging doors famil-iar to British workmen, later added a cafeterie and a com-

But the question remained, how to get the workman through those swinging doors. One night, early in his Luton ministry, Bill dropped into a factory to chat with the men on the graveyard shift. "What's the matter, Padre?" asked one. "Did your wife turn you out of the house?" This didn't faze a man who believes that the only way to overcome suspicions is to slog around factories."

His approach is deceptively hat's your first name? Mine's Bill," he says to all comers. But beneath the warm handclasp and the lilting Yorkshire accent lies a deep commitment to his faith. "Officially, the church would say I've been called by God," says Bill. "But that's too pious for me. I prefer to say that couldn't keep out of the church." This sort of dedication convinced industrial Luton that Chirstianity must be taken seriously. His congregation has swelled from 60 to 500, he serves as industrial chaplain to nine ocal factories, and two and a half years ago opened an Industrial College to train other minsters in his specialty. Perhaps because he so clearly



TO MOSCOW - British balle-

rina Anne Stone, 14, will fol-

low her twinkling toes from

London to Moscow. A perform-

er for seven years, Ann will be

the first British girl to train

practices what he preaches, the

padre is succeeding in his uphill fight to make Christianity relev-

ant to an industrial society. As

one ex-mine worker said recent-

ly: "I drifted away from the

had any of the answers to the

problems with which labor is

given me the Christian answers

me for 30 years."

to problems that have bothered

Clerical Error?

At Lambeth Palace in London

terbury was marrying his son

Humphrey to pretty Diana Da-

vis, Dr. Geoffrey Francis Fisher

intoned: "A woman should be

lovely," then hastily corrected

himself as the congregation

smiled, "a woman should be

loving." Later Mrs. Fisher ad-

mitted: "Yes, my husband did

get it a little wrong. But I

ther sweet. I'm not sure whe-

ther he gets enough practice at

have his reading glasses on."

weddings-or perhaps he didn't

In Leeds, England, Strippe

Grace Kerr was fined \$70 for

stealing clothes.

hought the lovely wife was ra-

aced. Today Bill Gowland has

church because I didn't think it

with Russia's Bolshoi Ballet.

LAST MONTH - IN HISTORY

of dane Andrews. Here's a useful hint about keeping fresh fruits. If you're not using them at once put them in a cool place or in the refrig-

of Berlin talks in Geneva.

the time. Add apricots.

saucepan over high heat and

bring apricot mixture to a boil,

stirring continually. Boil for 1

minute, stirring constantly. Re-

move saucepan from heat and

stir in lemon rind and almond

extract. Spoon apricot mixture

into buttered, 11/2-quart baking

dish. Sprinkle with cinnamon

and dot with butter. Sift to-

tablespoon sugar, baking powder

and salt. Using a pastry blender

or two sharp knives, cut in shortening until mixture has

consistency of coarse corn meal.

Stir in milk. Stir only long

enough to moisten ingredients.

Drop by spoonfuls onto hot apri-

400 degrees F., for 25 to 30 min-

utes or until golden brown. Serve

warm with thick cream or ice

Lots Of Big Money

When I detrain at Waterloo

Station these mornings and pre-

pare to walk or bus across Wa-

terloo Bridge to the office,

cannot help noticing the grow

ing array of shining, black,

chauffeur - driven limousines

lined up outside. Each is there

to pick up one high-ranking,

cutive - and whisk him to his

managerial desk with his deci-

sion-making and money-making

capacity as fresh as when he

These conveyances are for ex-

pense - account gentlemen, and

the expensive limousines are

company cars with company dri-

vers, provided for two good rea-

sons. One is that in a country

with a high tax rate, this is one

means of recompensing and re-

taining a good man with a legi-

timate perquisite. He need not

compete for a taxi, queue for a

bus, or risk walking in change-

able weather. Some persons

pensive social services behind

them. But the few in luxury

A second reason for provid-

ing exclusive transportation is

that the company probably can

charge off the car and driver as

means if you care to look at it

that way, that those of us who

compete, queue, or walk indi-

rectly are paying for our col-

Without pursuing the social

rightness or wrongness of this

practice I only wish to call at-

ention to one point it illus

trates about Britain in this pros-

perous summer of 1959. It is

that signs of big money are

more obvious here than ever be

A London man, for example

party for his daughter. After

paper columnist suggested to

the father he wouldn't get much

hange from £10,000 (\$28,000)

recently provided a well-catered

noting the festivities, a news-

fore in the postwar era.

league's plush ride.

business expense. Which

business backing them.

isines also have welfare

have only the welfare state's ex-

left his suburban home.

presumably high-powered exe-

In Britain Yet

cream.

cot mixture. Bake in hot oven,

gether sifted flour, remaining

JULY 19

Iraq is put down by Premier Kassem.

gering sum.

hair at the mention of his stag-

Recently, £275,000 (\$770,000) was paid for Rubens' picture, "Adoration of the Magi." The

next day, the Westminster tiara,

a piece of jewelry containing

the two Arcot diamonds of more

than 57 carats, was sold for

£110,000 (\$308,000) in two min-

Even that large and famous

department store, Harrod's

which is an institution known

not only to the British but to

legions of foreign visitors, has

had an offer of £35,000,000

This big spending mood has

caused a lot of jocular com-

ment. One cartoon portrayed

two housewives with their bat-

tered shopping bags meditative-

ly contemplating the Rubens

canvas with its "Sold for £275,-

000" price-tag. "I still say," says

The fabulous Westminster

tiara, the two large diamonds

of which were owned by the

Rajah of Arcot until Clive of

India captured Arcot, and the

jewels passed to Queen Char-

lotte, was sold to an American

dealer. But the Rubens was ac-

quired for a British collector

and will remain in this country

writes Henry S. Hayward in

ment if he were permitted a few

more shillings in his pay packet.

Some of the sales of master-

pieces, however, are made neces-

sary by the settlement of great

estates which are being broken

up to meet inheritance duties.

So the leveling process between

Britain's very rich and those of

After taking one of those

summer cruises, friend of ours

low income still is going on.

one, "I'd rather 'ave 'Arrods

utes and ten seconds.

(\$98,000,000).

erator and do not wash them until serving or cooking time. BLUEBERRY SAUCE 2 cups blueberries cup orange juice

1/4 cups water to 34 cup sugar l tablespoon corn starch k teaspoon cinnamon

to 2 drops almond extract Combine blueberries, orange juice, 1 cup water and sugar in saucepan. Place over heat and bring to a boil. Mix corn starch and remaining 1/4 cup water un-I smooth; add a little of the hot blueberry mixture and blend well. Stir into remaining blueberry mixture and blend well. Stir into remaining blueberry mixture in saucepan. Cook blueberry mixture over high heat, stirring constantly, until it beomes clear and thick. Remove from heat and stir in cinnamon and almond extract. Store sauce in refrigerator, in a container, with a tight-fitting cover. BLUEBERRY PIE

Pastry for two-crust, 9-inch pie 1 cup granulated sugar 1/3 cup all-purpose flour teaspoon cinnamon 4 cups blueberries 1 tablespoon lemon juice 1 to 2 tablespoons butter

1 to 2 tablespoons milk Line a 9-inch pie pan with half the pastry rolled about 1/8inch thick. Combine sugar, flou and cinnamon and mix well. Sprinkle sugar mixture over blueberries and toss together gently. Sprinkle with juice and toss again. Turn blueberry mixture into pastry-lined pie pan; dot with butter. Roll out remaining pastry about 1/8inch thick. Make several slits for steam to escape. Moisten edge bottom crust with water. Place top crust over blueberry mixture. Seal and flute edge Brush crust with milk and sprinkle with sugar. Bake in hot oven, 425 degrees F., for 35 to 45 minutes or until the crust is nicely browned and the juice begins to

bubble through slits in crust. PEACH MOLD 1 cup sliced peaches 1 cup blackberries (or other

2 cups boiling water 11/2 four ounce packages cream

1 tablespoon lemon juice 1 package orange flavor jelly

Arrange berries in bottom of

powder

oiled, medium-size ring mold Place jelly powder in bowl; add boiling water and stir until dissolved. Pour 1 cup over blackberries in ring mold. Chill until firm. Do not allow remaining 1 cup jelly powder mixture to thicken; keep it on the kitcher table. Add enough milk to cream cheese to give it a good spreading consistency. Spread over firm jelly in mold. Sprinkle lemon juice over peaches; arrange over cream cheese. Pour remaining cup jelly powder mixture over peaches. Chill until firm. Unnold on chilled platter and gar nish with additional berries. Serve with whipped cream of

dairy sour cream. APRICOT DESSERT cup plus 1 tablespoon sugar 1 tablespoon corn starch 1 cup water or orange juice of 3 cups stoned, washed

apricots 1/2 to 1 teaspoon lemon rind 1 to 2 drops almond extract

starch in saucepan. Add water or orange juice slowly, stirring all

14 teaspoon cinnamon
1 to 1½ tablespoons butter
1 cup sifted all-purpose flour
1½ teaspoons baking powder
1½ teaspoon salt
3 tablespoons shortening 1/2 cup milk
Mix 3/2 cup sugar and corn

TESUNDAY SCHOOL LESSON By Rev & Barclay Warren

B.A., B.D.

Prayers of the Captives Daniel 9: 4-10, 17-19,

thee, and thou shalt glorify me."

Psalm 50:15. ill. "Is it true that son

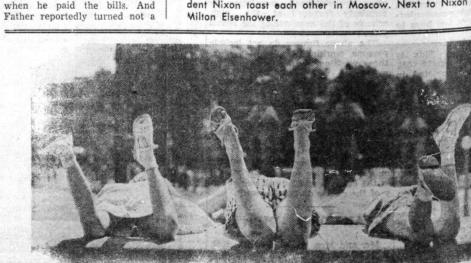
an electric fuse charged by current flowing through a long elescopic arm at the moment of release. When the bomb hit religion. * * * the ground, the shock worked "trembler switch" that touchd off the bomb's main charge. After 14 years, these electric the clockwork fuses used to back them up? Answer: a magnetic clock-stopper to freeze The Germans were also very

nasty about anti-handling booby traps. One type of fuse was su rsensitized after the bom it the ground, with a switch o delicate that it could operate the bomb shell was tapped ith a pencil. Hartley's men arned to outwit some mechan sms by injecting a quick-setting plastic. If the bomb is too difficult to defuse, they drill holes its casing and melt out the xplosive with live steam. Even steam is no certain soition. The fat, 2,200-lb. Hernanns contain two chemicals that react slowly with each

ISSUE 33 - 1959



FRIENDLY TOAST - Soviet Premier Khrushchev and Vice President dent Nixon toast each other in Moscow. Next to Nixon is D Milton Eisenhower.



BOTTOMS UP IN LONDON - Flopping on their tummies atop a wall, these three young ladies kick up their heels near London's Buck ingham Palace. Spending a lazy summer's afternoon, they are looking for pennies in a fountain.

Bomb Tamer Gets Plenty Of Work

defused and trucked off to a

bomb graveyard where the ex-

plosive filling could be steamed

ut in safety - at least for

That particular bomb was

tame, but burly Major Arthur

Hartley, 49, whose job since

World War II has been to take

the bang out of bombs, says that Britain's dud problem is

getting worse instead of better.

505 unexploded bombs still

the Home Office charts,

afe." But the rest range up

o 4,000-lb. "Satans" equipped

with multiple fuses of fiendish design — and the British are

sure that there are hundreds

more buried, unnoticed, deep in

the soil. In many cases, the ex-

plosive is getting more sensi-

To stay ahead of the game,

Britain's bomb men must call on a vast knowledge of chem-

istry, a store of cold nerve, and

touch as delicate as a Picca-

dilly pickpocket's. Hartley's

first step is to chart the bomb's

precise position by magnetic de-

ectors that reveal the dep'h,

ies. The trouble is that as

bombs grow older, their metal

tends to polarize with the earth,

ancel out fine magnetic mea-

surements. Hartley must know

that a big, blocky bomb like the

4,000-lb. Satan may wind up

nose down at a depth of 60 ft.,

while a smaller, more rounded

usually lies at 20 ft. or less, and

nose up because of a retarder

Finding the bomb is the least

of it. Most German bombs had

other to form a brown com-

pound that can explode when

heated to 158° F., well below

forse are the bombs filled with

owder and ammonium nitrate.

deteriorates, forming

gen oxide at high pressure

lined with skittish crystal

at can be detonated by rup-

re or friction. To make such

bomb safe, a tube is eased

release the gas: then wa-

PUZZLE

is injected to dissolve the

avity filled with a gaseous ni-

osive containing aluminum

mally insensitive, the stuff

ring around its nose.

fermann" (named for Goring)

how big the bomb is, how it

tive as the years pass.

50% are considered

elt his scoop hit an obstacle.
e gave it an extra pull, and inted from fright: up came 1,100-lb. bomb, a German dud from World War II. Within minutes, the Royal Engineers' Bomb hisposal Unit at Horsham, Sussex was racing to the rescue. A few hours later, all was clear again. The bomb was expertly

Kent's homeowners.

Memory Selection: If my people, which are called by my name, shall humble themselves, and pray, and seek my face, and turn from their wicked ways, then will I hear from heaven and will forgive their sins, and will heal their land. 2 Chronicles 7:14.

Prayer is natural in time of trouble. The coal miners. cued several days after the e plosion had brought many of the comrades, did no hesitate to say, "We People driven from their homes into the lake as a refuge from the fierce forest fire gers on a plane tried to bring her in safe one engine out; hunters lo the woods: yes it is easy pray when we are in trouble And why shouldn't we p then? God has invited us do so. "Call upon me in day of trouble: I will deliv

I asked a Psychiatrist who was having wide hospital experience in the treatment of the mental people go insane over religion He discounted the idea and pu it this way. Here is a man who feels himself slipping mental Like other people, aware of serious turns toward religion. He n the help of a Higher Pow People observe this interest in religion. The ness may become worse and is taken to a hospital. Som neighbours may say that his is terest in religion made him But actually it may have be his awareness of his illness that prompted his sudden interest in

The Christian Science Monitor. In the first portion of the ! son Daniel is confessing the sing So great is the drawing power of his people. In the second porof famous art works and so high ion he presents his entrea the prices offered that some of Confession naturally London's best known auction rooms have been forced to limit first. William N. Blair, a Presadmission to the big sales by byterian missionary in N Korea, in his book, Gold ticket only. Tickets for Sothe-Korea, tells of a remarkab by's and Christie's sometimes scene of people confessing th are as scarce as those for Trooping the Colour on the sins. "Every sin a human be ing can commit was Queen's birthday, or "My Fair confessed that night. Pale and trembling with emotion, in ag With sums of money such as ony of mind and body, guilty these being exchanged, it becomes difficult indeed to consouls standing in the white light of that judgment, saw vince the average worker it themselves as God saw the would be to the nation's detri-

Pride was driven out, the face of man was forgotten. scorn of men, the penalty of the law, even death itself seen small consequence if only God forgave." Public confession sin is certainly not always desirable but in this instance couldn't be stopped. Confess and repentance are followed by forgiveness.

the crystals, the bomb starts to crackle, says Hartley, "like a bunch of firecrackers." The crystals heat up, so the water must flow fast enough to keep from a water-filled pit in Kent, England last month, a workman

them from getting too hot. Most of the 200-odd men in the Bomb Disposal Unit are ordinary military personnel who were assigned to duty as they would be to K.P., and they get no extra pay for their hairraising work. As for their iron nerved leader, he speaks with the pride of a skilled craftsman when he notes that no British bomb man has died at his work since the end of the war. Says Hartley: "Personal risks never even occur to me." -from TIME.

Religious Quiz Attracts Crowds

Welcomed by 7,000 cheering spectators, two teams of trim tense teen-agers marched into the huge Billy Sunday Tabernacle in Winona Lake, Ind., one evening last month. Like baseball fans, the crowd buzzed as the teams ran through the championship play-offs in the Bible quiz, sponsored by Protestant, non-denominational Youth for Christ, got under way.

After a long, arduous competition that pitted 2,000 teams from the U.S., Canada and Latin American against each other, the contestants from Minneapolis and St. Louis, Mo., had reached the finals. The Minneapolis five wore blue, yellow and white uniforms, the St. Louis team red and white diamondcheckered outfits. Each contestant was to stay in his chair until sure of Quiz Master Jack Hamilton's question. The chairs were wired to a central dial: thus as contestants popped up, judges could be certain who was

Last week's quiz was limited to the King James version of Luke and Epistle to the Gala tions, and so thoroughly did the contestants know their subject that often a single key word was enough to indicate both question and answer. As Hamilton slowly began, "How does one frustrate . . .", St. Louis' Captain Kruse was already on his feet. While his teammates silently prayed for him, he concentrated for 20 of the 30 seconds allotted him, then finished the question, ". the grace of God?" He went on to fire the correct answer (from Galatians 2:21): "By saying that righteousness come by the law instead of by grace."

A little later, St. Louis' Linda Fletcher missed a question. She jumped as soon as she heard Hamilton say, "According to verses 34 and 35, what five . but she could not remember the rest of the question from Luke II, i.e., "What five things did the Samaritan do for the man who fell among thieves?" Undaunted, Linda redeemed her team's loss on the very next question: "Why did Jesus speak " Said Linda, completing the question: ". . . in parables?" Her answer: "That seeing they might not see, and hearing they might not understand (Luke 8:

Too fast for Minneapolis, St. Louis won by 60 points. Said the losers' captain, Bill Hollenbeck: "We learn from quizzing how to take Christ into all areas of our lives. We say, 'Come on, Christ, you take over.' We don't know how the answers come to us. We learn what a miracle it is when he comes into us and works through us. After we experience that in quizzing, we learn to live in complete submission to his will." In Santa Cruz, Calif., Roger

La Jeunes and Harvey Stovall were arrested after they put up 36 signs along the beach: "Please

nium nitrate. It is a tense ation. When the water hits | do not feed the sharks." 7. Therefore 8. Stumbled 9. Large bundles 10. Frosted a cake 11. Flewer plots 16. Torn 18. Convey CROSSWORD

light-colored hair 5. Roof edge 5 A President's nickname (colloq.)
Censure
Censure
Censure
Tranquil
Rates of
motion
Finis
Canters
leisurely
Beyond in
time
Canceled
Canceled
Susiness
Retters
Took grea
delight in 25 26 29 32 33 33 34 . 35 " | | | | | | | | | | | 7. Cow genus 8. Remains 9. Boil on the 4 4 4 Answer elsewhere on this page



TWO-WAY STRETCH - Neck-and-neck,, flamingos battle for a single tasty morsel spotted under water at the zoo in Chess-

by John Russell

And, he adds, spraying is

A bill revising the Seeds Act

and it is expected it may go into

effect July 1 next year, when proclaimed by Governor-in-

Meanwhile, talks will be held

between Canada Department of

Agriculture officials and organ-

ized groups representing pro-ducer, merchandising, consumer

and other interests throughout

These discussions will provide

an opportunity of obtaining a

cent trends and developm

of seeds sold to Canadian farm-

ported seed to meet minimum

quality standards; and provide

Canada. . . .

been passed by Parliament

important as soil culture.

Council.

One answer to the marketing problems of Canada's booming apple industry is to pep up the sale of apple juice.

. . . The Economics Division, Canada Department of Agriculture, reports that two years ago Canadians consumed the equivalent of 51 pounds of fruit and vegetables per person in the form of canned and concentrated

But less than 15 per cent of this fruit was apples. Orange juice led the sales parade. Grapefruit rivaled apples and tomatoes outsold them.

Again last year, Canadians consumed about four pounds of apple juice per person, or a total of 67.2 million pounds. This accounted for nearly two and a half million bushels - about 15 per cent of the total crop of 16.7

A recent study by the Economics Division of consumer preferences for apples in Montreal, Que., showed the almost half of the interviewed families had not bought any apple juice in a year. Three-fifths of them had not bought any during the month preceding the interviews. Nevertheless, there was a small group of families who used a lot of apple juice. Six per cent said they served it almost every day and 13 per cent said they served it two or three times a week. * * *

Only 15 per cent of the inter viewed families expressed an injuice. However, this 15 per cent purchased 45 per cent of the juice reported for the month preceding the interviews. They bought about four and a half times as much apple juice per family as the others. Greater awareness of the value

of vitaminized apple juice as a good substitute for citrus products in the diet might provide a strong stimulus to the consumption of apple juices, economists feel. * *

Consumers indirectly dictate the make-up of the average Canadian apple orchard. A change in variety preference requires a more rapid replacement than is demanded b the age of the tree, says R. P. Longley of the Kentville, Nova Scotia Federal Research Station An apple tree, he explains,

has an economical life of 40 years and, if left untouched, could survive for more than a Twenty years ago, five varie-

ties accounted for more than 500,000 trees or 38.5 per cent of all apple trees. Today, the most sought-after varieties are McIntosh and the best strains of Red Delicious. Yield, as well as price, is a guide to profit, and at the Kent-ville Station, McIntosh has yi lded 90 per cent more than Gol-

den Russett. Best returns from a young orchard are obtained when trees are grown rapidly, advises Mr. Longley. Good locations on good soils, kept clean by cultivating and hoeing for at least five years, will ensure rapid growth.

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Those Trademarks Are Important From TV screen, billboard, and

printed page, Americans are bombarded daily with thousands of trademarked signs, symbols, and trick words, each with something to sell and each with a heavy load of the selling job to carry. In an era of hot competition, proliferating products and mass communication, the 350,000 trademarks registered with the U.S. Patent Office have ecome more than simple marks of identity - since simple iden-tification is not enough to reach the benumbed eyes and ears of the U.S. consumer. As the public forms opinos faster, says New York industrial designer Nor-man Schoelles, "it is essential that the corporation say who it is, what it does, and how it differs from competitors, quickly and efficiently. Call it what you will, it's an indespensable part of marketing today."

Just how indispensable was pointed up last month in a suit filed by the Jay S. Conley Co., a California manufacturer o chemical cleaning products. istence hung on two words. 1: "Jeenie," the brand name that Conley claims it has been using for four years. Word 2: "Genie the brand name for a new liquid detergent just introduced by giant Colgate-Palmolive Co. Su ing for infringement of its trade-mark patent, Conley claimed cut into its sales and led man customers to believe it had sold out to Colgate. Colgate, with a \$1.8 million advertising cam-paign for Genie at stake, filed counterclaim, assorting that Conley's trademark applied only

to chemicals, not detergents. Colgate, what's more, wasn't the only big soapmaker seeing double bubbles last week. A tele-Avib ad agency disclosed that it has been plugging an Israeli-made liquid detergent call "Mr. Kleen' for no less than four years; the Israeli Mr. Kleen look-ed nothing like Procter & Gam-ble's muscular "Mr. Clean" (allpurpose liquid cleanser intro-duced last year), but curiously enough had "dress and mannerisms" similar to Lever Brothers'
"Handy-Andy" (another liquid
cleaner introduced last year).

cross-section of opinion on the With some 20,000 new trade proposed regulations under the mark applications flowing into Act. * • • Purpose of the bill was to re-Washington each year, this kind of confusion is being steadily compounded. In the brand-happ verse the Seeds Act to meet reconsumer industries, batteries of in the production, processing and company lawyers keep watch o rival companies for infringement of trademarks. Coca-Cola, posstantive changes in policy were The Act enusres reliability company in the world, has

field was introduced in 1905 and the present Act has been on the The Act and its regulations establish quality standards for seeds for such factors as ger-Grower's Association.

for the licensing of new varietie of certain crops and for the grading of registered seed produced under crop pedigree certificates of the Canadian Seed Too, it is in connection with boratories are maintained by the

fought and won literally hund reds of suits to protect booth "Coca-Cola" and "Coke" (although it can't claim exclusive use of the "Cola" part of its , since this is a generi term for a typ of bean).

Fame can be a trademark's worst enemy, since common usage may make it a part of the language. Recalling what hap-pened to "aspirin" "cellophane," "celuloid," "nylon," escalator" and "zipper" (all good trade-arks until the court ruled them in the public domain), firms like Minnesota Mining & Manufacuring (Scotch Brand tape) Chesebrough Manufacturing (Vaseline), and Johnson & Johnson (Band-Aid) are constantly watching for (and protesting) generic use of their brand names.

Along with the batteries of lawyers come the industrial designers, motivational researchers, and other Madison Avenue denizens who have swarmed into the field. Time was when a trademark might spring full-blown from a company president's brow; three underwear makers named Bradley Voorhis, and Day merely combined their initials to create a brand name that swept the world and Harley T. Procter found a name for his new floating soap in church when he heard a phrase from the 45th Psalm (". . . out of the ivory palaces whereby they have made thee glad").

- From NEWSWEEK



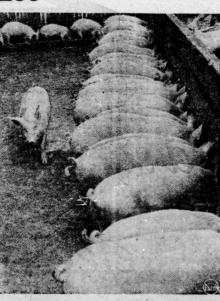


COUNT 'EM - This American lag was around more than 50 years until the Hamer C. Knepper family, discovered 80 stars. Daughter Sandra Lee stands beside the overspangled banner.

PHOTOFUN -- At the Zoo



"Don't you EVER say that word again!"



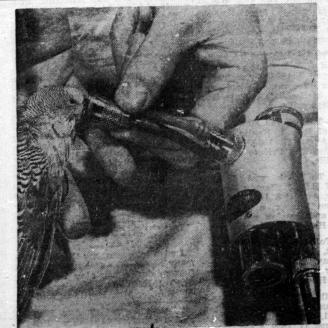
"What am I, uncouth?"



"Didn't I see you slipping in late this morning?"



"Get that big fat snout out of my haddock!"



TAKING A BREATHER - Designed for babies, the world's tiniest resuscitator can even be used on birds, it was developed especially for new-born babies who have trouble drawing their