Selling Movies By The Mile!

For "Ben-Hur," they now have three prices: Adults, children under 12, and children who will become 12 while the movie is

HE. "I saw 'The Alamo' last SHE: "What did you do this month?

Then there is the "Spartacus concessionaire who is putting up his popcorn in special three

At one motion-picture theater showing "Exodus," they've changed the name "Intermission" to "Visiting Hours."

Short jokes about long movies are rife, and with good reason: On Broadway, for instance, there are now four theaters showing the joked-about pictures, all of which last almost four hours (with intermission) and with probably play for at least a year. More longies are in the works ("Pepe," at three hours, arrives this month), and soon Broadway moviegoers may have to be prepared to spend the night.

With all this film footage, few characteristics of the longie are now clear. A longie is studded with top talent and high purpose. Instead of having single, coherent plot, it offers a series of loosely connected episodes. Finally, it gives the cine matic equivalent of the Grand Tour (so far, only "The Alamo" has stayed home).

All the longies seem to be doing well (the advance sale of \$600,000 for "Exodus" is an alltime movie record). It will be several years before anybody knows just how well, since "Ben-Hur" is only now making back its original cost. Meanwhile, critics of the longies have a new name for conventional movies Compacts.

Weaving Tapestry Highly-Paid Work

Who are some of the best paid workers in France today? Chances are you would never guess that they are weavers. In their own region, at Aubusson in the heart of France, they are the highest paid and there is no un-

What created that healthy situation? It is a revived demand for the famous tapestries woven on the Aubusson looms. And, strangely enough, it is contemporary architecture, the vast expanse of whose bare wall space demands some covering, which is responsible. . . .

It doesn't seem likely that

home-owner is very wealthy Aubusson tapestry costs \$300 a square meter, and that price is (much) less than pre-war. To many people, tapestry sug-gests medieval castles and nobil-

ity. It wouldn't be surprising if some enterprising individu cashed in on the snob appeal of the wall-covering. If so, we shall see suburban castle-manors, their walls hung with relatively inex-pensive machine-loomed tapestries.-Houston (Texas) Post.

Sometimes that dotted line hand-woven tapestries will be you signed was the fine print you should have read.

Smart Bulky Knit Pull-over

This cable-stitch, turtle-neck sweater, designed by Laura

Wheeler, our Needlecraft Designer, is quick to knit. Cables give

smart cowl effect. Jiffy-knit this beautiful, bulky pull-over to

top skirts and slacks. Use extra-large needles, 2-strand knitting

ted. Pattern 949 includes directions for sizes 32-34; 36-38.

ote for safety) for this pattern to Laura Wheeler, Box 1, 123

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your Name and Address.

end Thirty-five Cents (stamps cannot be accepted, use postal

enth St., New Toronto, Ont. Print plainly Pattern Number,

CHRONICLES GINGER FARM

HAPPY NEW YEAR, everybody. I hope all of you had the very best of Christmases.

"Now the New Year, reviving old desires
The thoughtful soul to solitude retires."

Solitude . . . at New Year's?

What a chance. If that's what we want it is just wishful thinking. Maybe solitude was easier to come by in the days of Omar Khayam. But now - even Christmas can't compare with New Year celebrations for noise and frivolity. That is, if you associate with those who like to greet the New Year with traditional fanfare. Can you imagine Times Square or St. Paul's Churchyard in London being quiet after the stroke of midnight? Even Toronto and Montreal are getting the habit. And of course there are house parties all over the country with everybody joining hands and singing "Old Lang Syne", just as the old year dies and the new year is ushered in. It is a nice custom. However, for those who wish to. observe the occasion with greater solemnity, and in quietness and peace, a midnight services is still held in most churches. And a very beautiful service it is. Yes, there are many ways to see the New Year in. It's a case of each one to his taste but I often wonder which way of cele-

brating brings the greatest satis-Then comes New Year's Day - in many homes a family day, particularly among the Scottish folk. And while there may be "thoughtful souls" around there is precious little solitude. Or for a week afterwards - at least not where there are children. Little tots, over-excited with new toys and extra people coming and going, get slightly cantankerous, and tired mothers need the patience of Job in dealing with them. Older children, anxious to make the most of school holidays, are eager to try out skates, sleighs and toboggans, there isn't any snow and ice that is just too bad.

'Teen-agers . . . who can hazard a guess as to how they will want to celebrate the first week of '61? Parents and grandparents what they want to do deends a lot on age, choice of entertainment . . . and endurance! Anyway, no matter in what bracket you fall, or what your

plans to celebrate, I hope you have a wonderful time. Sometimes the pattern for Christmas and New Year's esablishes itself. For instance, of late years we at Ginger Farm have developed a family plan for holiday celebrations. On Christmas Day we all have dinner at

NEW VIEW OF WASHINGTON! - The thumping blizzard which raced up the East Coast-fouling things up generally was not without its finer moments. The serene beauty of this view of Washington's Capitol building is an example of nature's artistry during the big storm. Daughter's. Bob picks us up here in his car so we all arrive in Toronto at the same time. Then comes dinner and the Christmas Tree . . . and inevitably the dishes. About nine-thirty we pack up the car again, Ross and Cedric in the back seat still very much awake; unwrapped toys and other presents in the trunk of the car, and the rest of us jammed in wherever there

is an inch of space. Then we go for a drive through the gaily decorated Bloor and Kingsway residential districts, and also Exhibition Park. It is a real treat for the boys - in fact we all enjoy it. When it comes down to bright lights we are all children and Joy come in for half an hour or so and we have a cup of tea to wind up the day. On New Year's Eve, which is

also Bob's birthday, things are quite different. Ross and Cedric stay with grandma and granda while Mummy and Daddy treat themselves to a dinner down town. The boys like being here; their parents enjoy a night out alone; the grandparents don't mind baby sitting, and so everyone is happy. New Year's Day Dee enter

tains her "in-laws" and a few extra friends. Partner and I usually stay at home, glad of a little quietness after all the excitement. It is a good time to relive our most recent family gathering; to laugh and chat as we recall the antics of our five grandsons; to discuss the change they will all be like a year from now - and whether there will be any additions! It is also a nice time to re-read all the letters and cards that have come our way and to look over the gifts that are "just exactly what

we wanted". With a few variations don't you find your holiday season just about the same? Hasn't it been a time of family gatherings for you and your folk too? time of happiness and goodwill to carry with you in memory throughout the coming year. We all have so much to be thankful for. Let us determine, insofar as we are able, to make Sixty-one that be a good New Year's reso-



Fuller Brush Man Still On The Job

The first door Alfred C. Fuller ever approached, brush in hand, was slammed in he face. But the self-styled county bumpkin who was about to revolutionize the then-disreputable business of door-to-door peddling had a stub-born streak in him. He knocked on another door, then another, and before the day was over he had sold \$6 worth of brushes. Fifty-five years later, the Fuller Brush Man is ringing 140 million doorbells a year, doing \$100 million worth of business.

No one is more surprised about his success than the Original Fuller Brush Man, as he makes abundantly clear in his autobiography published last month. "The chance of my building anything or becoming anybody was so ridiculous that no banker would invest a dime in me," says the 75-year-old semi-retired chairman of "the first effective national direct-selling organization" He candidly admits: "The company is the product of medi-

went into the brush business be cause it looked easy. Gospel: A religious young man from Nova Scotia, he set up bus-iness in Hartford because he had visited there once and liked the people—and his copy of the Bible had been printed there. He inspired his salesmen with missionary zeal. "I considered myself a reformer, eager to attack the dirt and domestic labor of the city, destroying the one and alleviating the other," Fuller

ocrity. Almost everyone who-

grew up with it in the early

days was, like myself, a failure

who took his job with me in de-

speration, often in despair." Fuller was fired from his first

three jobs (as a streetcar con-

ductor, truck driver, gardener),

But Fuller wasn't all altruist. He was a hardheaded businessman who insisted on products "that would stand the test of use." His factory hands worked on a piecework basis; his dealers paid for their brushes before delivery. Thus "all had to produce. The foot-draggers soon eliminated themselves.'

Fuller preached that the prod-uct had to sell itself. "This required action rather than words,"
Fuller points out. "I washed
babies with a back brush, swept
stairs, cleaned radiators and
milk bottles, dusted floors." He welcomed rainy days because "bad weather keeps women at home." But he didn't welcome dogs because they bite. A Fuller man was never supposed to run from a dog or kick it, though. That's sure way to lose a sale. Rather, "look the animal firmly in the eyes and walk up to the door as though you were a friend of the family, all the while keep-ing the durable sample kit between yourself and the dog." The Fuller Brush Man's ad-

ventures inspired countless cartoons and gags, many depicting him as a charmer before whose blandishments female customers swooned. It happened ence in a while in real life, Fuller admits. But he believes most of his men reacted as he did when a big red-haired woman, coyly admitting him to her some, said: "Do not lead me into temptation." A quick man with a scriptural retort, Fuller answered: "Madam, I am not leading you into temptation, but delivering you from evil." She bought three brushes. Fuller admits that slavish de-

votion to one's work has its dark

ISSUE 53 - 1960

by Sawa Wheeler

looped cap and mitten set.

Fashion loves LOOPS! Ho

smartly they contrast with she stitches in this easy-crochet se

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bazaar hits. Plus FREE-

structons for six smart

caps. Hurry, send 25¢ now!

and ADDRESS.



AKU AKU-CHOO - Artist Bertil Johansson hapes he won't tickle a sneeze from this giant statue at Halmstad, Sweden. He's putting finishing touches to concrete replica of the fámous Aku Aku statue on Easter Island.

a - Coyote -

nown from Winchester, NH., me Luman Nelson, an 83-year-

tew England fauna. "It is a come wolf," Nelson decided. aker agreed. John W. Ran-

olph, outdoor columnist of The lew York Times, took a look at he animal and asked: Could it

e a coyote, or even a coydog, hich is a cross between a dog and a coyote? The idea got round. Nelson, writing for a cal paper, insisted that a coy-

te and a dog would never reed under natural conditions.

At this point Cornell Univer-

taxidermist familiar with

out for a few hours sport one recently, David Baker shot wild, mangy animal in the wild, mangy animal in the mods near Leyden, Mass. It is definitely some sort of a sine. But what kind of a sine? It was too heavy for a sine? It was to heavy for a sine? It was too heavy for a sine? It

sides. Big business, he says, "de mands more of many men tha they can do without neglectin their home obligations." His fir wife divorced him. His elde son, Howard, was a puzzle. Wit a mixture of pride and regre Fuller recounts how Howard e bowed him aside to take ove active direction of the compan in the 1940s and then did awa with many of his ideas.

Howard jettisoned the Fuule tradition of building characte into its dealers with this comment: "Let's stop trying to built men. Even God hasn't built to many good ones. Let's appoin the good ones, and go on from there."

With his father's reluctant ap-

with his father's reluctant approval, Howard introduced new lines (vitamins, toiletries, and cosmetics), increased sales from \$15 million in 1946 to \$109 million before he was killed in ar auto accident last year. Fuller' other son, Avard, is now president. "Human history seems to insist that every youth must be insist that every youth must put to the test of his own init tive industry, and self-reliance Fuller says. "Those who pas move up."-From NEWSWEEK

628

ty zoologist William Hamilton, who had been sent a pic-re of the corpse, joined the bate. "There are no wolves in the Northeast today," Hamilton sisted. "They have been ex-**Gay Chill-Chasers** nct in that area for the last or 70 years." Could it be a coyote, or even coy-dog? It could well be, plied Hamilton, adding that ere are coyotes in the North-ist, that coyotes do indeed ate with dogs, and that the ew York State Conservation epartment has some in capti-ty. Moreover, the New York oods are full of them. The corpse is now at Harvard iversity, where Mrs. Barbara wrence Schevill of the Musen of Comparative Zoology is adying it. Mrs. Schevill, how-er, made it clear that she did made it clear that she did wish to engage in the const What Is

our Horse-Power? an was winding his churchck a short time ago, he suchally wondered how much
me-power was needed to de

The though so intrigued him he asked his son, an engier, to help him find the an-er. They worked out the cal-lation between them and dis-wered that keeping the church eck wound up takes just one-menth of one horse-power ev-

In nine days.

And what is one horse-power?

Well, in British units it's defined the power required to raise 1000 lbs, one foot in one minute. The term horse-power often 122les people. A horse-power 122les people. To-day the actual working 122les people 122les p nine days.

JUST OFF THE PRESS! Sen About 20 to 30 per cent of first attacks are fatal, a o Chicago health authori-If the first attack can be red, modern treatment -consisting of antiagulant therapy—gives more than ever before.



FROZEN ASSET - Pretty Dana Brooksmith executes a ballet spin on full-sized ice rink in Manhattan Savings Bank lounge, New York. It's all part of the bank's annual "Christmas in Manhattan" show.

Won His Wife In A Poker Game

By eleven o'clock on that hot June night the sixty or so miners in Warren, Idaho, had left their card tables, and gathered around a good-looking young man of twenty-one, Johnny Bemis, who faced a middle-aged Chinese, Hang Chang, in a winner-take-all poker game.

Johnny Bemis had come from the East that year, 1871, to seek his fortune in the rough and ready mining camps of the West and the Chinese was one of the many immigrants from the Far East who had drifted to America and found his way to the same West where fortunes were being made by day and lost at card

tables by night. Originally there had been four the Chinese and two other miners. But the two fell out as Johnny won steadily with a less. In front of Hang Chang lay his last ounce of gold, but his eyes were quite expression-less as he shuffled and dealt

Johnny picked up his cards, glanced at the m and covered Hang Chang's bet; the Chinese pushed his last gold forward and called. As Johnny spread out the four aces in front of him, the crowd let out an incredulous gasp. Johnny's luck should long ago have run out but it seemed that every hand was stacked in his favour.

the next hand.

The Chinese laid his cards face down and said, "I am finished. I have nothing more." Johnny swept the gold and money up before him. It amounted between \$10,000 and \$15,000. "I am sorry you have nothing more," Johnny said. "I enjoyed

playing with you."
Hang Chang nodded, and the tall, very slim and pretty Chinese girl who had been standing all night in a statuesque pose behind him, moved towards him as if to comfort him. In the mining camp they call-

ed the very attractive girl China Polly. She was about twenty years old, Hang Chang's slave girl, sent to him from China to be his wife, a girl with long raven locks falling over her shoulders, wearing a yellow dress slit up the side.

The Chinese had seen Johnny glance at the girl more than once. He said suddenly: "I have only China Polly left. You would gamble for China Polly?" Johnny smiled. He took it as a joke. "Sure." he said, "I will

stake everything I have won against the girl." Hang Chang said: "What you have on the table is not enough. She is worth more than your money and gold."

Johnny called the saloon keep-

er and ordered him to bring out the rest of the gold which he had placed in the saloon safe. men at the table: Johnny Bemis, On the table the gold formed a small mountain; its total value was nearly \$30,000.

The miners shrugged: Johnny was crazy to stake everything he had on the turn of one card, The girl wasn't worth such a Hang Chang picked up the cards and handed them to John-

ny to shuffle, but Johnny indi-eated that the Chinese could have the privilege of shuffling. The Chinese turned over a card. It was the nine of clubs. Johnny took a deep breath and flipped over the top card on the left side of the deck. The ten of diamonds lay exposed. The Chinese, his face expres-

sionless, rose and said something to the girl, then walked quickly from the saloon. The miners began to drift

from Johnny's table now that Giant chameleons two fee the excitement was over, writes John Sinclair in "Tit-Bits." long and with eyes that swivel independently will be studied and filmed by television person-Johnny Bemis had regarded the thing as a joke. Now that he had won he did not know what to do with the girl. But ality David Attenborough in Madagascar. He may take some back to London Zoo. With him wili be cameraman Geoffrey Mulligan who went with him when he walked out of the saloon she trotted obediently some time ago to the South Sea along behind him and when he entered his cabin she made her-Islands. There they encountered self a bed in a corner and curled a strange native cult in the up there. The history of China southern part of the grou where men throw all their Polly and Johnny Bemis, as recorded in Idaho, shows that she money into the sea! On one remote island, Attenbegan looking after him, wash-

ing and cooking for him, and in time won his love. When Johnny was shot during an argument in a saloon, China Polly carried him to his shack and nursed him back to health when everyone was certain he would die. It was then, when he recovered, virtually from the brink of the grave, that he took China Polly along to the local justice of the peace and legally married her. From the day when Johnny and China Polly married he never entered another gam-

stake in the Cripple Creek while China Polly kept house for him. For forty-nine years - from the night in 1871 when he won her until 1920 when he died -Johnny and China Polly lived happily together. He taught her to read and write. She cultivat ed a large vegetable garden out of which she not only fed herself and Johnny, but sold vegetables to the miners, and her home in Warren, Idaho, was the showpiece of the first quarter of the 1900's.

They received many famous guests, among others the tnen vice-president of the United States and the Governor of Idaho and visitors from overseas. China Polly was the perfect wife and hostess. In 1920 Johnny became ill and, in spite of Polly's efforts, died. She went on living quietly in their home, which was then in Grangeville, Idaho, visiting Johnny's grave

very day without fail. Neighbours called on her daily. They suggested that should go and live with friends o that she would not be so

alone, but she would not leave

One day in October, 1933. visiting neighbours found her ill and she was taken to hospital A few weeks later, she died, faithful to the man who had won her in a poker game. They buried her next to Johnny as she had asked them to do because, as she said shortly before she died, she believed that, having served Johnny in life as her master, she would also serve him in the hereafter. On her grave they placed a stone bearing the inscription: "China Polly, wife of Johnny

Planning To Fly By Their Own Power

Bemis." It marked the end of a

unique and wonderful love

A group of students of aeronautics at Queen's University Belfast, plan to scoop the \$15,000 prize which has been offered for the first successful flight of a man-powered aircraft. Inspired and helped by Terence Nonweiler, the university's senior lecturer in aeronautical engineering, they have designed a prototype flying tandem and called it a "Flycycle." It has passed some severe wind-tunnel tests.

to coast over a circular mile,

flying about 20 ft. high and mov-

ing at 35 to 40 m.p.h. But, if the

occupants are given oxygen,

MERRY MENAGERIE

"NEXTI

borough and Mulligan breakfast-

ed one day on a dish of fried

green marine worms called ba-

lolo which, on two days of the

year, leave their holes in the

coral reefs and rise in great

numbers to the sufrace of the

David afterwards, "but next day Geoffrey fell ill with a high

fever. His body was covered in

a painful scarlet rash and his

face was so swollen that he

couldn't shut his eyes or open

but our Fijian hosts felt equally

certain it was a retribution for

having dared to film a cave in

mysterious human skeletons."

was able to continue filming.

future generations.

ACHING (

BACK

Dodds

Pills

TATMENT

1087 THE

the mountains that was full of

It was a fortnight before Geof-

frey recovered sufficiently and

A politician thinks of the next

election. A statesman thinks of

How to Treat an

"I was sure it was an allergy,

his mouth.

"They tasted very good," said

Fried Worms

For Breakfast!

be feasible.

See Plant Production

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The inventors are satisfied

that they can build a real flying machine which a couple of nor-mally fit cyclists could keep air-MEDICAL borne for two minutes. In that time, the Flycycle should be able

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Director of Nursing, Pontiac Commy-

Nursing

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ISSUE 53 - 1960



SATELLITE STRENGTH — Newsmap shows the military strength of Russia's European satellities. It is based on information by experts of the Royal Institute of International Britain. Despite revolts in the past and reports of corest among the peoples of these nations, the i that the satellite armies, totaling about 8, 300,000 in reserve, would probably be a liable addition to Russia's own streng



ABOMINABLE SNOWMAN? HILLARY DOUBTS IT - Sir Edmund Hillary carries a valise containing a 240-year-old scalp alleged to be from an abominable snowman. Nepalese Khumjo Chumbi, 'eft, accompanied Hillary to Chicago where the scalp will be examined. It has been kent within the confines of the Sherpa village of Khum Jung since it was found. Hillary, first man to conquer Mount Everest, considers the abominable snowman a myth.