

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 on.

HE: "I saw 'The Alamo' last month."

SHE: "What did you do this month?"

Then there is the "Spartacus" concessionaire who is putting up his popcorn in special three-pound boxes.

At one motion-picture theater showing "Exodus," they've changed the name "Internation" 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 will 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, a few characteristics of the longies are now clear. A longie is studied with top talent and high purpose. Instead of having a single, coherent plot, it offers a series of loosely connected episodes. Finally, it gives the cinematic equivalent of the Grand Tour (so far, only "The Alamo" has stayed home).

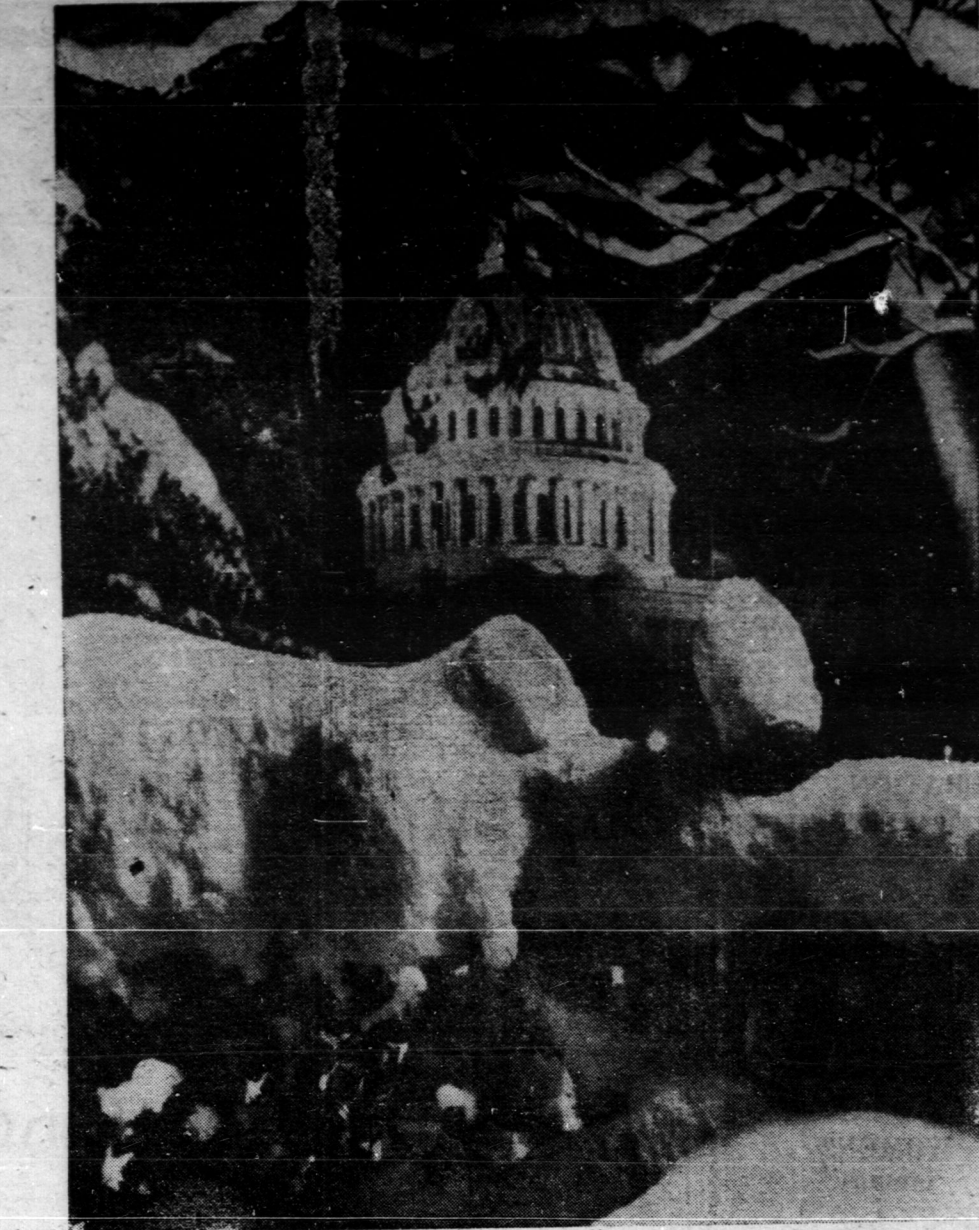
All the longies seem to be doing well (the advance sale of \$600,000 for "Exodus" is an all-time movie record). It will be several years before anybody knows just how well, since "Ben-Hur" is only now making back its original cost. Meanwhile, critics of the longies have a new name for conventional movies: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

Weaving Tapestry Highly-Paid Work

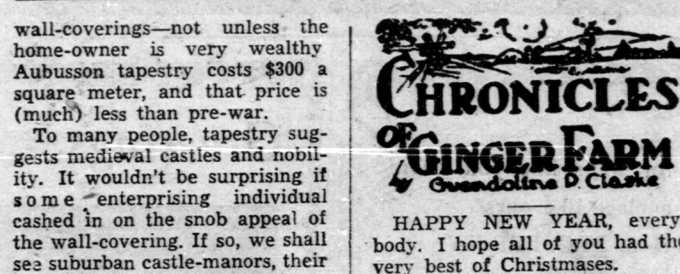
Who are some of the best paid workers in France today? Chances are very wealthy Aubusson tapestry weavers. In their own region, at Aubusson in the heart of France, they are the highest paid and there is no unemployment.

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, empty spaces demands some covering, which is responsible.

It doesn't seem likely that hand-woven tapestries will be very much in demand for home



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.



CHRONICLES OF A GINGER FARM

HAPPY NEW YEAR, everybody! I hope all of you had the 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.

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Fuller Brush Man Still On The Job

The first deer Alfred C. Fuller ever approached, brush in hand, was slammed in the face. But the self-styled "bumper" bouncer was about to revolutionize the then-disreputable business of door-to-door peddling had a stubborn 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 73-year-old semi-retired chairman of "the first effective national direct-selling organization."

He candidly admits: "The company is the product of mediocrity. Almost everyone who grew up with it in the early years was like myself, a failure who took his job with me in desperation, often in despair."

Fuller was fired from his first three jobs (as a streetcar conductor, truck driver, gardener), went into the brush business because it looked easy.

Gospel. A religious young man from Nova Scotia, he set up business 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 elevating the other," Fuller says.

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 sold for their brushes before delivery. Thus I had to produce. The foot-draggers soon eliminated themselves."

Fuller preached that the product had to sell itself. "The 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 the sure way to lose a sale.

Rather, "look the animal firmly in the eye and walk up to be licked. The grandpa doesn't mind baby-sitting, and so everyone is happy."

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Gay Chill-Chasers

628

Ultra-cozy! Brave winter chills brightly in this fluffy looped cap and mitten set.

Fashion loves LOOPS! How smartly they contrast with sheathes in this easy-crochet set.

Pattern 628: directions small medium, large included.

Send THIRTY-FIVE CENTS (stamps cannot be accepted, use postal note for safety) for this pattern to Laura Wheeler, Box 1, 123 Eighteenth St., New Toronto, Ont. Print plainly PATTERN NUMBER, your NAME and ADDRESS.

JUST OFF THE PRESS! Send now for our exciting new 1961 Needlecraft Catalog. Over 125 designs in brochet, knit, sew, embroidery, quilt, weave—fast, easy, homefurnishings, toys, gifts, plus FREE—instructions for six smart, snappy, Hurry, send 25¢ now!

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— Coyote — What?

Out for a few hours spot one recently, David Baker shot a wild, many animal in the woods near Leyden, Mass. It was definitely some sort of a coyote. But what kind of a coyote? It was too heavy for a dog, its coloring was not like any dog's. The animal quickly became the favorite of local conversation.

Down from Winchester, N.H., came Luman Nelson, an 83-year-old taxidermist familiar with New England fauna. "It is a young wolf," Nelson decided.

After agreed John W. Russell, outdoor columnist of The New York Times, took a look at the animal and asked: Could it be a coyote, or even a coydog, which is a cross between a dog and a coyote? The idea got ground. Nelson, writing for a local paper, insisted that a coyote and a dog would never breed under natural conditions.

At this point Cornell University zoologist William Hamilton, who had been sent a picture of the corpse, joined the debate. "There are no wolves in the Northeast today," Hamilton stated. "They have been extinct in that area for the last 70 or 75 years."

Could it be a coyote, or even coydog? It could well be, said Hamilton, adding that there are coyotes in the Northeast, that coyotes do indeed live with dogs, and that the corpse is now at Harvard University, where Mrs. Barbara Lawrence Schevill of the Museum of Comparative Zoology is studying it. Mrs. Schevill, however, made it clear that she did wish to engage in the controversy.

While an East Anglian clergyman was winding his church clock a short time ago, he suddenly wondered how much horsepower was needed to do the job.

Though so intrigued him he asked his son, an engineer, to help him find the answer. They worked out the calculation between them and discovered that keeping the church clock wound up takes just one-tenth of one horsepower every nine days.

And what is one horsepower? Well, in British units it's defined as the power required to raise 550 lbs. one foot in one minute. In other words, a horse-power can move a ton of coal in 10 minutes.

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 to \$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 statueque pose behind him, moved towards him as to comfort him and curl up there. The history of China Polly and Johnny Bemis, as recorded in Idaho, shows that she began looking after him, washing and cooking for him, and in