# **Damping Down Those Loud Commercials**

Three cheers (at a normal 60 decibels) for the FCC. That regulator of the American airwaves reportedly has scheduled hearings next year at which listeners the widespread broadcasting practice of running commercials t a louder volume than the pro grams surrounding them.

In recent years the Federal Communications Commission's sister agency, the Federal Trade Commission, has helped the industry's own watchdogs cut down dishonest advertising practices. But the FCC has hesitated to set a limit on the volume a which the more raucous ads are transmitted into our living rooms. In part this has stemmed from

reluctance to become involved in technically complex subject. Loudness is not necessarily equal nouncer's voice, his speed of delivery, that false note of urgency r patent medicine pacing - al of these may give an impression of loudness beyond what instruments measure.

However, a recent test by H H. Scott, sound equipment manuprograms sampled in the Boston area 65 percent ran commercials at a measurably louder volume than the adjacent programs. No wonder so many people leave the room during commer-

The answer to this unfair im position seems to be to have the FCC crack down on commercials that exceed the volume level of a station's general programing. A fitting punishment for offenders might be to require them to run half volume for a month. mercials are recorded with an

eye to accuracy and taste would have nothing to fear and much to gain from such a crackdown. -

## Smells For Sale ---Any Variety

Psst! Anybody want to buy a smell? Proprietary Perfumes, a branch of Unilevers Ltd., will now gladly sell smells to anybody for almost anything. Chairman of this aromatic company, Mr. Barry Hook, re-

veals that they have already developed a "true butter odcur" for margarine and an "acute flavour for chimpanzee food." Perfumery is a highly scientific business, and the firm's experts can now synthesize all natural aromas - plus many that nature

has neglected to invent. Mr. Hook, himself an organic chemist, left Australia in 1947 because chaps sweeping the streets were earning more than An ex-R.A.A.F. pilot, he joined

Unilever partly on the recomboth headed divisions in the firm. Mr. Hook was appointed boss of Britain's biggest perfume compounders only recently. His headquarters is in non-fragrant

"All odours are emotional stiman, "But the emotion aroused must be the right one. One can see his point - other wise people would be following barrassing situations!

IMMORTAL IMAGE - Just

about everyone will recognize the image of Charlie Chaplin's

little trump. The character was

given life again by Lucille Ball

performances.

n one of her recent television

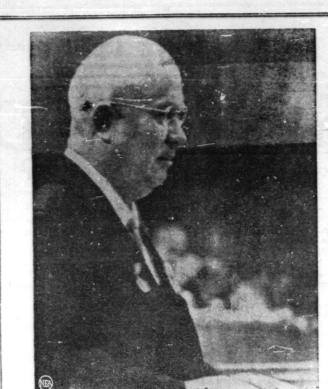
pleasant air of Kent

stantly.

spot" crashes. Messina, on the border of South ern Rhodesia Rut the crashes had occurred on a section of road less than fifty yards long. Experts who examined the road and all the crashed cars could find

no solution. vere cycling home towards Piet and tail-lights on their cycles and were keeping well to their side of into them from behind, ther overturned, killing the driver. Again there was abundant proof that the driver had had the car's headlights were full on inning of last August, that Smit he Bantu in Pietersburg. The

highway, they said, was cursed at This was because a witch doc tor an old man named Motaung had been killed on that road within a few yards of where the latest crop of fatal accidents oc-cured. Motaung had been walking back to Pietersburg on an ice-



SUGGESTS TRUCE WITH RED CHINESE - Soviet Premier Khrushchev, addressing the East German Communist Party Congress in East Berlin, suggests a truce in his quarrel with Communist China All but the Chinese delegates cheered his suggestion.

cold winter's night when a car

came up behind him and killed

The driver had been exonera

ed when he said that the old man

had been walking in the centre

of the highway, and was practi-

cally invisible, being black-skin-

"They should have buried Mo-

taung's dolosses," a Bantu detec-

tice told Head Constable Smith.

"It is the custom among my

dies his dolosses must be buried

come to anyone who touches

Dolosses are animal bones used

by a witch doctor in Africa to

foretell the future and without

these he is supposedly helpless.

"But what happened to Mo-

taung's dolosses, then?" Smit

He was told that when the old

man was killed his dolosses were

no one bothered to collect them

and to bury them with the re-

Head Constable Smit drove to

the spot where the fatalities had

occurred and tried to find what

remained of the old man's dolos-

ses, but he found nothing except

In Pietersburg and Potgieters-

rust the road has in the past few

months became known as "The

Highway of Death." Few dare to

And since a man was killed in

broad daylight while speeding

some are becoming afraid of it

The man's death remains un-

explained: in broad daylight, on

a cold but clear day, with un-

high speed, overturned a dozen times and was killed.

Smit hunted back through the

records and found that the pre-

vious year there had been only

two or three very minor acc

road and no fatalities, yet sud

seventeen people were killed.

denly, over a eight-week period.

Ten of those died almost on the

identical spot where Motaung was

killed, the others within a mile.

The Bantu say that the acci-

denis are caused because Mo-

taung appears suddenly on the

highway in front of speeding oars which swerve in trying to

Foolish superstition? It could

be, but in the locality people are wondering, fearfully, when the

next fatal accident will occur and

Carmania

10% Reduction

for Round-Trip

in Thrift Season

Pay Later - See

Toronto,, Ont, Tel. 362-2911

Your Travel Agent.

avoid him, and crash.

who the victims will be.

dents on the entire stretch of

along the same stretch of road,

tiny pieces of bone.

drive along it at night.

even in daytime.

mains.

scattered over the highway and

with him, otherwise death will

people that when a witch doctor

# African Highway Said To Bear Curse

him instantly. The night was bitterly cold, sky as the large American-built sedan, carrying three young white students, purred at sixty miles ned and dressed all in black. an hour along the broad highway between Pietersburg and Potgietersrust, in the Transvaal.

The students, all in their late teens, were looking forward to a rugby match to be played the next day at Louis Trichardt, a small town ahead of them. Their car was almost new, the

young driver fully experienced on South African roads, the highway itself broad, smooth and dead straight. They were approaching a spot almost midway between the two

towns, which were seventy miles apart. The flat veld stretched out for miles on either side. Then, suddenly, death came. Violent crunching death, as the car swerved to the right, left the highway and rolled over half-a-

dozen times before coming to a halt on its roof. Inside, the young students were dead. They were found later in the night when a passing motorist spotted the smashed car and called the police.

The wreck was taken to police headquarters in Pietersburg and examined thoroughly, but experts could find no fault. And a close inquiry and a post-mortem indicated that none of the young men had had anything stronger than coffee to drink. Police Head Constable C. J.

Smit could find no reason why the crash occurred. Ten days later, Smit was called out of bed about midnight. This Bermondsey, London. A new fac- time it was the worst road disas-

new car, he left the highway at are a no-good, blankety-blank ter he had ever seen. Two white men and their wives were on the way home in their 1959-model American car and at a spot within a few yards of currred they collided head-on with a car containing two Bantu

The highway, more than twenty-six feet wide, was bone dry, so that any kind of a skid was ruled out. Mechanically, both cars were sound and a postmortem showed that none of the six people killed had had any strong drink before the collision In Pretoria, capital of the Transvaal, authorities were becoming alarmed at the "hoodoo

The highway begins at Pretoria and ends 250 miles away at

A week later, two Bantu men ersburg on another bright but cold night. Both had strong headothing strong to drink and that It was at this stage, at the beneard strange mutterings among

# Fright Sends Goals Into A Trance

A man believes he owns for of the world's rarest goats. The goats suffer from a nervous disease called myotonia - an affliction which makes them stiffen up and go into a trance whenever they are frightened.

The owner of the animals, Dennis Bales, of Bonham, Texas, claims that there are fewer that twelve alive anywhere. A thunder clap, a loud shout, the blaring of a car horn - these

are enough to send the goats into a trance for a minute or more. When they are startled they roll over on to their backs, feet in the air, and become as stiff as a What causes the goats to behave like this? It is believed that

the animals are unable to make a decision. When anything happens that frightens them, they go into a trance to escape deciding what to do. Bales' goats have become such a famous attraction that viewing them is a "must" for every visi-

was Mr. Eisenhower, the ex-President of the United States. After inspecting them he want ed to buy them. Bales explained about their inability to make decisions - but that only made Eisenhower want them all the more, and he offered a fabulous price. But Bales refused.

Insulting Judges

keep his big mouth shut. He bas

jail. And he still has thirty-one-

and-a-half more years to go-for

blowing his top at judges! Lorenzo, forty-three, can't stop

insulting judges. So they keep

When a judge is insulted in

For Lorenzo, it has been a vici-

Lorenzo was originally brought

The latest incident began when

Lorenzo wrote a letter from

prison to the Italian Administra-

He was brought to court in

Trani last May and the judge said: "Lorenzo Bellanova, you

court for having insulted the

"Yes, sir," snapped Lorenzo.

He tried to rush the bench but

The hearing was postponed

could be brought against him.

A dozen policemen were on

When the time for sentencing

came, the police formed a pro-

The judge tucked another eigh-

teen months on to the thirty

years he still has to serve-and

then tensed himself for the usual

Lorenzo calmly looked at the

For the first time in twenty

CARINTHIA FRANCONIA CARMANIA CARINTHIA

**NEW IN '63** - The Lido look to Rotterdam!

SPRING SAILINGS FROM MONTREAL & QUEBEC

\*SAILS APR. 27 FROM QUEBEC

CARMANIA Apr. 19, May 31 Cobh, Havre, Southampton

CARINTHIA Apr. 26\*, May 17 Greenock, Liverpool

Tourist night club, entertainment

French & German-speaking stewards

CARMANIA May 10

FRANÇONIA CARINTHIA CARMANIA FRANÇONIA

years, he didn't open his mouth.

The police think he must be

New | Lido deck, heated pool

Services Calls at Rotterdam, starting May 10

tective circle around Lorenzo.

the police stopped him.

prought to court again.

hand to watch him.

judge-and sat down.

explosion.

are charged with contempt

tor of Justice-insulting him.

into court for "causing a public

ous circle. Every time he gets a

new sentence, he hits the roof.

and another sentence.

giving him sentences for con-

Italy he sometimes gives a three-

tempt of court.

disturbance."

limited visibility and a nearly- "But I must say that you, too,

spent the past twenty years i

tor to Bonham. One recent visitor

BEACHFRONT MOTEL
EXCELLENT OPPORTUNITY
FOR RETIREES
SARASOTA. Siesta Key. Crescent Beach,
air-conditioned efficiencies plus a
2-bedroom, 2-beth, deluxe apartment
All completely furnished including TV.
Owner will finance. Phone Sarasota
924-4482, or write P.O. Box 2406, Claveland 12, Ohio. Human beings seem to upset the goats most of all. It is impossible to touch them without sending them into a trance. This makes milking them awkward. The moment Bales touches her, the one nervous nanny goat

in the four just stiffens up and flops over, legs pointing heaven-So Bales milks her upsidedown. But the milk is mostly wasted as the pail cannot catch the milk. Gets 51 Years For

LOGS WANTED WANTED

How Can I? By Roberta Lee

Q. What is a good "homemade" polish for linoleum? A. A mixture of equal parts of thick, boiled starch and thick,

OF RHEUMATIC PAINS OR NEURITIS SHOULD TRY DIXON'S REMEDY

MUNRO'S DRUG STORE

\$1.25 EXPRESS COLLECT

BANISH the torment of dry cerems rashes and weeping skin troubles. Post's Excems Salve will not disappoint you Itching, scalding and burning cerems, acne. ringworm, pimples and foot eczems, will respond readily te the stainless, odorless olument regardies of how stubborn or hopeless they seem.

Sent Post Free on Receipt of Price PRICE \$3.50 PER JAR

2865 St. Clair Avenue East

OF INTEREST TO ALL

JUST RELEASED! 1963 Treasure trove of wholesale supply sources ideas, tipa money-saving opportunities. Dozens of free and hard-to-find items, plus un-

usual profitmaking information. Write. D. K. Ashbee, Box 267, Burk's Falls, On-tario.

OPPORTUNITIES FOR

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JOIN CANADA'S LEADING SCHOOL

PERSONAL

BIBLE UNDERSTANDING

aids to Bible Study, free. Write-istadelphians, Box 811, Brantford.

PROPERTIES FOR SALE

DRUMBO
BRICK house, full price \$3,000, suit retired couple, seen by appointment. F.
C. Brown, Real Estate Broker, Drumba.
Phone 463-5216.

PROFITABLE OCCUPATIONS

BOOKLET! "Make Money With Any Camera". Twenty different, proven

A Western journalist was in

What, in your opinion, is Capi

'Capitalism.' came the coldly

disapproving reply, 'is the ex

The official drew himself u

proudly: 'Communism is exactl

WONDERING IF

HE SHOULD BE

GLAD SHE'S

CONCERNED

- OR MAD

CAUSE SHE

THINKS HE'S

OLD!

By Blake

ploitation of man by man.'

'And Communism?'

the opposite!'

terviewing a Russian official:

POST'S REMEDIES

Toronto

POST'S ECZEMA SALVE

EARN \$23 weekly plus a free wardrobe in your spare time. Just show Fashion Frocks to friends. No investment, car-vassing or experience necessary. Write North American Fashion Frocks Ltd., 3425 Industrial Blvd., Dept. J-1963, Montreal 39, Que.

COIN GUIDEBOOK valuable books in one volume. Lists the prices collectors pay for all coins. Now you can become fully informed on this great money hobby. Previously sold separately \$5.00.

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Great Opportunity
Learn Hairdressing
Pleasant dignified profession good
wages Thousands of successful
Marvel Graduates
America's Greatest System
Illustrated Catalogue Free
Write or Call Marvel Hairdressing School Branches

44 King St W., Bamilton

72 Rideau Street, Ottawa OLD COINS WANTED POPE will buy your gold, silver, at copper coins. Send your list to: Joi Pope Coins, Box 224, Dayton 1; Ohio. LIVESTOCK

FOR sale—Registered, springing Guernsey cows & helfers with R.O.P. backing.
Apply to Harry Arthur, R.R. 1 Lakeside,
Ontario. Telephone Medina 47. GUERNSEY cows and heifers, spring-ing, vaccinated, I.i. and blood tested. Grades or purebreds. Harold Holliday & Son, phone 989-J-2, RR 3, Mt. Forest, Ont. JERSEYS for sale: I have a select group of heavy springing cows, registered, sound and youns. We can finance these with no down payment and 36 months to pay. Ross Butler, 742 Pavey St., Woodstock, telephone LE 7-8155. Lorenzo Bellanova just can't

White Ash and Hard Maple Logs Best cash prices paid. Phone or write Elgin Handles Limited, St. Thomas, Ontario. ME 1-0330.

Q. How can I soften liquid A. Vinegar will soften liquid

that has hardened in the bottle. warm soapsuds makes a fine polish for linoleum. It preserves the finish of the linoleum, and makes it resistant to soiling.

EVER HAPPEN TO YOU?

DEAR-YOU COME IN

NOT AS YOUNG AS

AND REST NOW-YOU'RE

YOU USED TO BE!

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Havre, Southampton, Rotterdam

-The Terrier Who Adopted Us

ad taken the epportunity ending ten days in a farmhous the North Cornish cliffs. nhouse where we were staysurable quiet - the quiet of long rollers and surge and heather cliffs - the dog in our lives found at the time on a small promon-

the place . . . Suddenly I became aware that my wife and I were no longer alone. Sitting very silent and in tent by our side was a white shaggy terrier with brown cap and ears and a stump of a tail, gazing at my sandwiches with a look of infinite reproach and longing, he was obviously griev ed that such largesse should be distributed among undeserving gulls. Though food in those days was not plentiful and I was hungry, I was unable to resist the look in those large brown eyes, and my last two sandwiches, bit by bit, were handed over to this obviously expert and, as it turned out, professional beggar. What was so remarkable was that though, as we subsequently came to realize, he must have been half-starving, he made not the slightest attempt to snatch the proffered food and took it so gently that it seemed to leave

one's hand by an imperceptible process of suction . . . It was only after we had sat there for an hour that we realized with a shock that he had no collar and that he belonged to none of the picnicking parties who had been sharing the prom ontory with us. And when, now alone, we rose to leave, the dog rose and followed us. Or to be precise, he preceded us, for from the start of our association he took the initiative. He did so in a manner that made it perfectly elear that there was now a bond between us, and that he regarded us as his property. Whenever we



NO FOOLING - Comedian Newhart and Virginia Quinn announce their engagenent in Hollywood

English terrier. He had a snow-white coat which, when brushed and washed, was almost dazzling-by white; large and well-proporbrown and black spots. stubby brown-tipped tail usually, like his aspiring spirit, pointed jerkily upwards... He entered my life on a Corncliff eighteen years ao . I had just been give a fort

ht's respite from work which I doing for the Services, and my one wartime holiday and ing the afternoons my wife I made the most of it, somees picnicking on the beach d at other times taking long mps over the chiffs. On one of see we walked to Boscastle, out six or seven miles from the g. And there we encountered he waif who for the next foureen years was to dominate our lives. In a backwater of immeaus. We were eating sandwiches tery overlooking the west side of the harbour and I had thrown a 1ew crumbs to some gulls who

were obviously old habitués of to know them.

We should never forget that there is no such thing as the "masses." There are a multitude of human beings, each different, each interesting, each worthy of knowing better. Perhaps a worthy New Year's resolution would be to try, during the coming year, to raise our eyes from the station gate, the

# Chances Of A Smallpox Epidemic

or gulped the Sabin oral polic to protect themselves from polio, many have forgotten about one stock, 1 tablespoon Worcestervaccine of all. Alarmed by this ical Association recently anto get the smallpox antibodies in to protective levels.

Right now, said Dr. Raymond L. White, the AMA's director of environmental medicine, "just one case of smallpox in this country could touch off an epidemic." Alerting local medical societies to the need for a long-range program, the AMA said individual physicians would bear the responsibility for seeing that their patients were vaccinated or received fresh inoculations. Although Dr. White emphasized that there is no emergency, he nevertheless pointed out tha "the low level of immunity that now exists is deplorable."



sat down - which we deliberately did to see what would haparded as with a look of deep in terest and affection . . . My wife made him a collar of string. With this round his neck, a symbol of his changed status, he accompanied us to the station. When he saw the train and realized he was to go with us he went mad with joy . . . Even Waterloo, with its clatter, did not daunt that "Jimmy, the Dog in my Life," by Arthur Bryant.

# Why Not Let's Try Looking At People

waiting for a train in the Chi cago railroad station during the country folks, it was a startling and disturbing experience. Not the crowds, but the expressions on the faces of the multitude moving through the station to catch the local trains-and on almost every face a look that can only be described as "glassyeyed." There was no interest in the passing scene, or the fellow humans in the station. Other people seemed to be no more than obstacles to be avoided, like the pillars or the station seats It makes one wonder if this

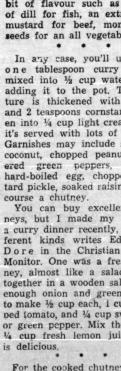
isn't symptomatic of a growing tendency in modern life - the failure to look upon others as our fellow men, people with desires and with problems just as we have, people who would be interesting, if we took the time

Nor is this attitude confined to big cities. Even in smaller places -although they do offer greater opportunities to know folks better-we spend much of our time in a car, watching others pass at TV set, watching artificial characters in make-believe situations that have little to do with real

How often is the person who waits on us in the store no more than an automated servitor? Or the customer, just another dollar? How often are other people just anonymous "they"? This attitude is reflected, too often, in "group planning," "group dynamics," in the whole idea of the

highway, the television set and look at the people around us. — Monte Vista (Colo.) Journal

Millions of Americans have bared their arms for Salk shots vaccine. But in their enthusiasm of the deadlies of all virus diseases-smallpox-and the oldest complacency, the American Mednounced a vaccination campaign the national blood stream back



All the second of the second o

TWO OF A KIND — Comediun Frank Fontaine teams up with his son, Marine Pfc Bobby Fontaine, 20, to entertain servicemen at Guantanamo Bay Naval Base. Bobby was stationed at the base during the Cuba crisis.

# TABLE TALKS

gar, 1½ cups water, ¼ cup lime

juice, 1 tablespoon grated orange

curry dish itself, you can use

the ingredients you have on

hand. After all, this is how re-

Curry powder can be used to

flavour eggs, broiled tomatoes,

cream sauces, soups, mayonnaise,

salad dressings, sandwich spread,

cheese dips, rice, baked beans,

"Anyone who likes Spanish

cooking will like this," writes

Ida M. Egginson, of her Spanish

SPANISH MEAT LOAF

2 pound ground smoked ham

1 cup dry bread crumbs

2 tablespoons minced onion

2 clove garlic, minced

4 cup tomato catchup

2 cup milk

grees F.

1 tablespoon chili powder

Mix all ingredients well and

pack in greased baking pan.

Bake 50-60 minutes at 400 de-

WHO GETS THE DRUMSTICK?

in his absence, by the hostess.

cipes are invented!

or butter for canapés.

meat loaf. Here it is.

2 pounds ground beef

2 pounds ground pork

any amount of imagination and

With the chutney, as with the

a sprig of fresh dill, chopped.

At dinnertime the family likes | chopping up a grapefruit rind hearty stews and steaming soups, (after boiling it in three waters intriguing casseroles, juicy to remove biterness), a half roasts and baked potatoes. And cantaloupe peeled, 3 apples paryou, the mother, surely feel ed, a whole lime (minus seeds), you'd like experimenting with and 3 dried figs. These were new ideas, presenting your ex- cooked up in a syrup made from pectant diners with a surprise 2 cups brown sugar, 2 cups vine-

once in a while. Such a surprise might be curry. This East Indian dish is re- | rind (dried, from a jar), and lated to our stew, to chop suey, to the Japanese sukiyaki, in that it combines many different ingradients, vegetables with meat, a distinctive sauce, and an ac-

companying starch. The novelty of curry is in its addition of fruit to the meat or fish, and the curry spices in the sauce. Like its Chinese and Japanese counterparts, it calls for rice as a side dish. . . .

There are so many recipes for curry that I suggest you collect and study a number of them, then evolve your own version. The dish begins with a base of meat, fowl or fish, either fres. or left over. For a family of four you will want about 2 cups of meat. If it's fresh, you'll cut up in bite-sized pieces, and sauté it lightly in butter or drippings-about 3 tablespoons- to gether with a couple of small onions peeled and chopped, a small clove of garlic, 5 or 6 small

sized apple which has been pared, cored and sliced. \* \* \* Cook these together till the meat is just tender, and add 2 tablespoons raisins, 11/2 cups

stalks of celery diced, a medium-

research farm in Missouri shire sauce, 1 teaspoon salt, 1/2 weighed more than fifty pounds. Now a Turkey Advisory Board teaspoon pepper. expert predicts that turkeys weighing at least 100 lbs. will be Now comes the curry powder produced within a few years. we buy in small tins or bottles, already blended. You may, if Q. It is proper to ask the guestyou wish, blend your own from of-honor at our dinner table to say grace before the meal? a selection of spices - many of them familiar to you - already A. Only if your guest is a on your kitchen shelf: allspice clergyman. Otherwise, grace tains of industry, film stars, Unitand anise, cinnamon and carashould be spoken by the host, or ed Nations figures, military leadway, celery seed and cloves,

garlic and ginger, and so on, up to a total of 50. But you may not have zedoary root, juniper betries and fenugreek!
The Indian housewife grinds her own curry powder, blending various combinations for differ ent dishes. The home cook, by experimenting, can enhance the flavour of the commercial curry powder by adding a tiny extra of dill for fish, an extra bit of mustard for beef, more poppy seeds for an all vegetable curry.

. . . In any case, you'll use about one tablespoon curry powder mixed into 1/2 cup water before adding it to the pot. The mixture is thickened with an egg and 2 teaspoons cornstarch bea en into 1/4 cup light cream. Ther it's served with lots of hot rice Garnishes may include shredded coconut, chopped peanuts, slivered green peppers, choppe nard-boiled egg, chopped mus tard pickle, soaked raisins and of course a chutney.

You can buy excellent chut neys, but I made my own for a curry dinner recently, two different kinds writes Edrie Van Dore in the Christian Science Monitor. One was a fresh chutney, almost like a salad. Chop ogether in a wooden salad bow enough onion and green pepper to make 1/2 cup each, I cup chopned tomato, and 1/4 cup sweet reor green pepper. Mix them with cup fresh lemon juice This

For the cooked chutney I used pretty much what I had on hand,

# Karsh Does **His Own Portrait**

ers, composers, royalty, clergy-men, and presidents. The list is

He admits that he is influenced

by the public image, by the leg-

end that surrounds a great per-

son. But he does not accept the

legend surrounding a personal

ity in toto. He strives to stimulate

a mood in his subject that will

make possible the photographic

interpretation that he is seeking

and it is probably true that he

He says: "Occasionally the leg-

atisfaction, according to Harry

ful can reach the whole globe -

rapidly, thoroughly, and at the

moment when its subject is topi-

cal and its impact can be the

fact that photography must still

struggle for recognition as an art

form is not wholly unfortunate,

further progress and continued

Modern Etiquette

By Anne Ashley

Q. It is really improper to write

A. If you really MUST, you

certainly should apologize and

explain your reason for not being

to begin eating at a dinner?

How does a guest know when

A. It is generally considered

courteous to wait until the others

have been served, either at the

beginning of a new course be-

hostess is the first to begin

which gives the signal for the

fore starting to eat. Usually the

for it provides the incentive to

vitally important."

social letters in pencil?

able to write in ink.

And the second: "Perhaps the

he works.

even longer and impressive.

There are many answers to the question: What makes Yousuf Karsh a great portraint photo-grapher? He has many of them recently-published autobiography "In Search of Greatness". But there is one sentence that seems to jolt the reader to the point of satisfaction and that is: "My personal interest in ordinary people is unlimited, but I am fascinated the challenge of portraying true greatness adequately with

end is bigger than the man himself, but I try to record the commy camera." plete human being." The Karsh quest in making a photograph is for a quality that proach. Even though he has done e knows exists in the personalcolor portraiture, he does not think there are many color photowhat he calls the "inward powgraphs that provide true artistic er," and he is most anxious to capture that, or at least to inter-C. Kenny in the Christian Science pret it to his own satisfaction rather than to "create the facsimile of an interesting figure result than in the technique rewith no depth of soul."

quired to achieve it. He never It is most fortunate indeed for became a technician by choice. those who would follow Karsh or His dream has long been a camto appreciate his work to have him say that "the most important concealed. skill for a photographer to develop, be he amateur or profes-Karsh feels strongly about. One sional, is that of being able to is: "If comparisons must be made see his subject through his eyes before he sees it through his ing, total impact is a factor that camera. It is this that impressed should be considered. One photograph that is artistically success-

itself forcibly on me early during my career." Mr. Karsh's attitude for finding the "moment of truth," is well illustrated by his photograph of Albert Schweitzer, "Schweitzer's powers of concentration were tremendous," says Mr. Karsh. "Between pictures he would go back to his desk, and start writing as if he had never been interrupted. When I would say, 'I'm ready,' he would lay

down his pen and come and be "But the picture I was seeking did not come easily. I could not seem to get the relaxation in his attitude that I wanted. His hands were well shaped and supple, yet powerful, the hands of a musician or a doctor. I tried to portray him with his hand resting on books - no, that was not right.

We must try again.
"We continued. Then Schweitzer closed his eyes a little wearily, put his fingers over his mouth, resting on his elbow, and said, 'Please let me know when you are ready.' In a moment, he was completely absorbed in his own thoughts. I did not answer him, but clicked the shutter. This is the picture which has been so widely published, and which was included in Portraits of Great-

Mr. Karsh's problem with Churchill was that the great Prime Minister did not know he was to be photographed and he at allowed his photograph to be taken which at the time was one of the best ways to photograph "the great man."

Then by deft use of his own personality. Mr. Karsh accomlished almost the impossible and got the cigar away from Churchill and photographed him quickly before Churchill could growl and A turkey recently reared at a this is the photograph known

The compliment that Churchi paid to Mr. Karsh at the end of the sitting was: "You can ever make a roaring lion stand still to Mr. Karsh has photographe the great people of our time and

here and abroad. He has includ-

ed the leading politicians, cap-

ers, natural scientists, labor lead-

FELINE FINERY - Scanding vian furrier introduced match-



MONA LISA MAKES HER DEBUT IN CAPITAL — At a glittering ceremony in Washington the Moria Lisa was unveiled at the National Gallery of Art. Standing beneath the painting are (from left): President Kennedy, Mrs. Andrew Malraux. French Minister of Culture Andrew Molraux, Mrs. Jacqueline Kennedy and Vice President Johnson.