



# Learn to Accept Those Women in His Life

by Count Marco

A husband who is an executive is more difficult to live with than someone who closes up his mind and shop at 5.

For the added income, prestige, furs, and jewels that his ladder-climbing provides for you, you will have to give him something in return. To you it shouldn't be much, but to him it means much. Patience!

The more responsibilities for him, the more problems for you. His temper is shorter, because his mind is on a thousand and one things. You'll have to be much more understanding.

As he goes from rung to rung on that ladder of success, he must, of course, perform a bit of reorganization in each of his new departments. It's usually expected of him, this operation.

You must follow suit. Not only must you reorganize your household operation to suit his new

status, but you must clean house in your own personal thinking as well.

In that mind-cleaning process start to understand about those other women now creeping into his life. Don't let this new phase frighten you.

Unfortunately, in this country, as he increases his stature you increase your suspicions, and a life instead of being a joy becomes pure hell.

How many executives do I hear complain that the minute they phone to tell you they will be delayed by a conference, your reaction forms ice on the wires

all the way to the office. My dears, keep cool — not frigid.

Today's executive not only must put in long hours behind the desk, but must entertain many persons connected with his work establishment.

Many women who would be much better off at home have instead entered the business world. This means he is forced to entertain them, and believe me, some are pretty dull. So don't worry your little head about his activities.

Instead, keep his home fires warm, greet him with tenderness, love, and no suspicions, and he'll never give you a chance to do otherwise.

Take this as a word of advice. Also take it as a word of warning — it's the difference between riding to the top with him or being ditched into lonely oblivion.

# Air Service Urged For Small Cities

By REYNOLDS KNIGHT  
Small communities may soon boast "air age" transportation facilities all their own. A new plan — to establish scheduled airline service among small cities and towns across the nation — is currently in the talking stages, and may become a reality in the near future.

Advocates of the plan point out that small-town air service is mostly a hit-or-miss proposition at present, with only air taxi or charter service available in most communities. Local service — using small, six-passenger aircraft on scheduled routes — would solve a major transportation problem for the U.S., they contend.

LARGE TRUNK and regional airlines, flying large-capacity, long-range aircraft, provide service only to large and medium-size cities, and would not be adversely affected by the local service lines, spokesmen argue. Local-level routes would include towns as small as two or three thousand people.

The new program faces staggering acceptance problems. Among them: the reluctance of the federal government to charter local airlines that might have to be subsidized if unprofitable; safety problems such as the use of only one pilot; and the danger that local-level airlines will gradually come to demand longer routes and larger aircraft as competition increases.

WHISKEY REBELLION — American tastes in whiskey have changed significantly in recent years and will continue to do so in the future.

Lewis S. Rosenstiel, chairman and president of Schenley Industries, Inc. says the shift is confirmed by one long-range and one new trend in whiskey consumption in the U.S.

The established trend, going back to 1950 at least, he observes, is the mounting preference of Americans for lower-proof distilled spirits. In 1950, Mr. Rosenstiel points out, the average proof of all American whiskeys sold in the U.S. was 88.2; by 1960 the average had dropped to about 85. (And 90 per cent of all rums, brandies and vodkas are at 80 proof today.) The lower proofs result in "milder and less intoxicating drinks," Mr. Rosenstiel says.

The new trend is the increasing popularity of older, better-aged whiskeys. Last year, after careful test marketing, Schlenley increased the

and marketers for their contributions to the nation's prosperity. According to spokesmen of the Sales and Marketing Executives International, a world-wide marketing management association, the week will be highlighted with sales rallies, sales clinics and publicity to attract young persons into sales careers.

BITS O' BUSINESS — An increase in the demand for housing credit later this spring may force a rise in mortgage

# Gas Still Leads Field In Heating Area Homes

Central gas heating continues as the most popular method for heating Southland homes, according to year-end figures recently released by the Southern California Gas Co.

In a report on the Balanced Power Homes program, G. M. Babbe, gas company division manager, noted that over 99 per cent of heating in Southland homes today is done by gas.

Outlining the superiority of central heating systems, Babbe asserted that "they provide complete, even warmth for the entire dwelling and, at the

same time, are safe and economical."

Babbe also pointed to central gas heating as an excellent reflection of the concept of Balanced Power. "In the Balanced Power Home," he said, "natural gas is utilized for the major household jobs which it does best, such as heating, cooking, water heating, refrigeration and clothes drying."

"At the same time, adequate wiring is provided for modern living, furnace fans, and garbage disposers, with plenty of outlets for such plug-in appliances as radios, TV sets

## RED RYDER

By Fred Harman

