

Learn to Accept Those Women in His Life

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 bis new departments. It's usually expected of him, this operation.

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

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

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 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

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.

RED RYDER



















JEFF COBB

By PETE HOFFMAN















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Air Service Urged For Small Cities

LARGE TRUNK and region-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.

A LOOK AT Woolworth stress today bears this out. While the company still car-

eople.

The new program faces stag-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 rices standard items such as notices, cooking wares and hards ware, new lines — including plastic flowers, household funishings, shoes and nearly complete lines of wearing apparel — have been added. Customer acceptance of the change has been amazing, especially in women's wearing apparel. To illustrate, women's hosiery which the company carries in each of its stores, has become so popular that last year Woolworth sold more than 92.4 million pairs — a

American tastes in whiskey than 92.4 million pairs — a have changed significantly in recent years and will continue ute during store hours.

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

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, brandles and vodkas are at 80 proof today.) The lower proofs result in "milder and less in toxicating drinks," Mr. Rosenstiel says.

Molded into the shape of Walt Disney characters... An Italian firm recently perfected an automated spaghetti machine that, it says, produces up to one metric ton of "long pasta" per hour and has only one operator ... Car-comfort note: a robot self-starter for auto engines has been developed to keep cars warm by automatically turning the engine on when the temperature reaches 45 degrees, off when it reaches 70 degrees.

SALESMEN SALUTED — The nation's sales force has

DIME STORE EPITAPH near future.

Advocates of the plan point out that small-town air service gone the way of the Tin Lizzie is mostly a hit-or-miss propo- and in their stead today are

> have known it is practically over. The transition has been particularly rapid during the lines that are entirely different from those traditionally Co.

stores today bears this out. While the company still car-ries standard items such as no-

THINGS TO COME - A new line of pencil sharpeners pointed at the school children market has been introduced they are plastic sharpeners, molded into the shape of Walt

toxicating drinks," Mr. Rosenstiel says.

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

By REYNOLDS KNIGHT
S mall 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 nation to the nation sports and may become a reality in the nation sports.

An ew 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 nation sports and may become a reality in the nation sports and may become a reality in the nation sports and may become a reality in the nation sports and may become a reality in the nation sports and may become a reality in the nation sports and marketers for their contributions to the nation's pros-some real estate experts. Until spring, mortgage rates will rement association, the week well sing Executives International, a world-wide marketing manage future as a result of the recent freeze that injured much of the unharvested crop. The output of electric power climble to the nation's pros-some real estate experts. Until spring, mortgage rates will rement association, the week well sing Executives International, a for giving them something and prosident notes. It is expected to rise in the near future as a result of the recent freeze that injured on the nation's pros-some real estate experts. Until spring, mortgage rates will rement of the Sales and Market-may may be prity. According to spokes men of the Sales and Market-may men of the Sa 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

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. * * Woolworth people have known it is practically over. The transition has been on the proposition has been of the proposition has

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

In a report on the Balanced Power Homes, "In the Balanced Power Homes," he said, "natural gas is utilized for the major household jobs manager, noted that over 99 per cent of heating in Southland homes today is done by gas.

Outlining the superiority of the major household jobs which it does best, such as heating, refrigeration and clothes drying.

"At the same time, are safe and economical."

Babbe also pointed to centeral gas is utilized for the major household jobs which it does best, such as heating, refrigeration and clothes drying.

"At the same time, are safe and economical."

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, 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

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