## Let's Go <br> By LARRY MACARAY

## More People Are Reading More, Despite Television



 Sounds crazy - but some of peak of the tourist season in
the finest operas performed the summer months, it's very
backs, pamphlets, and educa- troductory period, a new floor mous gathering place during
its most magnificent period
of existence.
existence. $\quad$ IT'S STRANGE that these television. In fact national ad- maker to wash a shiny floo
 but it's like $\$ 2$ or $\$ 3$, and ancient Rome. But then, as it
that's a bargain anyway you is now, it was the gathering
Printers' Ink finds news- when necessary, by ading
papers the first choice of ad aces were held in 1937 as a activity. Bathing was consid $\begin{aligned} & \text { vertisers and growing much } \\ & \text { faster than either television } \\ & \text { solution, } \\ & \text { solia-to the detergent } \\ & \text { Company chemists turned }\end{aligned}$ rccessful that from five per. and therefore the highest ar-
and 40 performances a season al skills were employed in in success ABROAD-"Do- - to develop the product, fo hen most of the great opera The collossal scale of these California winery
 Among the splendid ruins
More than 1,600 bathers
medal and two silver medals Navy has begun a study the biggest stage in the time. Around the three main tional Wine Fair, held recent- the green turtle, with the idea 00 square yards. The rake la la were a park, stadium, and competing against the best thion of numerous Caribbean ent which accounts for all
Even today, some of the offer. of $\begin{aligned} & \text { once was a food staple bu } \\ & \text { has since died out. Thousand }\end{aligned}$ Award Won $\qquad$ By Head mainly underground, wit
only about 30 miles above
ground. This is just a smat
Of AT\&T

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