



**Disappearing Hemline**—The newest thing in hems is no hem, or the double skirt effect featured in this purple chiffon evening dress. Shown in London's Grosvenor House by Paris designer Jean Gaumont-Lanvin, this creation has the material looping at the bottom, doubling back to form a double skirt. In the back it is tied with a huge bow at the neck while in the front it forms part of the bodice. (AP Wirephoto)

**Mrs. Hadley's Dress 'Simple Blue Silk'**

Hollywood, Nov. 9 (AP)—Glamorous Mrs. Carleton S. Hadley will be married to Vice-President Alben S. Barkley in a simple, blue-silk gown, movie fashion designer Marusia revealed today.

Marusia said the St. Louis widow selected a street-length taffeta dress with a "simple, draped neckline, natural rounded shoulders, tiny, nipped-in-waist and gently-flaring skirt with invisible pockets."

After the Nov. 18 ceremony, Barkley's bride-elect will wear a two-piece, mauve-blue wool ensemble, the designer said.

**WOMAN LET IN ON SECRETS**

**Yankee Accent Sounds Keynote From British Foreign Office**

London (AP)—Britain's first official spokesman for the Foreign Office speaks with a faint trace of an American accent. The accent was scarcely intelligible to Britons but to American interviewers it prompted a surprised whistle.

The "official spokesman," 29-year-old Joan Birbidge, said she had learned her three R's at a public school in Larchmont, N.Y.

"I went to America when I was six years old," she said "and returned to Britain when I was 14. After the public school I went to Rye county school, where I reached tenth grade."

Joan, who joined the foreign office in 1945, is the first woman to be given the responsibility of handing out news to diplomatic correspondents, both European and American.

She attends off the record foreign office talks and is trusted with many official secrets. It is her job to decide what to tell enterprising newsmen concerning Britain's foreign affairs of state.

In her large office in the foreign office this young girl, who is one of Britain's 12 women in the diplomatic corps, told her success story.

"America was my first home. I loved the American way of life. I was a bookish child at school but joined in at sports

with my American friends. I had by first date in America and I still long for those hot dogs we ate together.

"My father returned to Britain when I was 14 and I finished my education here. I got a degree in medieval history at Oxford university."

After her first job earning \$20 a week in the British Broadcasting company, Joan joined the ministry of information and began the work that has led her to today's post.

"I returned to America once during the war to work in the British information service in New York and again in 1946 to work in the British embassy in Washington," the tall, brown-eyed girl said.

She said that she had little

time for relaxation. "I garden a little and write detective stories when I have time. I have had two stories published, 'Curiosity Killed the Cat' and 'Villainy at Vespers'."

Joan said she hoped her new job would lead her to more important diplomatic posts. "I hope one day to return to Washington in a political posting," she ended.

**Cotton Estimate High**

Washington, Nov. 9 (AP)—The agriculture department, in its semi-final report of the year, today estimated the cotton crop at 15,524,000 bales of 500 pounds gross weight.

This is 78,000 bales more than the 15,446,000 forecast a month ago. It compares with 14,868,000 last year.

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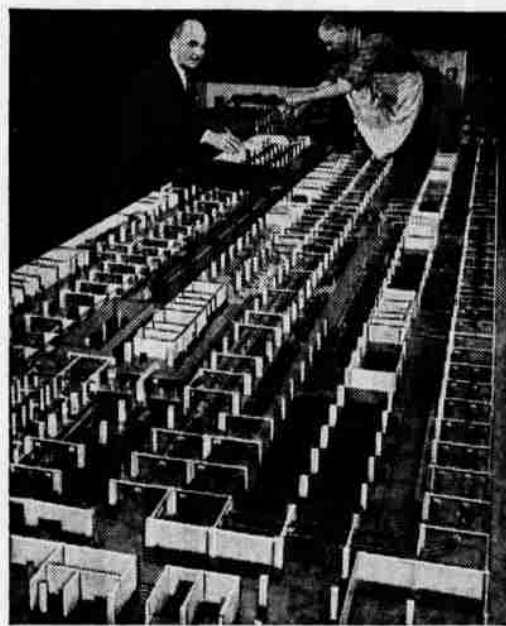
**GOODYEAR TIRES**



**WHAT'S GOING ON AT FORD**

**1. "BUT WHAT ABOUT THE LAYOFFS?"** Late in 1947 Ford Engineering Vice-President Harold Youngren gave "clay model X-2900" the last of many approvals. After fourteen months of work, this top-secret car, with some slight modifications, was ready for production as the 1949 Ford. The next problem was: how to keep men employed while machines

stopped for one of the greatest model changes in Ford history. Usually, in the automobile industry, most workers were laid off while machines and assembly lines were changed over for new models. It was a big problem—one that had never been solved. But Ford was determined to try—started planning and working to keep Ford employees on the job.



**2. PLANNING FOR THE FUTURE.** Months before change-over, engineers made an extended plant survey, studying every operation, figuring how to keep men working. They worked out a detailed schedule for the vast change-over, keeping as many operations going as possible. Result: in all Ford, Mercury and Lincoln assembly plants across the U. S., layoff figures were the lowest in Ford history.



**3. STOCK PILE.** At "The Rouge" foundry, men and machines were kept busy manufacturing and storing sixty thousand cylinder blocks, shown above stacked nine high along entire south end of building. Foundry worked three weeks out of five during the change-over. It was one of many ways Ford planning avoided layoffs—and brought steadier employment and more wages to Ford workers.

**MEN WORKING TO KEEP MEN WORKING**

**Ford is trying to lick a major problem—big layoffs for model change-over**



**4. MEN AT WORK.** Tons of glass were made and stored during retooling. Steel operations, too, continued at top speed. Parts production was stepped up. All these were unprecedented moves—some said revolutionary—planned ahead by the men who planned the new and improved Fords, Mercurys and Lincolns. They're planning now for even better results with future change-overs.

For many months now, Ford Motor Company has been making a determined effort to solve one of the great human problems involved in making automobiles—the large-scale layoffs which usually come with retooling for a model change.

Ford's major attack on this big problem developed from a desire to provide workers with the kind of security they want—the chance to work continuously at good wages.

Results of Ford's first efforts were encouraging. Of the 60,000 workers at the River Rouge factory, only about a quarter—16,200 to be exact—were laid off for any time at all during

conversion to 1949 models. All plants set similar records.

The Ford people say they are far from satisfied with the gains made to date. But they can report definite progress. And they're working and planning for future conversions. They hope to do even better with future change-overs. Certainly Ford has made a real advance toward steadier employment in what has always been regarded as a seasonal industry.

It's part of the Ford way of doing business—making the best possible products in the best possible way—to benefit employee, employer, and the nation as a whole.



**5. NO LAYOFF.** During the change-over, Joe Lucas, with Ford since 1928, was transferred from the final assembly line to Plant Maintenance, under Foreman A. F. Zulewski. He was one of many thousands kept employed by such planned moves. Ford believes such planning pays off—with steadier employment and more security for Ford employees, more efficient operation for the company, and better economic health for the whole nation. That's the Ford way.



**6. VACATION WITH PAY.** That's Ed Aldrich, Motor Mechanic at the Lincoln Plant, with Alice his wife and Alice his daughter. He went to Miami to visit his father during the change-over—one of many employees who elected to take their paid vacations during the idle period. That was part of the plan to keep men on the payroll. Such careful planning for the future is part of the Ford way of doing business—to benefit employee, employer, and the nation.