

CAREER STARTED BY LIFTING FACE OF ALARM CLOCK

Henry Dreyfuss Advances to Front of Industrial Designers After Changing Form of Ugly Timepiece

NEW YORK—(AP)—Remember several years back when the alarm clock had its face lifted? The tubby-looking tin number that was always toppling over on its tiny feet suddenly came out with a substantial base and thinner lines.

That change was dictated by a young man who had been designing stage sets. Name: Henry Dreyfuss. Present age: 34. Born: New York. Works here. Married. Lives in a penthouse.

That clock put him into a profession so new it had no name. Now it has one: industrial designing. There are several industrial designers, but Dreyfuss was a pioneer and he's still a leader.

A Trio of "Easters" The thing that makes him tick is his desire to redesign objects so they will be easier to use, to keep clean and to look at. When that happens, he says, sales jump, whether it happens to ice picks or trains. And Dreyfuss has designed both. He did the new Twentieth Century limited. He started as a stage designer at 19 and kept at it until a large store wanted him to redesign kitchen utensils. He turned that down, but set out on the same road himself. The clock job was the result.

Since then he's dipped his fingers into the average home a dozen times. Take ice picks. The manufacturer of one type wanted to boost sales. His pick had a long handle, not very easy to grasp. It chipped ice and that's about all. First, Dreyfuss turned the handle into a ball that fit the hand snugly. Then he flattened one side so it wouldn't roll when you laid it on the table. And he put a piece of metal into the flattened part that made the handle a swell hammer for cracking the ice after you'd chipped it off the cake.

Another time he tackled a washing machine. He went to the factory and ran one. The controls were on the side, and he grew tired bending over to find them. The Dreyfuss model has controls on top in plain sight, and the machine is encased in a white metal cylinder that's easy to keep clean.

Tip From Jugler He got another idea because he travels everywhere by plane. He noticed that stewardesses had trouble juggling lunch trays when a plane spill-proof lunch tray of paper-mache. It's the size of a portable typewriter. The dinner plate is merely an indentation in the tray. Several paper cups are set around the edge in other indentations that prevent them from spilling. A top fits over the whole tray to keep the food warm. And the trays are so inexpensive they can be thrown away. That means no washing and storing of dishes.

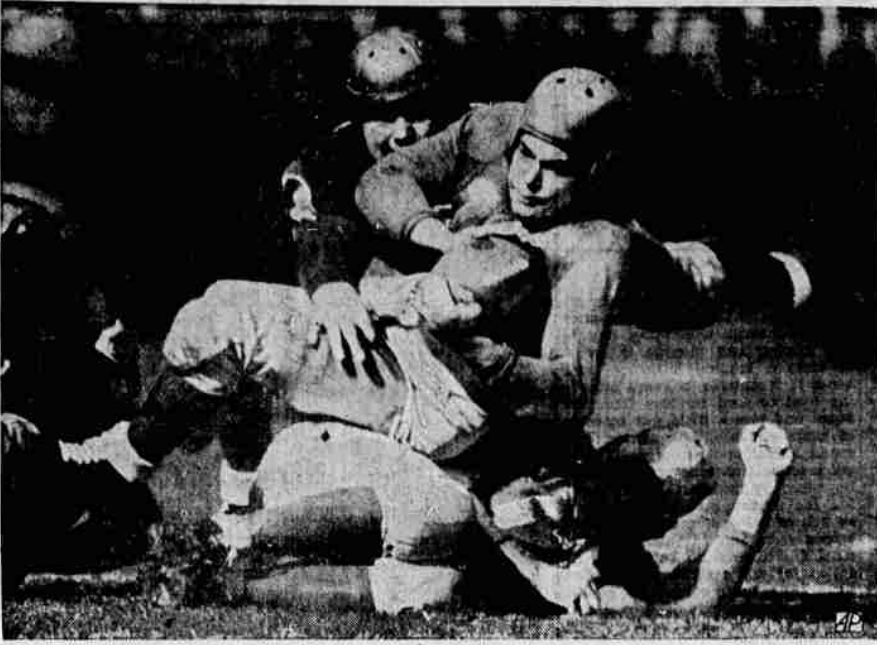
Dreyfuss is entranced with his Twentieth Century. It's sheer swank on wheels. Inside it is two shades of gray with accents of rust and royal blue. Outside it's gray with accents of shining aluminum and blue. The club car has cork walls with strips of copper for accent. Dreyfuss doesn't like the old facing-forward of train chairs, so his club car couches are grouped as they are in a real club lounge. But the gadget that really pleases the traveling boys and girls is the speedometer in the observation car. Dreyfuss put that in because he had so much fun watching the speedometer in the railroad president's private car.

WASHINGTON, Nov. 17—(AP)—President Roosevelt and the supreme court refused today to save James Dalhousie, last member of the notorious Brady gang, from the electric chair.

The diminutive 32-year-old trigger man for the gang of Indiana bank robbers is scheduled to die in the electric chair at Michigan City, Ind., soon after midnight tonight for participating in the slaying of State Policeman Paul V. Minneman, May 28, 1937, after the \$2,500 holdup of the Goodland State bank.

In rejecting a plea for clemency filed by the convict's mother, Mrs. Bertha D. Craig, Mr. Roosevelt followed the recommendation of Attorney General Cummings.

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IT'S A REDSKIN DOWN in the Washington-Detroit game. "Wee Willie" Wilkin (on top), 247-pound tackle, halted Detroit Fullback Kiewicki, 198 pounds, atop a Redskin teammate.



OUTSIDE THE MAGAZINE PAGES three fashion models sun selves at San Juan. Left to right Mrs. Barclay Ulman, Mrs. Mary Sykes, Meadowbrook, Pa., and Mrs. F. H. Comtois, N. Y.

Menus of the Day

By Mrs. Alexander George Company Dinner Menu (Serving six or seven)

- Oyster Bouillon
Cheese Wafers Pickles
Roast Lamb Browned Carrots
Escalloped Potatoes
Rolls Currant Jelly
Mint Sauce
Vegetable Salad Bowl
Steamed Fig Pudding
Foamy Sauce
Coffee
Escalloped Potatoes
8 cups sliced raw potatoes
5 tablespoons flour
1 teaspoon salt
1/2 teaspoon white pepper
1/4 teaspoon celery salt
1/4 teaspoon paprika
3 tablespoons butter
1 1/2 cups milk
Mix together the potatoes, flour, seasonings and butter. Pour into a buttered baking dish. Add milk. Cover and bake for 40 minutes in a moderate oven. Uncover and bake 15 minutes to brown top. Serve in dish used in baking.

- Steamed Fig Pudding
1 cup flour
1 cup dried bread crumbs
1/2 cup dark brown sugar
1/4 teaspoon cinnamon
1/2 teaspoon cloves
1/2 teaspoon nutmeg
1 teaspoon salt
1/4 teaspoon soda
2 teaspoons baking powder
1 cup chopped suet
1 cup chopped figs
1/2 cup broken nuts (optional)
1 egg, beaten
2/3 cup milk
Mix ingredients. Half-fill greased pudding mold or molds. Steam three hours if a large mold is used and two hours if smaller ones are substituted. Unmold and serve hot with foamy sauce.

- Foamy Sauce
1/4 cup butter
1 cup granulated sugar
2 tablespoons cream
1/4 teaspoon salt
2 egg yolks
2 egg whites, beaten
1 teaspoon vanilla
1/2 teaspoon lemon extract
Cream butter until soft. Add sugar

and beat until very creamy. Add cream, salt and yolks. Cook slowly, stirring constantly, until the mixture becomes hot and slightly thick. Add rest of ingredients and cook one minute. Serve warm.

- (By Mrs. Alexander George)
Apple Specialty
(Baked apple tart Bettina)
Breakfast
Grapefruit
Cooked Wheat Cereal Cream
Scrambled Eggs
Buttered Toast Coffee
Luncheon
Bacon and Cheese Sandwiches.
Toasted
Fruit Cookies Pears

- Tea Dinner
Swiss Steak Baked Potatoes
Escalloped Tomatoes
Biscuits Honey
Carrot and Cabbage Salad
Baked Apple Tart Bettina
Hard Sauce
Coffee

- Baked Apple Tart Bettina
8 apples
2 cups water
2 cups brown sugar
2 tablespoons butter
1 teaspoon cinnamon
1 tablespoon lemon juice
Wash, peel and core apples. (Be very careful to keep apples whole.) Boil apples in water placed in a shallow pan until the apples are tender. Add rest of ingredients and boil for three minutes. Carefully remove apples to platter to cool. Boil rest of ingredients five minutes. Line a shallow baking dish with the crust.

- Crust
2-3 cup fat
2 cups flour
1/4 teaspoon salt
5 tablespoons lard water

Mix fat, flour and salt together. Slowly add water. When a stiff dough forms, break off one-fourth of it. Roll out remaining dough until thin. Line a well-greased baking dish. Add cooked apples and fill centers with half a cup of brown sugar mixed with one teaspoon of cinnamon. Add two tablespoons of the syrup. Roll out remaining dough into circles and place on top of the apples. Make four wide slits in the top of the dough. Bake for 15 minutes in a moderately hot oven. Reduce heat and bake for 25 minutes in a moderately slow oven. Every 15 minutes carefully pour two tablespoons of the syrup through the slits on top of the apples.

- (By Mrs. Alexander George)
Using Up Egg Yolks
(In delicious light-textured cake)
Dinner Serving Three of Four
Oyster Stew Crackers
Pickles
Broiled Lamb Chops
Buttered Green Beans
Mashed Squash
Plum Butter
South Shore French Dressing
Head Lettuce
Crapes
Orange Gold Cake with Orange Frosting
Coffee

- Orange Gold Cake
(Uses left-over egg yolks)
1/2 cup fat
1 cup granulated sugar
1/2 cup orange juice
1 teaspoon grated orange rind
1/4 teaspoon salt
1 teaspoon lemon extract
8 egg yolks, beaten
1/2 cups pastry flour
3 teaspoons baking powder
Cream fat and sugar together until soft. Add rest of ingredients and beat for two minutes. Pour into two



IMPATIENT PATIENT is Adolf Hitler, admits Dr. Carl von Eicher (above) of the University of Berlin, Germany, the only physician ever to operate on Der Fuehrer. Dr. von Eicher removed the paper from the throat of Adolf Hitler in 1934.

layer-cake pans lined with waxed paper and bake for 20 minutes in a moderate oven. Cool and frost. Orange Frosting
3 tablespoons hot orange juice
2 tablespoons hot cream
4 tablespoons butter
1/4 teaspoon salt
1/4 teaspoon lemon extract
2 cups confectioner's sugar
Mix ingredients and beat thoroughly. Let stand for five minutes. Beat until creamy and frost the cake.

- South Shore French Dressing
1 teaspoon salt
2 teaspoons granulated sugar
1 teaspoon minced onion
1 teaspoon chopped parsley
1/4 teaspoon dry mustard
1/4 teaspoon paprika
1/2 cup vinegar
1 clove garlic
1/2 cup salad oil
Mix together and dry ingredients. Add vinegar and mix until a paste forms. Add garlic. Cover and let chill for one hour. Then discard garlic. Slowly beat in the oil, using a fork. When the dressing thickens, serve poured over lettuce or other vegetable salads.

Cooperative societies in Fukien province are working to obtain agricultural credits, cooperative production and marketing, and cooperative purchases by consumers.

BALLET ACCOMPANIMENT AIDED BY FINE PIANOS The duo-piano arrangements which accompanied the San Francisco Opera ballet performance last evening in the Holly theater were played by Lea Yersano and Marya Smith, both accomplished pianists. The musicians commented on the beautifully toned Baldwin grands, obtained through the courtesy of Mrs. Lilla Pracker of the Baldwin Piano Shoppe.

CAMERA ADDICTS PICK CLUB NAME

The recently-organized amateur camera club will be known as "View Finders." It was voted at its second meeting last night at the Jackson County Chamber of Commerce. Anyone interested in photography as an amateur is eligible to join.

Burton Baldwin was voted the winner of the club's first contest in which members were assigned certain subjects. Mr. Baldwin entered a night photograph of the statue and fountain in city park. Awarded honorable mention were Frank L. Scott of Ashland for his "Junk yard symphony," and Ed Handle for his photo of a cat. The photos are now on display at the chamber of commerce.

The next meeting will be held on December 7, the club deciding to meet on the first and third Wednesday of each month. At the next meeting members are to submit photos of the Eika temple for study and criticism.

CIO WILL ACT ON THIRD TERM PLEA

PITTSBURGH, Pa., Nov. 17—(AP) The congress of industrial organizations convention, grinding out a policy program for liberal labor legislation, indicated today it would take action on proposals endorsing the New Deal and calling for a third term for President Roosevelt.

George Bucher, of Philadelphia, a delegate of the United Furniture Workers union, endeavored to obtain passage under suspension of rules of a resolution lauding the New Deal's program and putting the CIO convention on record for a third term for the Roosevelt administration.

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Latin America increased its purchases of United States medicinal chemicals 30 percent in the last year and accounted for 20 percent of the total shipped from this country. The hyena's jaws are strong enough to crush hard bones.

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