

NEW G-E 100-WATT BULB!



SMALLER NO BIGGER THAN A 60 BRIGHTER NOW MORE LIGHT THAN TWO 60's WHITER

ALL-OVER SOFT-WHITE, NO "HOT SPOT"

FITS LAMPS AND FIXTURES WHERE 100-WATTS WOULDN'T GO BEFORE

You never saw a 100-watt bulb like this new G-E SOFT-WHITE! Small as a 60-watt, it now gives more light than two 60's... 5% more than previous 100-watt bulbs, thanks to a new G-E "bonus" filament invention! Far whiter than regular bulbs, it is "Soft-White" all over to soften harsh glare and shadows. Now only in SOFT-WHITE... soon in inside frosted finish.

RIGHT SHAPE TOO!

Clamp-on shades fit new G-E bulbs' graceful, tear-drop shape—won't pop off! Get some today. Handy 4-Pack \$1.12. Each 28¢



Progress Is Our Most Important Product

GENERAL ELECTRIC

A talk with a friend

It's getting tougher
every year
to be a cat!



IF LIFE is getting better all the time, somebody had better tell it to the cats—especially the one I saw the other day.

All he tried to do was to go out the back screen door. When his great grandfather tried to do that, he merely poked his nose against the door, urged it open, and walked out. If it came shut before he was all the way out, the gentle return of the door (with its black, loose-hanging spring) barely fazed him.

But the cat I saw had to put up a fuss until someone came and opened the well-latched metal combination screen and storm door. Before he got all the way out, the super-efficient door with its pneumatic return slammed shut with a quick metallic click that put a permanent dent in his tail.

Resourceful and independent as cats are, they're having a tough time coping with our advancing civilization.

So are dogs. Dogs at one time had a purpose on this planet. Some were hunters, some tended sheep—all were keen of scent, strong of limb and served mankind in many ways. But today the boxer no longer boxes and the collie's only exposure to sheep is an occasional lamb chop thrown to him by some indulgent owner.

There are dog blankets, dog foods low in calories to meet the needs of an inactive life, dog beauty parlors, even dog psychiatrists to cope with the resulting neuroses.

But the keen scent, sharp eye, strong limb—all are disappearing; even the very reason for the dog's existence is disap-

pearing in this modern world of ours.

Fortunately they are not too expensive to maintain and with their certain charm and personality will not totally disappear from the scene the way the poor oxen have. The dumb ox probably worked as hard to get this nation on its feet as any human, but he's no longer around to enjoy the fruits of his labor. The only remaining evidence that he ever existed is the presence of an occasional oxbow converted into a chandelier in some suburban rumpus room or quaint restaurant.

Now, how about that complex animal, the human being? At one time, he needed toes to help him climb. He needed hair on his head for protection against the heat and cold. His nostrils sought out danger. His sharp eyes scanned the horizons looking for enemies and food. He needed ten fingers to pull, climb, fight, and build.

But today his hair is for a sweet young thing to run her hands through. His nose is to poke in the kitchen to find out what's cooking. His eyes need to see little farther than the taillight in front of him (and even they are getting bigger each year).

Along with the bewildered cat and the obsolescent dog, man himself may find that so many things are done for him, he may be the subject of a radical new model change. It's hard to believe, but someday the human body may consist of only one big finger and one big eye—the finger to push an all-purpose button, the eye to let him see what he has done.

Richard Kerr

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