

THE DIFFERENCE: ORTHO-GRO!



WITH ORTHO-GRO



WITHOUT ORTHO-GRO

2 teaspoons of ORTHO-GRO per gallon of water each week for 3 weeks—that's all it took! Plant on right was watered only.



WITH ORTHO-GRO



WITHOUT ORTHO-GRO

1 teaspoon of ORTHO-GRO per gallon of water for 6 weeks—that's all it took! Plant on right was watered only.

Fertilize with ORTHO-GRO!

See changes like this all over your garden... improved growth, richer colors, bigger and more abundant blooms. ORTHO-GRO Liquid Plant Food supplies essential nutrients—nitrogen, phosphorus, potash—in liquid form immediately useable to plants. A chelating agent even releases important elements, such as iron, from the soil for plant absorption. ORTHO-GRO is easy to apply with sprinkling can or ORTHO Lawn Sprayer attached to your garden hose. Economical, too—1 quart makes as much as 96 gallons of diluted fertilizer.

T.M.'S REG. U.S. PAT. OFF. ORTHO-GRO, ORTHO



California Spray-Chemical Corporation

A subsidiary of California Chemical Co., Richmond, Calif., Washington, D.C., Atlanta, Ga.



Fleming holds press conferences regularly and answers questions with a no-nonsense directness.

Crusader in a Hot Spot

(Continued)

fertile by candling on the 18th day. There are legitimate uses for rotten eggs, as in leather tanning, but in recent years sharpsters have made a racket of buying them, removing the shells, adding chemicals to kill the odor, and freezing the mixture for sale in cans to bakeries and restaurants. Probably three million dozen rotten eggs were fed to the unsuspecting public last year. HEW's Food and Drug Administration set U.S. marshals on the egg-leggers' trail, and smashed the racket.

The Flemming way of thinking requires that the taxpayer must be kept informed. He holds a press conference every two weeks, answering questions and introducing the men who make the news in his offices.

CRITICS have called Flemming puritanical. He does not use tobacco, liquor, coffee, or tea. His suits are always dark, his shirts always white. He says he is too busy for bridge, fishing, or golf. He makes so many trips that Mrs. Flemming keeps a suitcase packed and awaiting his call. Last autumn, they took a week's vacation in Atlantic City. During it, he dashed up to New York to make a speech, rushed down to Washington to attend a cabinet meeting, and issued statements to the press on cranberries and chickens. Back on the job, he was called a headline hunter.

He doesn't even look the part. Lean and over six feet tall, he's like the boy down the block whose face is all ears and nose. He has learned to cover much of his once-painful shyness. His voice is quite soft in the office—very often he forgets himself and says "sir" to a departmental underling—but on a speaker's platform it resounds like

great breakers on a beach.

He is an old-fashioned family man. Of his four children, three are at home, a girl and two boys. In a town famous for broken dinner dates and unhappy help-mates, he usually manages to get home for the family meal. "If he's late, we wait for him," Mrs. Flemming says.

Each workday, he kisses her good-bye, dons his pinched-peak, gray-felt hat, and steps into his car. The pressure begins the minute he enters his office. But he seems to thrive on it. Says Mrs. Flemming: "I think all his life was a preparation for this sort of thing. He has the amazing power to detach himself from a crisis and look at it from the outside. After he's made a decision, despite slings and arrows, he's at peace with himself."

A reporter once asked, "Do you ever feel the pressures yourself?"

She replied, "I'd have to be dead and buried not to feel them."

Flemming has neither a personal fortune nor a political following, unusual among Eisenhower appointees. What he does have is ability to govern much while seeming to govern little, to get along with Congress, and to make his decisions stick. Close observers say he may be the first of a new breed of Washington officials who, though they could make more money in industry, remain in Government because of their concern for their fellow citizens.

"My primary concern," Flemming himself says, "is to face up to the human needs which confront each of us and to do something about those needs."

And that's the point about Flemming—he's not afraid to do what has to be done.