

**NEW FAB WASHES CLOTHES
CLEANER, WHITER, BRIGHTER,
MORE LASTINGLY ODOR-FREE**
than any other washday product
in the world!



No wonder New FAB with Duratex is approved and recommended
by America's leading manufacturers of fabrics and clothing!

CLEANER... New FAB with Duratex
washes clothes cleaner than ever before
... clean clear through—not just sur-
face clean.

WHITER, BRIGHTER... New FAB
with Duratex washes clothes dazzling
white—even nylons and rayons!

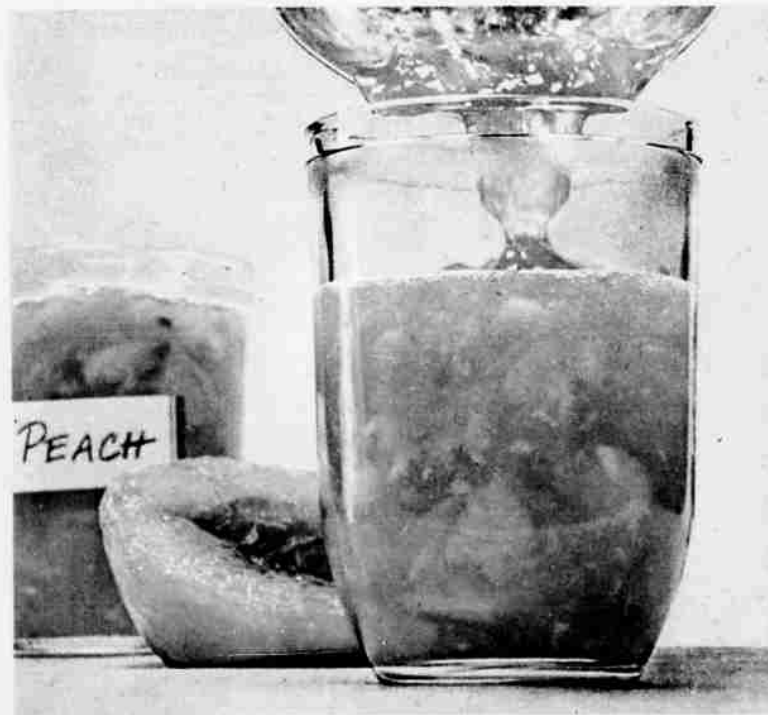
MORE LASTINGLY ODOR-FREE...
New FAB helps keep clothes odor-free
even during wearing! Every washing
adds more protection against odor!

Double your money back if your FAB wash
isn't the cleanest, whitest, freshest ever!
Return empty FAB carton with your name, address to: Colgate-Palmolive Co., Dept. J.F., 300 Park Ave., N.Y. 17



No jam tastes like the kind you make yourself!

It's easy...thrifty...and no failures with Sure-Jell or Certo!



Recipe: perfect homemade peach jam. Peel,
pit and crush 3 lbs. fully ripe peaches. Mix
4 cups prepared fruit in very large saucepan
with 1 box Sure-Jell. (Or use liquid Certo—
recipe on bottle.) Stir over high heat until
mixture comes to hard boil.



Stir in 5 cups sugar at once. Bring to full
rolling boil. Boil hard for 1 minute only, stir-
ring constantly. This short boiling time
means less juice boils away—so you get up
to 50% higher yield, and the flavor comes
through fresher—with Sure-Jell or Certo!



Remove from heat, then alternately stir and
skim off foam for 5 minutes. Ladle into
glasses. Paraffin at once. Yield: 9 medium
glasses, for mere pennies a glass! And you're
sure of perfect results with either powdered
Sure-Jell or liquid Certo!



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TRICK

THE



You don't need a good memory;
it's just a matter of applying
a few simple rules.

HAVE YOU EVER attended a party, met
half-a-dozen guests, and in a
matter of minutes forgotten which
blonde is Rachel, which is Jane, and to
which husband each of them belongs?

Surely you've stood on a corner with
a friend when a third person came along,
called you by name, and waited for an
introduction. "Sam," you muttered in
helpless embarrassment, "I'd like you to
meet Mr. Mmmmmmmmm."

TO REMEMBERING

Names

by Jean Komaiko

Almost everyone forgets a name sometime. But the less
often you have to say, "Sorry, your face is familiar, but—" the
more apt you are to win friends and influence people.

Make no mistake: there's magic in a man's name and in
your ability to remember it. In this little package is wrapped
a man's background, his reputation, pride, and prestige.
Each time you forget a man's name, you are saying to him:
"You're not sufficiently interesting or important to have
made an impression on me."

Consider how flattering it is to have a child named for
you, to be given a monogrammed gift, or to have an
important personage remember who you are. Rich and poor,
humble and great are equally susceptible to this flattery.
Many a college, clinic, and museum came into being be-
cause a man wanted his name remembered. James B. Duke,
the tobacco scion, offered Trinity College in North Carolina
endowments worth \$50,000,000 to become Duke University.

Name calling, in the nice sense, is important for social
reasons, but it's also a business asset. The salesman or
banker who takes enough interest in people to remember
their names is almost guaranteed success!

Matching name and face can also be valuable to you in
times of crisis. If you're involved in a traffic accident, a
purse snatching, or a law suit, the police or the insurance
investigator may ask you to describe or identify people. If
you're accustomed to listening, looking, and remembering,
your memory may actually save you money and trouble.

I realize better than most people how difficult the name-
game can be. My husband has twice run for public office,
and in those campaigns we met hundreds, if not thousands,
of people. I know from painful experience that it costs votes
when you can't greet by name the friendly citizen who
rushes up and says, "Nice to see you, Komaiko! Bet you
don't remember me!"

Jim Farley is the perfect example of the politician who
mastered the art of remembering names. As a young man,
he had the usual trouble matching names and faces. Then
he began applying himself to the task. During the nominat-
ing convention of 1932, he made lists of political leaders he
met from various cities, and practiced summoning up the
faces which fit those names. Eventually he was able to greet
50,000 men and women by their proper names!

Fortunately, this ability is not a God-given talent, nor
does it lessen with age or depend on a man's intelligence.
This skill requires an interest in people, a lively curiosity,
an observing eye, and wanting to remember.

If you master the following tricks, you should do well:

1. When you're introduced to someone, get his name right
at the start. Half the time you don't forget names; you
never hear them correctly in the first place.

If there's more than one person to meet, you may
concentrate on the group rather than its individuals.
Or a stranger may remind you of someone you dis-
like with the result that you block from your memory
any impressions of the newcomer.

2. Ask the man to repeat his name. This interest will
please the person you are meeting and will give you
time to associate his name with his personality. "Am
I pronouncing your name correctly?" you may ask, or
"Would you please spell it for me?" One politician
I know always asks new acquaintances for their
business cards. Others find that writing down new
names after a meeting can be immensely helpful.

3. Make associations with the name. Perhaps you can
think of an appropriate rhyme that pigeon-holes a
person: "S. Jones who lives near Les Cohens." Maybe
the name belongs in a slogan, or its syllables can be
broken into funny yet meaningful phrases.

I once had a history teacher who delighted in
refashioning names. Thanks to him, none of us will
forget the boy named Barton Sackett, branded forever
by our pedagogue, "Start and Back it."

4. Observe as an artist. Each time you meet a new person
take a mental snapshot of his face. Few people forget
Einstein's sorrowful eyes, John L. Lewis' bushy brows,
or the tilt of F.D.R.'s chin. These are famous faces,
but almost every name carries with it unique features,
easily distinguished if you're trained to see them.

5. Finally, learn to turn the other cheek. Instead of being
hurt when somebody forgets your name, try to help.
Mrs. Roosevelt tells about the cab driver who beamed
back at her and asked if she remembered him. She
confessed she didn't. "Maybe you will," he said, "if I
tell you I cooked your lunch when you stopped at the
Island of Bora-Bora." That hint recalled a whole war-
time experience.

It's wise to tread lightly on the "bet you don't know
my name" routine. Chances are that question will
embarrass both of you. When you see that the other
person can't remember, re-introduce yourself: "I'm
Jean Komaiko and I met you while deep-sea fishing
with the Whimmerdings."

And, if your name is as difficult as mine, learn early
to make associations for the other person. "Komaiko
is tough," I tell people. "You'll never get it going forward.
But if you spell it backward, it's quite simple:
OK I AM OK."

FROM
HAWAII

TO YOU



HAWAIIAN PUNCH



Fruit juices
blended to a
little queen's taste. On your
grocer's shelf or in his freezer.

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