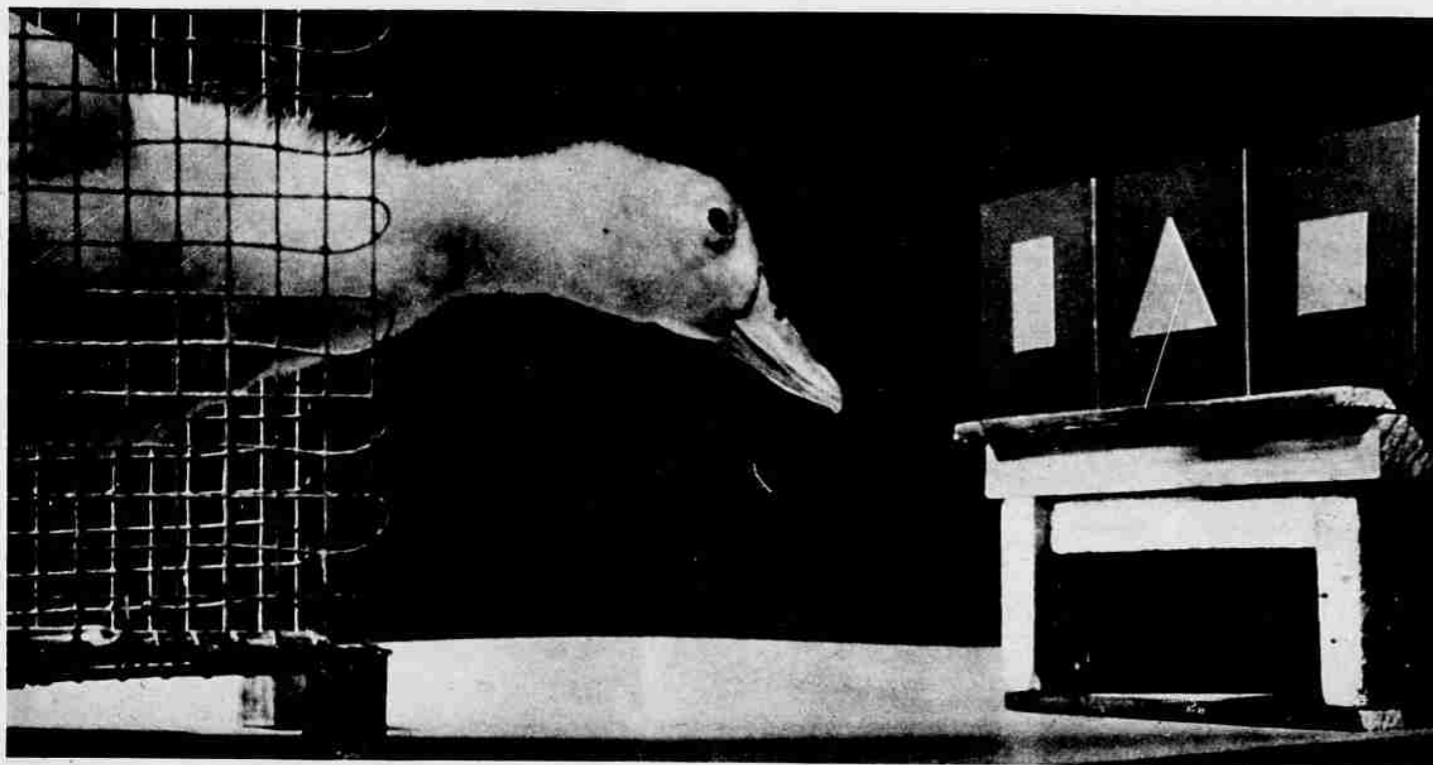


The Duck That Went To College

See Front Cover



GEOMETRY CLASS: This baby duckling's assignment is to learn to recognize a triangle when he sees one. He studies via the menu method — see right



SCHOLAR: Professor Pastore signs a diploma for a star student

Plato is a real wise quacker. He started his education when he was three days old. Now he knows all the angles

Everybody knows that college standards are going up these days. So how did this bird get in, you might ask.

The fact is, he's pretty smart. His name is Plato. He started learning when he was three days out of the egg and breezed through the whole course in two weeks.

What did he learn? How to tell a triangle from any other geometric object. You think that's easy? Well, try it out on your own two-week-old and see if he can do it.

Actually that's just the point of the whole thing — to see if your baby *could* do it. Dr. Nicholas Pastore, assistant professor of psychology at Queens College, Flushing, N. Y., couldn't test newborn infants, so he turned to the next best thing. Oddly enough, that's ducks, whose perceptions basically resemble those of humans.

With a tasty milk and bread mash to lure him on, Plato quickly learned to

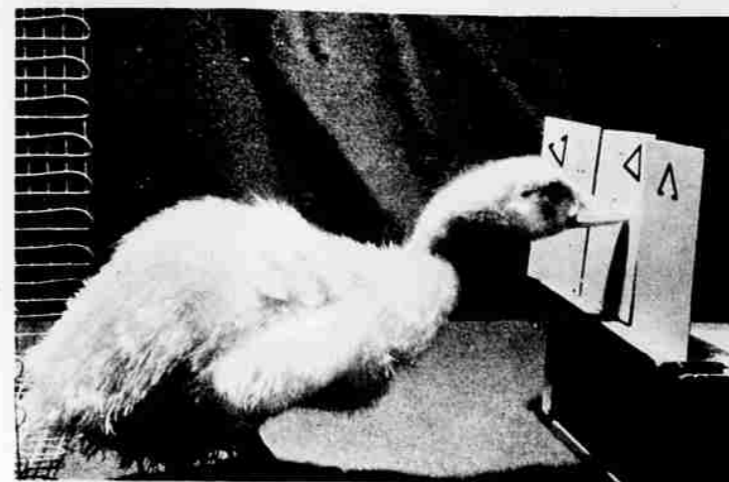
pick out the triangle every time despite changes in color and position. Even broken-line triangles and cut-outs didn't fool him. Glance back at our cover and you'll see Plato photographed in the act of latching onto his lunch pail through a triangle-shaped window.

No Square

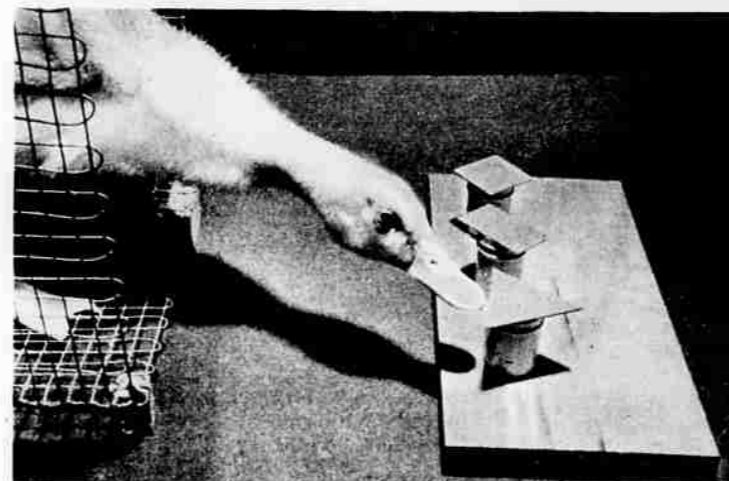
"Psychologists," says Dr. Pastore, "would say that the duckling had formed the concept of a triangle." His conclusion: if a duck's baby can spot a triangle when he sees one, so can yours. Hereafter when doting parents claim their one-month-old Junior recognizes Mommy and Daddy, they'll have Plato to cite as evidence that it's true.

Of course, Plato might disagree. He no doubt feels that his success is all due to hard work and constant cramming. His motto through the whole experiment has been: Don't duck class.

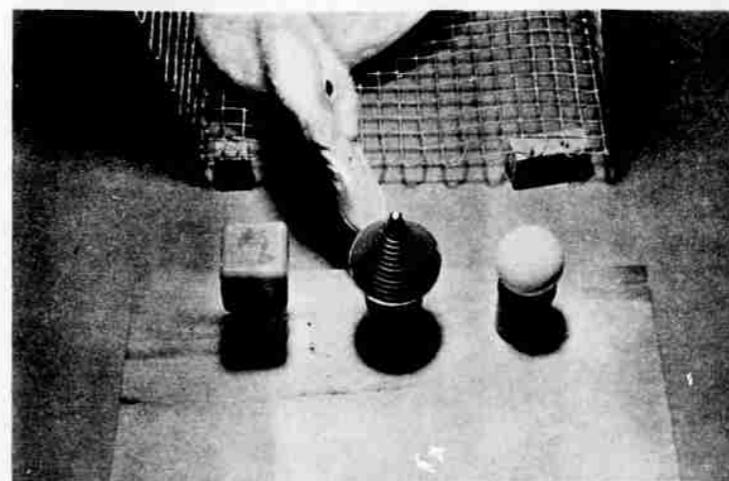
— PETER M. SPACKMAN



BREAKFAST: Unerringly, Plato picks out the triangle, finds food



DINNER: A harder problem, but Plato masters it, locates the prize



SUPPER: He meets toughest challenge, proving he's a feathered Phi Beta

Photos by Maxwell Coplan

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 surface 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. F.B., 300 Park Ave., N.Y. 17



Revolutionary... **THE NEW PRO double duty TOOTH BRUSH**



No other type of tooth brush polishes teeth so bright while massaging gums so safely!

Out of a famous dental clinic comes a totally new type of tooth brush—a revolutionary new concept in dental care! The new Pro Double Duty Tooth Brush offers the advantages of a hard brush and a soft brush in one! Unconditional money-back guarantee. Get the Pro Double Duty Tooth Brush today.

Your smile will say it's better!

Pro-phylac-tic Brush Co., Florence, Mass.