

The Herald and News

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Commercial Actress

By HAL BOYLE
NEW YORK (AP)—Don't raise your daughter to be a pretty milkmaid.
If she's really pretty and can act, she can do much better as a television commercial actress, one of the girls who demonstrate everything from shampoo to refrigerators on the video screen.
This is the newest and most competitive of the glamour girl industries and one of the best paying.
"A good magazine model can make \$10,000 to \$15,000 a year," said Candy Jones, "but a top TV commercial actress now can earn \$25,000 to \$35,000 a year and up."
Candy, born Jessie Wilcox in Wilkes-Barre, Pa., is one of a comparative handful of ex-models who went on to carve a big niche in the business world.
A slender and sprightly blonde with "An Force blue" eyes, she came here in 1941 looking for a modeling job. She landed it with Harry Conover, and his first verdict was she "wouldn't do."
But he did change her name from Jessie Wilcox to Candy Jones. Her first week Candy earned \$100, "a big figure in those days." She went on to become a top model, a Broadway performer, and finally Conover married this girl who "wouldn't do."
Today Miss Jones, still lovely and in her thirties, runs the million-dollar-a-year Conover Television Agency, directs the placements, and listens to the hopes and heartaches of a stable of 75 beautiful TV commercial actresses.
"There are only about 500 active in the field here in New York, compared to perhaps 1,500 photographic models," she said.
As a photographic model herself Candy in 1945 became perhaps the first to rate a fee of \$30 an hour, a figure often eclipsed in the inflationary years since.
But few, if any, television commercial actresses have matched a record she set not too long ago. "I did six TV soap testimonial films in a single day," she recalled, "and the final pay, counting residuals, came to \$24,000."
But how long do models last? Isn't their career short-lived?
"Well, one of our steadiest money makers has been with us 14 years and earned at least \$250,000 in that time," said Candy. "She might do \$35,000 this year."
She is very conservative. She rides the bus instead of the subway. She sits knitting in our office in between assignments. She brings her own lunch from the cafeteria in a paper bag.
Her name is Lorna Gilliam, she has horn-rimmed glasses, and she wears a cloth coat instead of a fur one.
"How old is this biddy?" I asked.
"Seventeen," said Candy. "She started work at three."

Prize Promotion

By SAM DAWSON
AP Business News Analyst
NEW YORK (AP)—This contest loving nation is spending some 500 million dollars in 1953 staging the giveaway form of sales promotion.
Winners will split prizes valued at 40 million dollars. More than 600 firms will tally up the results to see just how much sales have been boosted.
The number of contests this year is estimated at 10 per cent more than last year. Part of the gain is credited to the step up in sales competition because of the receding recession. Also, cash prizes have more lure in poor times than in good.
But part of the increase is believed due to the fact that consumers like contests and expect them. And they especially like contests if the prize is unusual or beyond their means.
Chief among reasons for launching a contest are: 1. sales can be increased by asking contestants to turn in box tops, labels or wrappers; 2. if the prize has glamor and excites consumers the manufacturer can get dealers or stores to put up mass displays of the product.
Display is becoming more important in an age of supermarkets and self-service devices. Getting goods displayed is a competitive field all in itself, quite aside from product competition.
Contests are divided among those appealing to consumers and those aimed at spurring activities of salesmen or dealers.
Some profit only the winners who may be limited to a few contestants—like the perennial Miss Rhinogold voting bees—without offering anything to those who do the voting.
Others appeal to thousands of contestants aiming at many prizes like a reported 10 million who merely sent in their names to Lever Bros. Sweepstakes to be drawn out of a hat for cash prizes.
Thinking up the prizes is an art in itself. Stanley Arnold, a sales consultant in New York City, says if a contest goes over well one year the best thing a firm can do is to repeat it next year.
But he believes also that one of the lures is to offer as a prize something the winner would never think of doing otherwise, or could never afford if he did.

Dark Pattern

By LYLE C. WILSON
United Press International
WASHINGTON (UPI)—There is a dark pattern of defeat and disaster in the political experience of the Republican politicians who manned the guns which six years ago shot down the presidential ambitions of Sen. Robert A. Taft.
Some of Taft's long-time associates cite the record as evidence of a political curse come true.

He Prepares

By JAMES MARLOW
Associated Press News Analyst
WASHINGTON (AP)—President Eisenhower has been getting some rest at Augusta, Ga. He may need it to see him through this next year.
It could be a nerve-grawling task.
Just a couple of things come to mind: the Russians, government spending and maybe Vice President Nixon.
Right now Eisenhower doesn't know what he faces at Berlin, where the Russians and East German Communists are maneuvering to get the Western Allies out of the city.
Eisenhower announced Nov. 3 the day after the Republicans' election disaster, that his 1959 goal is less spending.
But if the Communists impose a land blockade against supplies for West Berlin, the Allies may have to try the airlift again, boosting the cost of the American government.
As part of his economy drive, Eisenhower wants to reduce the size of the armed forces. But, because of the unpredictability of events around Berlin, he cannot at this moment know what armed forces he will need in 1959.
Economy in government—some where and of some kind—seems in order. This year, with revenue reduced by the recession, the government faces a deficit of about 12 billion dollars.
Next year, if the economy booms, revenue will increase but Eisenhower will still have the responsibility of trying to keep spending down, close to or below revenue.
He is anxious, of course, to see his Republican party in a favorable light when it meets the voters again in 1960. But he will be playing into the hands of the Democrats who will take credit for the

Some others ponder the thought

that the strategy which stopped Taft and obtained the 1952 nomination of Dwight D. Eisenhower may now focus on a new target.
The new target would be Vice President Richard M. Nixon whose most formidable adversary for the 1960 Republican presidential nomination is likely to be a political unknown as General Eisenhower was a political unknown in 1952.
That adversary, is, of course, Gov. Nelson A. Rockefeller of New York.

If the Rockefeller-for-president managers—the stop-Nixon manipulators—believe in curses, haunts and the political voodoo, they should examine the record of what has happened to some of the Eisenhower-for-president men, the stop-Taft strategists of 1952. It has been plenty.

There was Sherman Adams who master-minded the strategy by which Taft actually was defeated at the 1952 Republican National Convention. Adams is gone.

Republican Gov. Alfred E. Driscoll of New Jersey dealt the Taft pre-convention campaign its most deadly blow in his state's presidential primary. Driscoll's Republican state machine was disrupted two years later by Robert B. Meyner, a Democrat who got himself elected as governor and handed the Republican organization another licking in this year's general election.

Gov. John S. Fine, and especially, Sen. James H. Duff of Pennsylvania were big Ikemen in 1952. They have vanished from the political scene and Pennsylvania elected another Democratic governor this month.

Events caught up with former Sen. Henry Cabot Lodge Jr. (R-Mass.) in the election immediately following the 1952 Republican convention. Lodge lost to Sen. John F. Kennedy who may go on to take the 1960 Democratic presidential nomination. Brother John Davis Lodge, another Ikeman, lost Connecticut's governorship in 1954.

Others of the 1952 Ike-for-president men who had to stop Taft, or else, have since been mowed down at the polls: Dan Thornton of Colorado, Douglas McKay of Oregon, Arthur B. Langlie of Washington.

Former Gov. Walter J. Kohler Jr. of Wisconsin, ran proudly as an Ikeman in 1957 for the late Joseph R. McCarthy's Senate seat. Wisconsin elected its first Democratic senator since the Republican calamity of 1932.

Sen. William F. Knowland of California withheld support from Taft at the critical moment in the 1952 Republican convention and look what happened to Knowland this month in California. Postmaster General Arthur E. Summerfield has survived, personally, in the cabinet but the Republican organization Summerfield helped create in Michigan has been obliterated since he helped turn Taft back six years ago.

Sen. Edward J. Thye of Minnesota cast the deciding convention vote in 1952 which rejected Taft and nominated Eisenhower. Minnesota voters this month turned Thye out of the Senate.

Quite a list! In it the old Taft-men find some comfort.

Nobody But Nobody

By ELMER C. WALZER
NEW YORK (UPI)—A United Press International reporter wanted to visit Ft. Knox to look at the \$12 billion in gold that's supposed to lie there under protection of an army.
A message comes in from Washington on this subject:
"Regarding mission to Ft. Knox, director of the mint advises that nobody but nobody gets closer than one-quarter mile to the building."
"If reporter wants to stop by

to see what the building looks like—from a distance of one quarter mile—that can be arranged. In that case, director of the mint would have his man go to the gate and give reporter the standard background material.

There's a big difference between Ft. Knox and the New York Federal Reserve Bank. Here in New York lies a fortune of \$8,500,000,000 of solid gold, gleaming down 85 feet below street level in impregnable vaults.

The Fed isn't afraid of visitors. One, armed with proper credentials of say a newspaper reporter, can visit the vaults and paw over the gold. They'll even let him lift a 28-pound bar worth \$14,000.

A gold bar of that weight and value is about the size of a best selling volume.

Nobody's talking about this reluctance to permit anyone to take a look at the \$12 billion Ft. Knox gold. But it is a bit odd.

There's one difference between the two gold hoards. That at Ft. Knox belongs to us—it's U. S. property. The gold at the New York Federal Reserve is earmarked—set aside—for foreign nations who trust us to keep it in the impregnable vaults of the Federal Reserve Bank.

If any one should have the opportunity to steal a bar of gold, it wouldn't do him much good unless he could smuggle it out of the country and that's practically impossible.

We don't know how good those vaults are at the fort. We do know the ones at the Fed here are burglar proof. And just in case anyone gets reckless there are 120 guards at the New York bank who can shoot straighter than the Lone Ranger. The word is if you want to commit suicide, try running across the floor of the New York Federal Reserve Bank.

But there must be many more guards at Ft. Knox, armed with artillery, and who knows but what there might be an atomic weapon or two.

Suppose that \$12 billion in gold isn't at Ft. Knox. Suppose it sank down deep into the ground.

The situation might be like the story that used to go around during the good old days of gold standards when one could buy gold for \$20.67 per fine ounce and use it for a door stop or any other item he desired.

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Excerpts from Nixon's letter to Hays were made public Sunday night.

The vice president said in part: "When statesmanship of the type you represent in such an exemplary way becomes the victim of demagoguery and prejudice, it is time for men of good will in both of our major parties in all sections of the country to exert more positive leadership in developing the public understanding on the issue of civil rights which is essential if America is to continue to be a nation of responsible laws rather than irresponsible men."

Electrocution is the extreme penalty for murder in Hawaii.

Virginia took up the defense of its anti-integration laws today in a friendly test before the Virginia Supreme Court of Appeals.

A decision in the matter will probably be forthcoming before the end of the year.

Arguments were expected to revolve around a section of the Virginia constitution calling for the General Assembly to maintain a system of free public schools.

Atty. Gen. Albertis S. Harrison Jr. has said the U. S. Supreme Court, by its desegregation decree, nullified the state's obligation to operate public schools.

In bringing the case, Harrison seeks to compel State Comptroller Sidney C. Day Jr. to pay tuition grants, warrants, Day's counsel Samuel H. Williams of Lynchburg has the task of arguing that the state's anti-integration laws violate the constitution, and that the state law requiring maintenance of a public free school system is still intact.

The court test follows by a week a similar suit attacking the school closing and fund withholding laws before a three-judge federal court in Norfolk. That court has not issued a decision but has called for additional briefs to be filed early next month.

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They'll Do It Every Time

THINGS WERE GOING SWELL AT THE JUGGERNAUT EIGHT, FIVE SALESMAN AND ALL MAKING GOOD COMMISSIONS.

IN FACT THINGS WERE TOO GOOD FOR THE BOSS TO LET ALONE—THEY DOUBLED THE SALES FORCE—NOW NOBODY IS MAKING ANY DOUGH....

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The story was that all the nations of the world pooled their gold and cached it in an island in a lonely part of the Pacific Ocean in an impregnable, inaccessible location known to very few people.

Each year an expedition went to the island, made a cursory inspection and returned home. The island was able to receive messages but couldn't send messages. Each time a gold transfer was made from one nation to another the keeper of the gold would shift the bars to the receiving nation's vault and a bookkeeping entry told of the change. Faith of the gold's existence was all that was needed to make the transactions binding.

As the expedition neared the island one sunny day, the small inspection group was horrified to find it had sunk without a trace.

"What'll we do," one of the young men wailed. "The world will be in chaos over this."

"Say nothing at all," said his elderly companion. "No one ever need know the gold is gone. They need only the belief it's safe and we'll tell them it is."

And so the world got along fine on and on without any gold.

LONDON — Actress Ingrid Bergman, on rumors she will marry Swedish impresario Lars Schmidt on Dec. 3.

"These rumors have been following me around Paris so it sounds as though there might be something in them. But I'd like to be the first to know."

WASHINGTON — "Old Guard" Republican Sen. Barry Goldwater, on whether he will accept Nelson A. Rockefeller as the Republican presidential candidate in 1960.

"I'm not going to buy, so to speak, a millionaire in a poke."

LOS ANGELES — Queen Frederika of Greece, on the eye-irritating effects of the city's infamous smog.

"I never suffered so much with the eyes."



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Grace Vetoes Film Return

NEW YORK (AP)—Princess Grace of Monaco says she has no intentions now of going back into the movies.

She made the comment as she arrived Sunday with her husband Prince Rainier for a month-long informal visit here and in Philadelphia.

The princess, former Hollywood actress Grace Kelly, plans to see some Broadway shows, shop and visit friends here with her husband and her parents, Mr. and Mrs. John B. Kelly of Philadelphia.

Tuesday night they will attend a state dinner at the Lotos Club. They will spend Thanksgiving at the Kelly home. They are scheduled to appear at the imperial ball Dec. 4 at the Astor Hotel.

The royal couple left their children, Princess Caroline, 22 months, and Prince Albert, 8 months, in Monaco.

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GET ON THE VODKA WAGON WITH **Smirnoff VODKA**
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and



Good Photography is an Art

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