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MISS UNIVERSE

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COVER

Miss Universe, lovely Miriam Stevenson of Winnsboro, S. C., wears one of the 16 sweaters given her by her U. S. Rubber friends in Winnsboro. For further details on Miriam's welcome home, see pages 12-15.

CONTENTS

	Page
What's Ahead?	2
The "Five Grand" Tire	4
Halloween Party	5
Rubber Labels	8
Miss Universe Comes Home	12
Dig Those Crazy, Mixed-up Keds	16
Old Tires Never Tire	17
Skaters' Heaven	20
"U.S." People and Products	22

STAFF

Editor: Marshall Sewell; Editorial Assistant: Martha Hutchinson; Contributing Editors: Michael A. Cautela, Jack E. Coughlin, Vera E. Crans, William L. Hennefrund, Edward J. Maas, William E. Thompson; Consulting Editor: T. J. Kiernan; Production: Howard B. Purcell, Thomas F. Shaw; Art Director: J. C. Lohman.

WHAT'S AHEAD?

AN America doing twice as much business in 1975 as it is doing today! That's the prediction—with some important "ifs" attached—of economists peering into the future after carefully studying business trends of today.

An America doubling its business volume by 1975 will involve more jobs, a doubled national income, more consumers with more money and a higher standard of living.

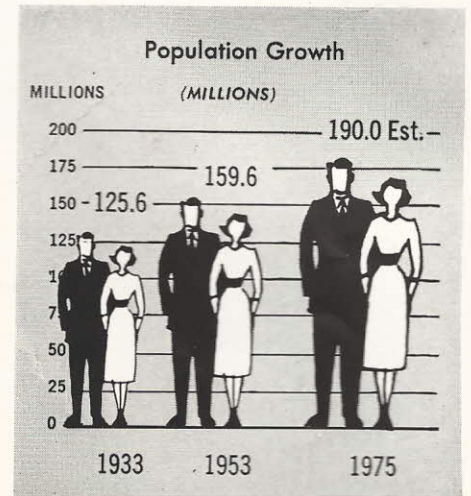
Pessimists Were Wrong

The "chronic crepe-hangers" will get little comfort from this portrait of America's economic future. They will dismiss the vision as mere crystal-gazing. But then, those pessimists were the same ones who warned, in 1910, that the market for automobiles was dried up. How could Americans possibly buy more cars? they argued. Why, a million and a half had been put on the road already!

The 1975 goals—for the country and for U.S. Rubber—are based on some mighty important "ifs." They are based on the premise that employes and management will view the big goal as a joint venture. They are anchored on the assumption, too, that government will provide a climate of freedom—for seller and buyer alike. And they are founded on the idea that this climate of freedom will attract investors, without whose help expansion plans would have to stay on drawing boards, gathering dust.

Will the Company Grow?

America's geographical frontiers have been pushed to the limit, but new frontiers are waiting. Important signposts to the future are the spectacular increase in the birth rate, great technological advances, new



190 MILLION PEOPLE in the United States by 1975. That's an estimated 29 million more than today according to our national population increase based on our present growth rate. This foreshadows greater markets for goods and services and a greater working force to find and use new technical developments. It presents an opportunity for all the people of U.S. Rubber.

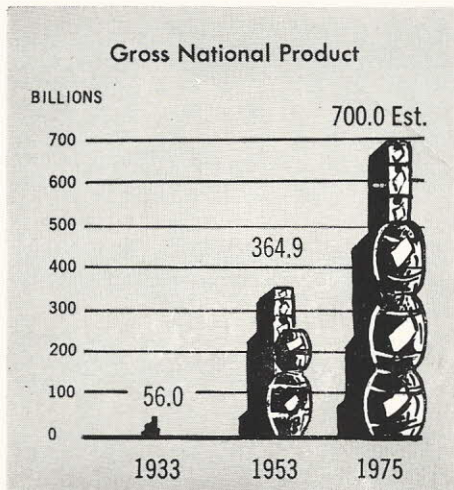
ways of doing things, new materials to do them with. American industry last year set aside \$28.5 billion for new and improved plants, and next year the figure may be near the record sum.

U.S. Rubber can expect to play an increasingly larger part in America's future. The amount of rubber used by each person in the country increases yearly. A 30 per cent increase in such consumption is expected in the next ten years. The chemical, textile and other industries in which we participate should also expand with the growth of our economy.

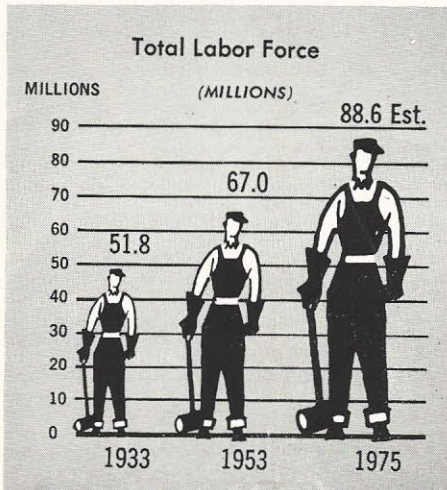
Every U.S. Rubber man and woman has the opportunity to "cash in" on this bright future—if. If each U.S. Rubber man and woman does his part.

HIGHER STANDARD of living is in store for the nation's wage earners as the volume of business goes up in future years. America is expected to double its business volume by 1975. However, this can only be brought about through our individual efforts.

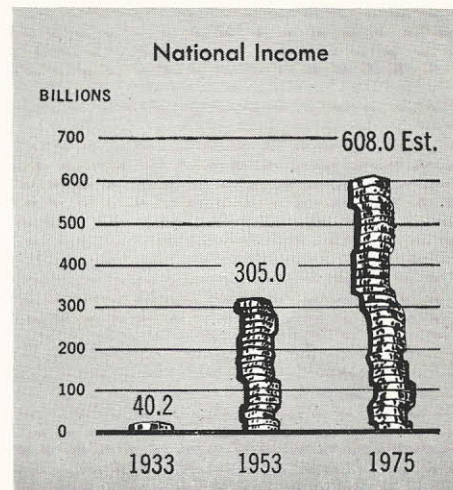
... a prediction that depends on each of us



DOUBLED gross national product—the market value of all goods and services produced—if the United States keeps growing at present rate. To increase production business must expand. To expand, \$265 billions of investment capital will be required by 1975. Investment of such capital must be encouraged by a sound, healthy economic climate in our nation in the years to come.



NEW WORKERS—some 22 million—will join the labor force by 1975 if the present rate of population growth continues. More individual savings and company profits must be invested in industry and business expansion to provide jobs for new workers. This growth will require an average of \$11.5 billion each year. Much of this capital will come from the workers themselves.



DOUBLED NATIONAL INCOME is expected by 1975 with proper economic growth. Business must expand to produce the added goods and services that our growing nation will demand. Reduced government spending and a tax system that will allow savings and investments are needed. These 1975 estimates were prepared by the National Association of Manufacturers.





TALL TIRE stands higher than the cab of this truck and almost dwarfs Clyde Prince, Detroit plant, who is six feet, three inches tall.

THE "FIVE GRAND" TIRE

HOW would you like to pay the neat sum of \$4,949.50, plus excise tax, for a single tire which, incidentally, won't begin to fit in the trunk of your car? If you ever need a tire that stands eight feet tall and weighs 2,600 pounds, you can get one from our Detroit plant.

They are the largest tires we've ever made, by far, and they're for use on earth-moving and strip min-

ing equipment, bottom dump trucks and self-loading scrapers. Before we could produce these new monsters, a portion of the plant wall was temporarily removed so that the tremendous molds could be installed.

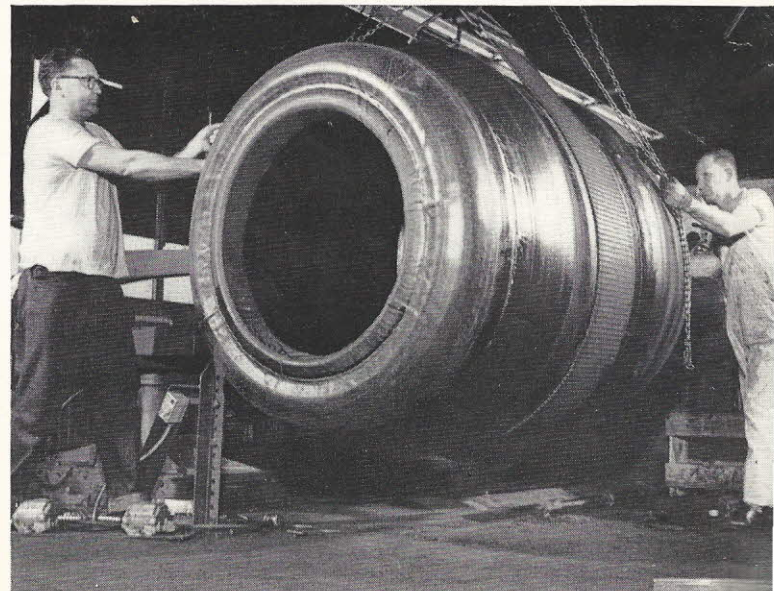
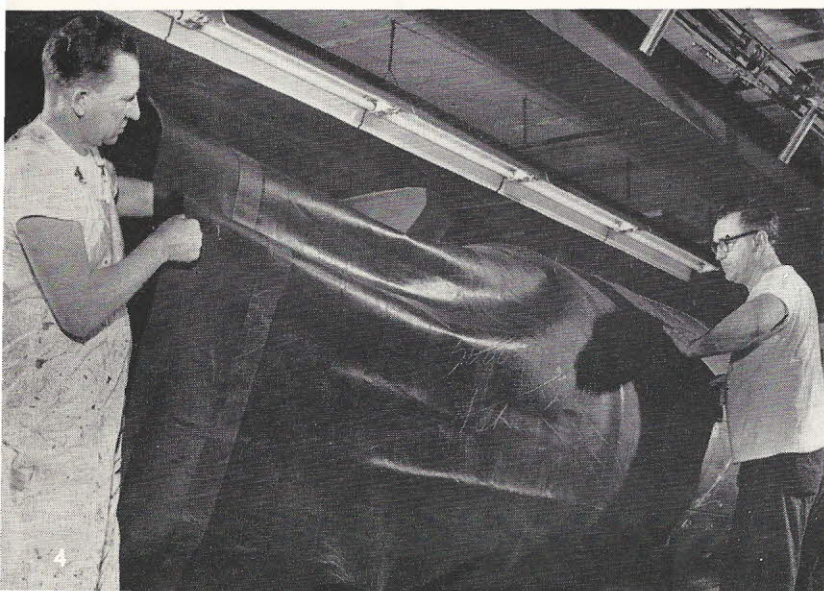
It takes time to produce them—the curing period alone is about 16 hours, contrasted with about 17 minutes for a typical first-grade passenger car tire. There are problems in

handling them, too, because no one rolls these tires around the way they do in service stations.

Made with nylon, these tires are 30.00-33 in size and have a 40-ply rating. They are called U. S. Royal Con-Trak-Tors, and have a full lug design to give good traction. According to our statistically minded people, there is enough nylon in one of them to make 6,000 women's stockings.

TIRE IS BUILT UP by putting on "pockets," each made up of two plies. First pocket has nearly 11-foot circumference, last over 12.

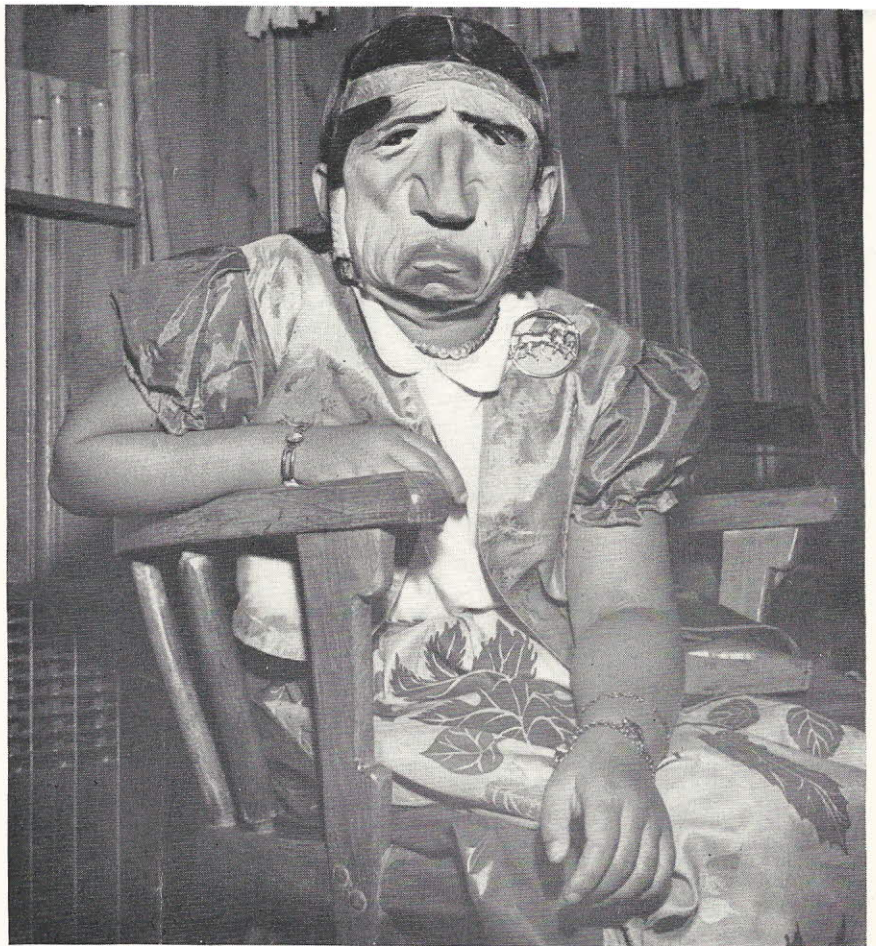
GIANT-TIRE BUILDERS Ed Novak, left, and Wesley Brown ease raw tire off building drum. Finished tire weighs over a ton.





Halloween Party

Rubber Masks Add Horror and Humor—and the Kids Love It



SAD SACK is the phrase for Injun Joe here. Maybe it's because he's really a gypsy. Or maybe it's because he's really a she—Martha Wenisch, who came to the party as a gypsy but couldn't resist the Indian mask.

DANCING girls, witches, pirates, clowns, cowboys and gypsies roamed the streets of Passaic, N. J., in August this year and caused quite a stir.

The occasion was a Halloween party *Us* gave for ten Passaic youngsters whose fathers work at our General Laboratories there. We wanted to show off the masks made from special Naugatuck Chemical Lotol compounds by Topstone Rubber Toys Company in Bethel, Conn.—masks that turn a cute young smile into a horrible grimace or a serious youngster into a laughing clown.

In order to have pictures of the masks for our October

issue we had to have our Halloween party in mid-August.

The fact that the party was definitely off-season didn't dim anyone's enthusiasm. Ed François of the General Labs pitched in and did the groundwork. The mothers came up with some of the most original costumes we've seen in a long time. And Fran Hastings of the General Labs kept the party moving along merrily.

After ducking for apples and pinning the tail on the donkey, everyone sat down at a beautifully decorated table for ice cream, cake, candy and soft drinks.

A good time was had by all—children, mothers and *Us*.



THE PIRATE and the cowboy look a little dubious as they arrive with their mother, Allie Haxo. Robert found a wicked looking pirate mask that went perfectly with his costume, but Tommy chose a bear mask to go with his cowboy outfit.

SPOOKS, PUMPKINS and black cats were put up by all the mothers. Here, Nellie Van Buskirk and Elizabeth Butzbach put finishing touches on decorations. The young partygoers were all children of people at our General Labs in Passaic and their party is pictured on the next two pages.





"MASK SCRAMBLE" finds David Van Buskirk, a mean looking cowboy, entertaining Susan and Carl Butzbach.



TURKISH DANCING GIRL, Karen Burke, right, talks things over with ballerina Susan Butzbach as Martha Wenisch looks on.



HARD TO BELIEVE they're brothers, but underneath it all the witch and the clown are Carl and Tommy Butzbach.

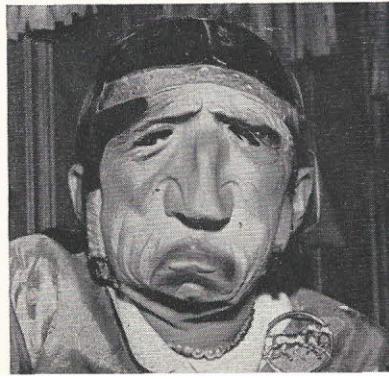


GLAMOROUS Turkish dancing girl, Karen, takes time out while her mother, Emily Burke, adjusts her sophisticated mask.



ANOTHER GLAMPUSS mask is picked by Susan Butzbach, at left. Her mother Elizabeth tightens the mask. Elastic band is easy to insert and can be adjusted high or low on the mask.

ROGUES' GALLERY has nothing on this array of Halloween horrors and beauties. Masks are made of U.S. Rubber's Lotol compounds.





FIRST UP with an apple in his mouth is David Van Buskirk to the delight of Tommy and Carl Butzbach and Jane Wenisch.



OFF the target is Martha Wenisch as she aims to "pin the tail on the donkey." Allie Haxo checks to see where the pins land.



LOTS FOR ME is the cry as Fran Hastings cuts the beautiful cake which was decorated with pumpkins, witches and the works.



CONCENTRATION is easy for Joyce Van Buskirk as she digs into her ice cream. Robert Haxo is tackling his with equal enthusiasm.



HALLOWEEN is great sport if the happy look on Martha Wenisch's face is any indication. She's the gruesome Indian-gypsy on page 5.

TIME OUT for a rest is enjoyed by the mothers. Left to right, Emily Burke, Esther Wenisch, Elizabeth Butzbach and Allie Haxo.



PARTY'S OVER and the Butzbachs are going to have a hard time loading masks, favors, candy and Tommy's pillow-stomach in the car.



RUBBER LABELS

A Small Department Turns Out 40 Million a Year

OVER 40 million units a year — that is the production schedule of one of the smallest departments in our company.

Tucked away in a small building in the huge Naugatuck Chemical plant at Naugatuck, Conn., is the rubber label department, which turns out this tremendous production. This volume, approximately 250 miles of labels a month, is used on footwear, hose, belting, retread rubber for tires and many other products.

The labels are made for our own use and also for outside sale. We are the only company in the United States making rubber labels for general sale, so many of the rubber products you see in stores carry labels made in Naugatuck.

Veteran U. S. Rubber man George Follett is the man who sells the labels to outside firms. His territory: the entire United States.

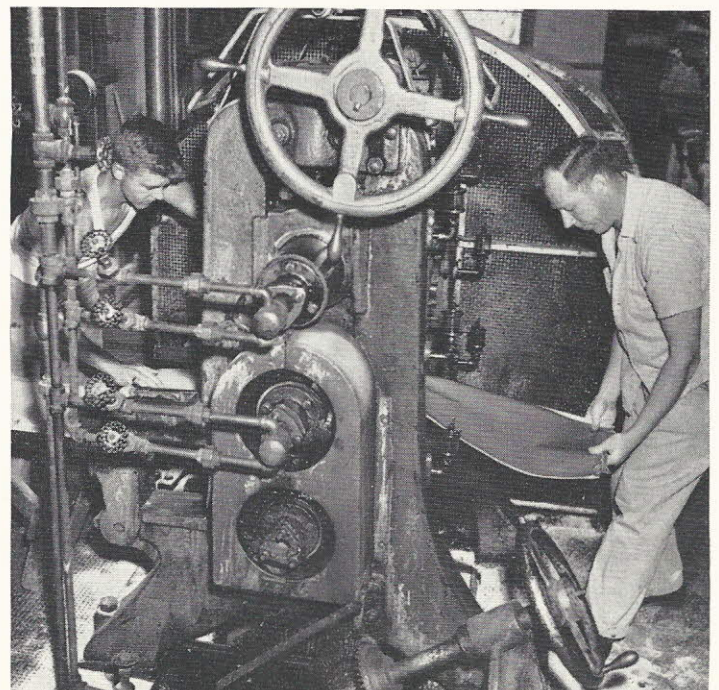
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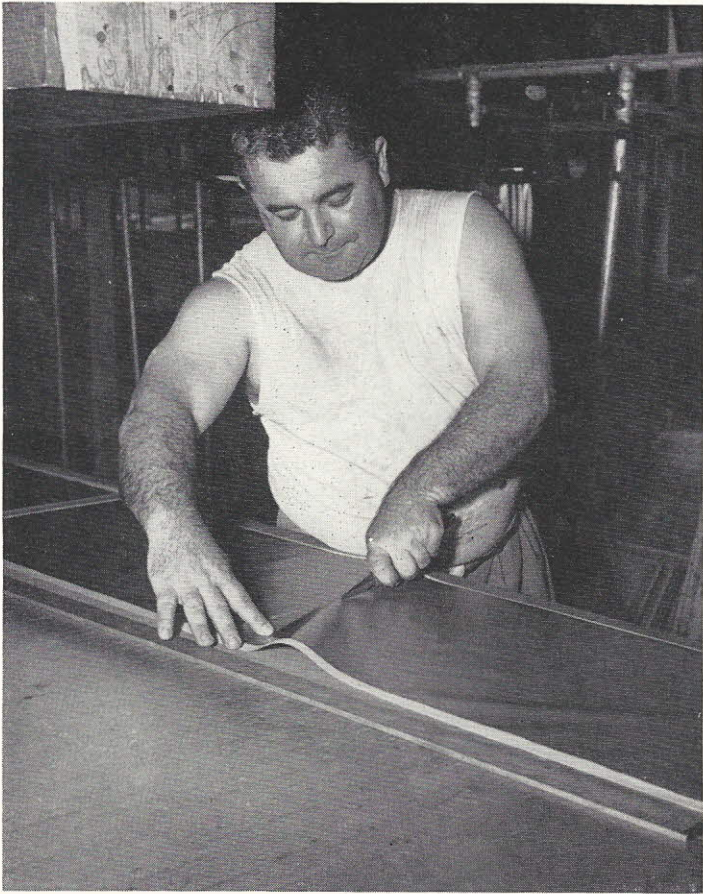
ROUGH SKETCHES of labels from customers are polished up and prepared for engraver by artist Floyd Miller. This drawing is enlargement of the seal which goes on U. S. Rubber's Insulair boots.



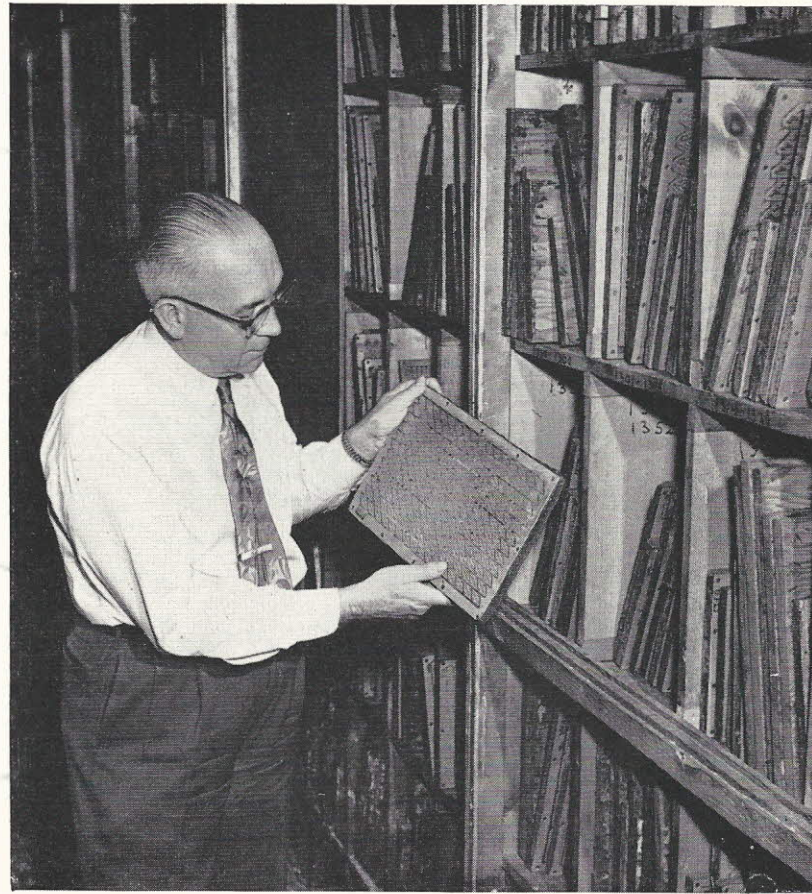
RUBBER LABELS—all sizes and shapes—are cut by hand by Dominic Angiolillo. Label samples on the wall are just a few of the thousands he has cut while at Naugatuck Chemical.

LABEL STOCK is prepared on a small calender. Special backing for the material is fed into the calender by Charles Harrison. Victor Stasonis Jr. receives the stock finished for the cutting table.





NUMBER of labels on plate and size of each label determine how stock is cut. Flavo Marinello is cutting the stock here.



ZINC PLATE used for printing is 12½ by 25 inches, full size, but many are smaller, like the one George Follett inspects at storage bin.

INKING PLATE is Gottfried Siequist. The printing process which follows inking is a secret step which makes our labels unique.

INK is transferred as Edward Szczesiul, in photograph at lower right, removes the sheet of stock from the plate.





CURING BOXES partially cure labels for one hour at 190 degrees. Eitel Radwick removes a batch of cured labels ready for inspection.

Rubber label is the only finished rubber product made by the company's Naugatuck Chemical division.

EACH SHEET of labels is inspected by Frances Stewart. Mildred Finsel, right, makes double-check inspection.



QUALITY CONTROL is just one of Mr. Follett's jobs. He and Francis Janus check a sheet of labels.



(continued from page 8)

A rubber label generally starts life as a rough sketch. This goes to an artist in the small building at the chemical plant in Naugatuck and he draws a finished design. When approved it is given to the engraver who makes the plate from which the label is produced.

Actual printing then begins, and at this point the process takes on a hush-hush atmosphere. The inks used are secret; the printing method is largely secret. The preparation of the thin rubber sheets on which the ink is applied is tinged with mystery.

Some of the processes and steps in the production line are shown here. But all have been given a security check. While Mr. Follett enjoys competition as much as the next man, he does not intend to clutter the field with label manufacturers. He likes being exclusive, too.

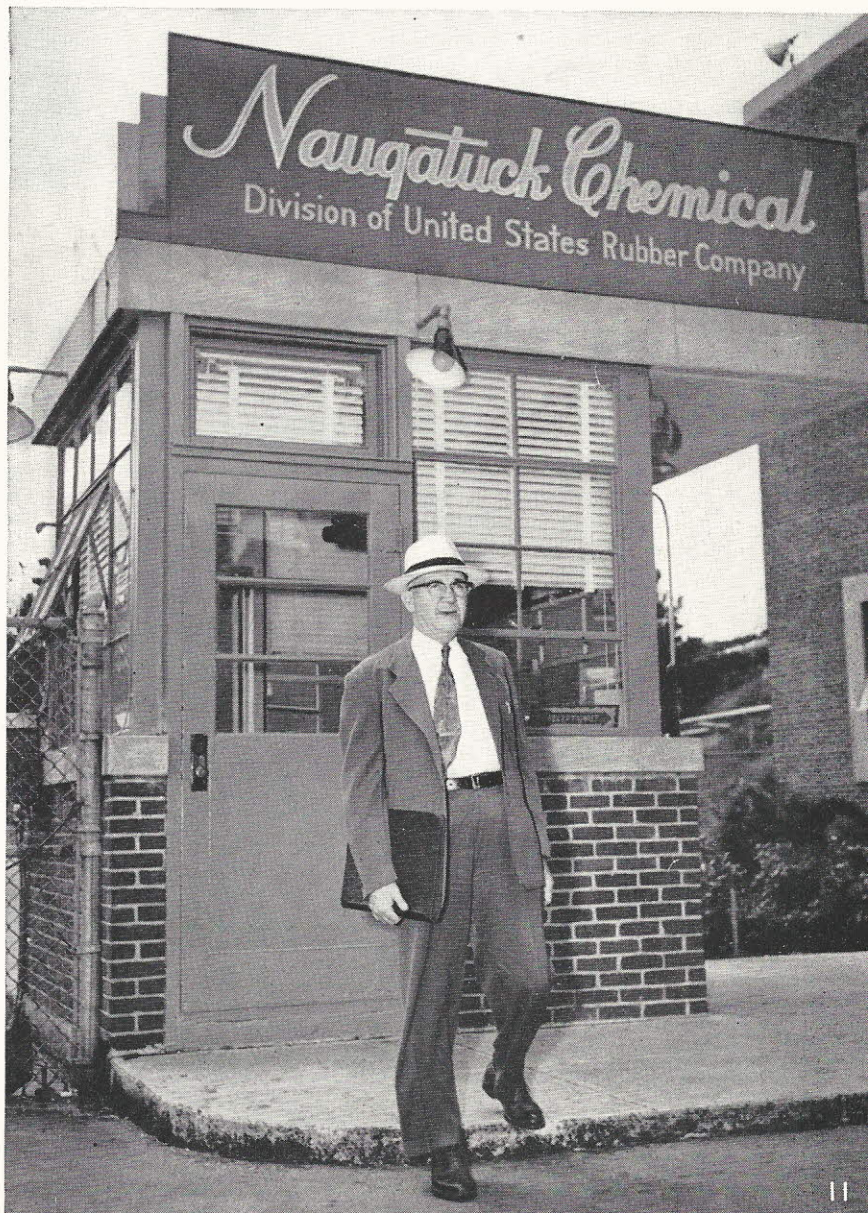


SQUARE or rectangular shaped labels are cut in strips and snipped with shears by (front to back) Mary Wailonis, Deolinda Pardal and Florence Kelsey.

HUNDREDS of different sizes and shapes of cutting dies are used. Albert Zapatka checks edge to see that it isn't damaged.



NAUGATUCK CHEMICAL has been making rubber labels since 1925 and Sales Manager Follett has been in the department since then.





MIRIAM STEVENSON, center, is crowned Miss Universe. Runners-up with her are, l. to r., Virginia June Lee, Miss Hong Kong, third

in the beauty contest; Maria Rocha, Miss Brazil, second; Regina Ernst, Miss Germany, fourth, and Sweden's Ragnhild Olausson, fifth.

MISS UNIVERSE COMES HOME

Winnsboro People Throw a Party for a Famous Neighbor

PROUD Mr. and Mrs. Leonard Stevenson happily greet their daughter in Columbia, S. C., upon her return from Long Beach, Calif., scene of beauty contest. They are even happier now that she has given up her movie contract to stay in college at nearby Greenwood, S. C.



SUNDAY school teacher, 4-H farm girl, cooking and sewing student. Add it all up and what do you get? Wrong!

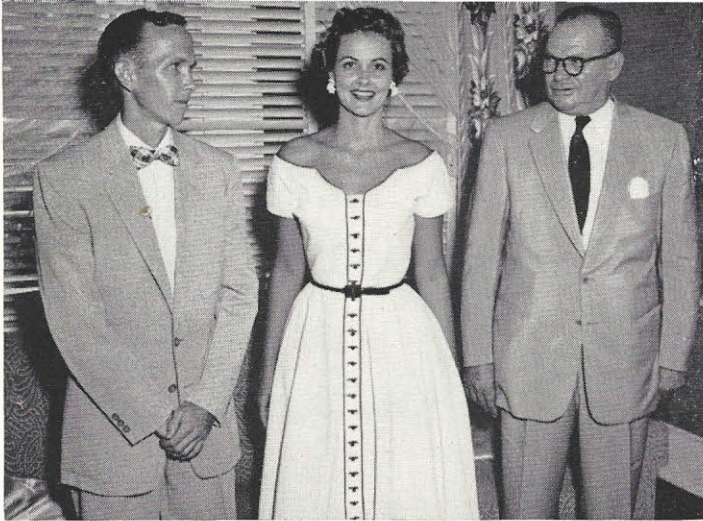
The answer is an exciting, blonde, blue-eyed, Southern beauty who became the first American girl to win both the Miss United States and Miss Universe titles.

In short, Miss Miriam Stevenson of Winnsboro, S. C., a 21-year-old college senior with perfect measurements.

Joy was unrestrained in Winnsboro when the little farm girl who used to help tend her father's prize Guernsey calves came home from the beauty contest with a \$250-a-week movie contract tucked under a shapely arm.

The whole town, a good part of Fairfield County and many of South Carolina's foremost citizens turned out to give Miriam a welcome that came straight from the heart.

As a citizen of the community, no less proud of Miriam Stevenson, Winnsboro mills of U. S. Rubber's Textile division played an active part in helping the Fairfield County Chamber of Commerce organize the celebration.



MIRIAM'S BROTHER, Donald Stevenson, left, who works in our Winnsboro mills, gazes admiringly at his famous sister, as M. A. Kirkland, plant manager, looks on.



SET OF 16 sweaters made of Orlon spun in Winnsboro plant is presented to Miriam by W. E. Clark, vice president and general manager of the Textile division.



CRINOLINES IN THE SOUTH—A bevy of beauties on the grounds of U. S. Rubber's Fairfield Inn await the start of the parade. J. H.

McMaster, president of the Fairfield County Chamber of Commerce, was general chairman of the celebration.

HOME TOWN sweater girl Miriam models one of the sweaters made for her. Mr. Clark smiles his approval.

MISS SOUTH CAROLINA of 1954, Rankin Suber of Whitmire, was also honored. "Specs" Munzell of WIS-TV gives her a lift.





LADIES-IN-WAITING and Miss South Carolina make a pretty picture on one of the floats of the festive parade.

THE PARADE winds by Winnsboro's monument to the Confederate dead on historic Congress Street.



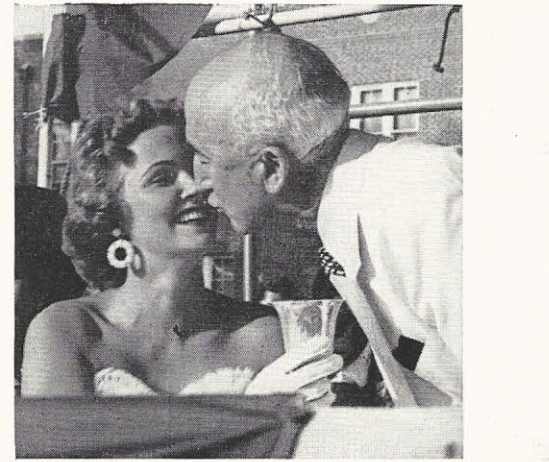
GOVERNOR James F. Byrnes of South Carolina and Mrs. Byrnes rode in the parade in Mr. Byrnes' old inauguration car.

MAYOR W. R. Elliott of Winnsboro presents the key to the city to Miss Universe in front of the courthouse.



CONGRESS Street, Winnsboro's main thoroughfare, was lined solidly with people waiting to see Miss Universe pass by.

OLD CUSTOM in South Carolina is carried out by Governor Byrnes, who gave the greetings during the welcoming ceremonies.



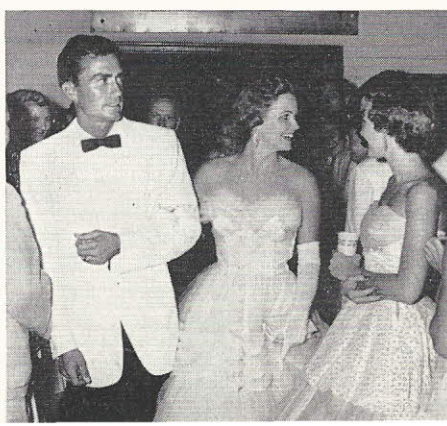
CHATTING during a break in the celebration are Mr. Clark, Mrs. Byrnes and Governor "Jimmy" Byrnes.

VINCENT LOPEZ, the bandleader; Miriam, her parents and Miss South Carolina appeared on the bandstand at the armory.



THE CROWD gathered early at Winnsboro Armory for the ball in Miss Universe's honor. Many "U.S." people were there.

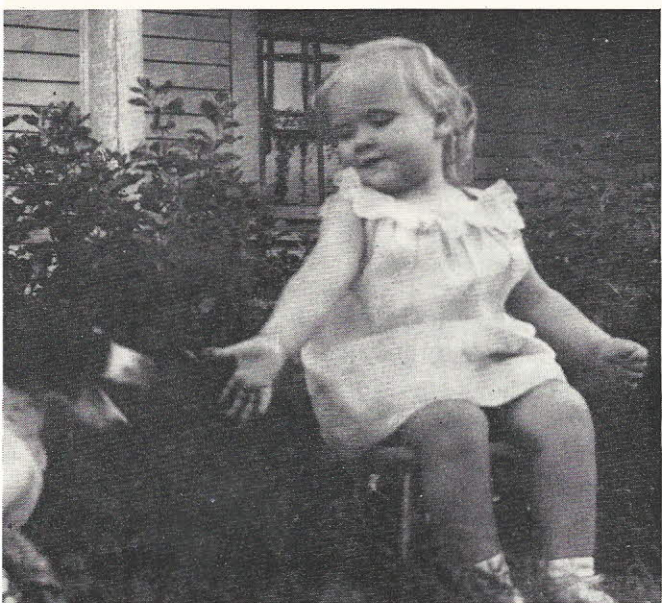
ESCORT for "the most beautiful girl in the world" was her first cousin, Coleman Stevenson of Winnsboro.



STATE'S governor-nominate, George B. Timmerman, Miss Universe, J. H. McMaster and Mrs. Timmerman at a buffet dinner.

HAPPY GROUP in front of the Stevenson home at Winnsboro: Daddy, Miriam, Mother and brother Donald.





WHAT TIME hath wrought—Miriam, above on her family farm at the age of 20 months, a queen in the making, and at right as she is today.



dig those

KRAZY Mixed-up Keds



YOU'RE right. Her feet *don't* match. She's sporting the leap-in'est, coolest, craziest Keds aprowl. No two are alike, so she can't tell from her left foot what her right foot is wearing.

What's happened? How did calm, collected U. S. Rubber get into Krazy Mixed-up Keds? Right from the kids themselves. San Francisco teenagers were buying our canvas shoes and swapping them with friends to wear a different color on each foot. Real cool.

"Yeah, just a pair of crazy, mixed-up Keds," was the good word.

Then some hep guys and gals in sales and development at Naugatuck Footwear read about this. Up they came with Keds mixed in color from the very start.

Some real gone footwear salesmen showed them to shoe buyers. Did the cats go for them? Man, they're selling hotter than an Eddie Fisher record.

So, kitten, beat feet to the "U.S." employe store if you want to gleam these Keds with the mostest. You'll be really livin', kid.

REAL GONE SHOES—that's jive talk for Krazy Mixed-up Keds. Some "kittens" (above) write on 'em. Hep high school gals love 'em.

TWINS LOOK ALIKE, but their feet don't match. West Coast kids thought up idea. Now kids everywhere say, "Man, they're real cool."



OLD TIRES NEVER TIRE



BIG TRUCK tire serves as target for Little League pitcher. The youngster below will soon have plenty of friends.

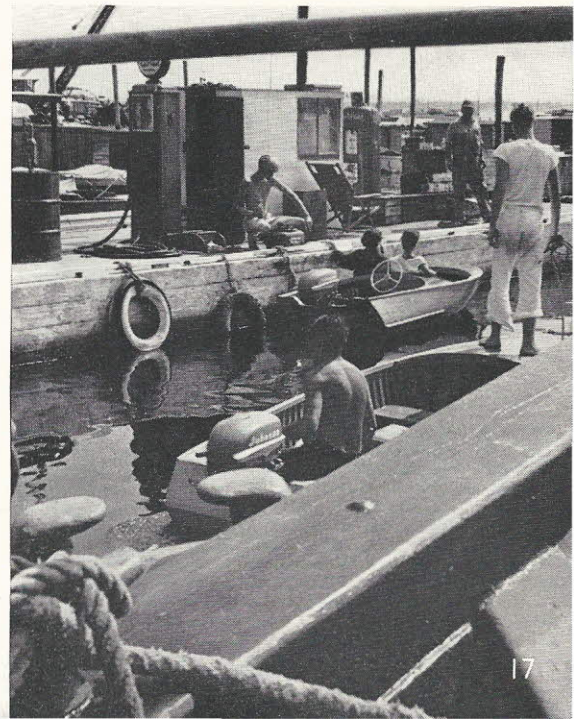
HIGH TIDE or low tide, pleasure boats can be tied up without scratches if there's an old casing hanging from the dock.



WHAT happens to old tires? Do they just fade away?

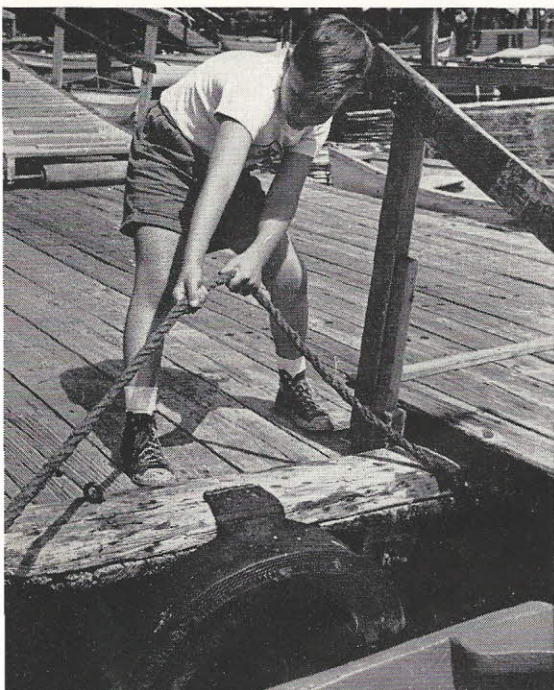
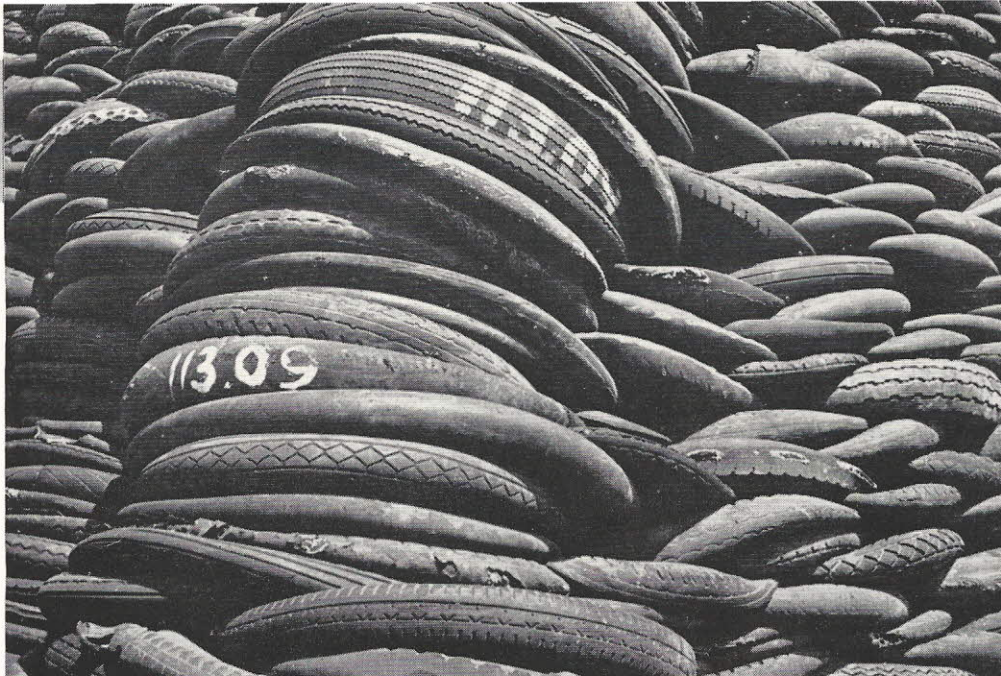
No, they become a swing back of the barn, giving hours of fun to the youngsters home from school. They become markers for the driveways of service stations, targets for baseball pitchers and for football players practicing broken-field running.

They serve as bumpers on a tug-boat in a busy harbor and they keep sailboats from banging themselves against a dock on a mountain lake.



OLD TIRES NEVER TIRE . . Cont.

WHATIZZIT? It's a pile of old tires at the Naugatuck, Conn., reclaim plant of U. S. Rubber. Old tires are ground up for use in products like rubber mats. Idea for this story in *Us* came from F. T. Oldham, former U. S. Tires salesman in New Orleans who is now a "U. S." tire distributor. As he drove along on his new U. S. Royals, he wrote down some of the clever ways in which people stretch their tire dollar—even after the tire is off the wheel.



EASY does it, skipper. Now you won't have to paint the boat again, come spring.



WHO KNOWS? Maybe she'll be growing rubber trees on that miniature plantation.



KEEP that up, son, and a job's waiting for you at your nearest "U. S." tire plant.

EVERY TIRE is an equal on the side of a barge. One brand takes the bumps just as well as the others. Out on the highway it's a dif-

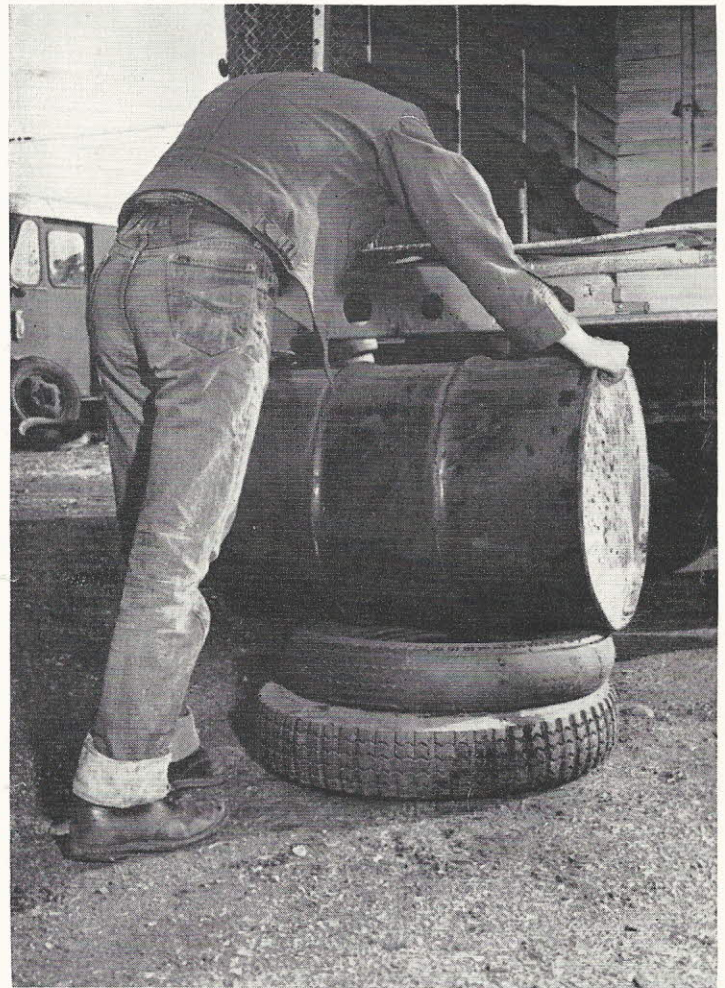
ferent story. The new tire buyer wants the best in mileage, comfort, safety. So he gives his business to the company that builds the best.





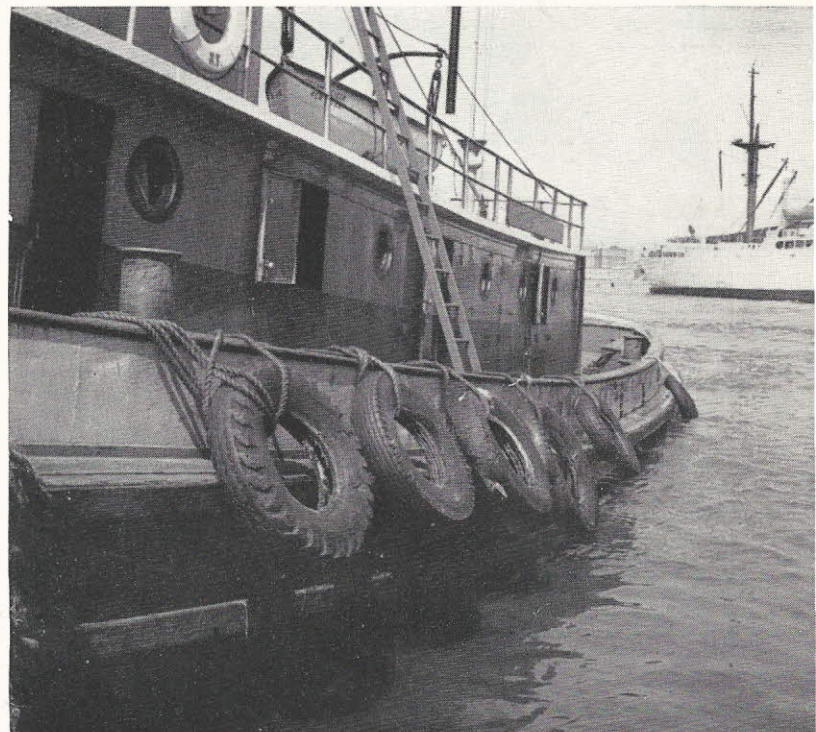
NAILING an old tire at back of garage enables driver to pull in closer. This, of course, allows more room for lawn mowers, baby carriages, bicycles, garden hose, tools borrowed from neighbors, etc.

HISTORIANS have never recorded the date when the first ingenious service station man thought of this use for an old tire. But a lot of present-day motorists could stay out of this "fix" if they'd buy a new set of U. S. Royal lightweight puncture-sealing tubes.



EMPTY OIL drum can be unloaded without damage as old tires cushion the shock. This practice is not recommended for furniture movers or munitions handlers.

ALL TIRES are discharged from active service eventually. Even a Fisk tire comes eventually to the "time to retire." What more pleasant place to spend one's last days than on a tugboat in a busy harbor like Boston or Baltimore, New York or San Francisco?



SKATERS'

Roller Champs Glide to

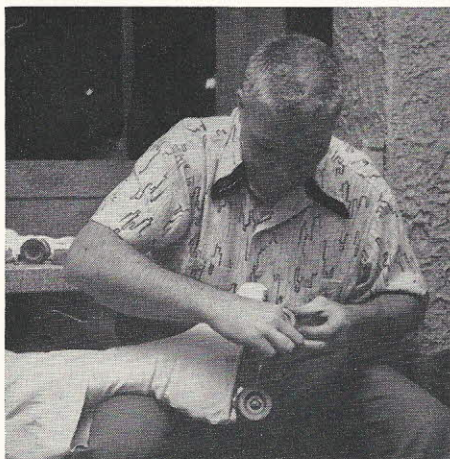
LAST year a young lady from New York City competed in the American roller skating championships in August, waltzed gracefully to a title and then returned home happily to await the arrival of the stork, who delivered a future girl champion on schedule three months later.

No such incident came to the attention of the judges in this year's national contests at Denver, Colo., but, as usual, there were plenty of thrills, heartaches — and magnificent skating.

The American championships are sponsored each year by the Roller Skating Rink Operators Association



FREE-WHEELING CHAMP is Michigan's Laurene Anselmy, 16, who has won five national championships in a row. The comely skater wins on wheels made of U. S. Rubber's Enrup.



ROLLER skating teacher Dan McNiece of California checks hopeful entrant's skates.

DANCE CHAMP of Michigan, Charlotte Wolshon, 16, is daughter of John Wolshon, Detroit plant. She was 10th in nationals.



STARTING LINE JITTERS are felt by speed skaters as judge watches intently. Skaters were brought to Denver by nation's roller rink operators.

SECONDS AFTER THE START the racers are a blur of speed as they zip past the second turn. Annual contests are the climax to months of hard training. Many of the skaters' wheels are made of Enrup, "U.S." tough plastic manufactured at our Fort Wayne plant.



HEAVEN

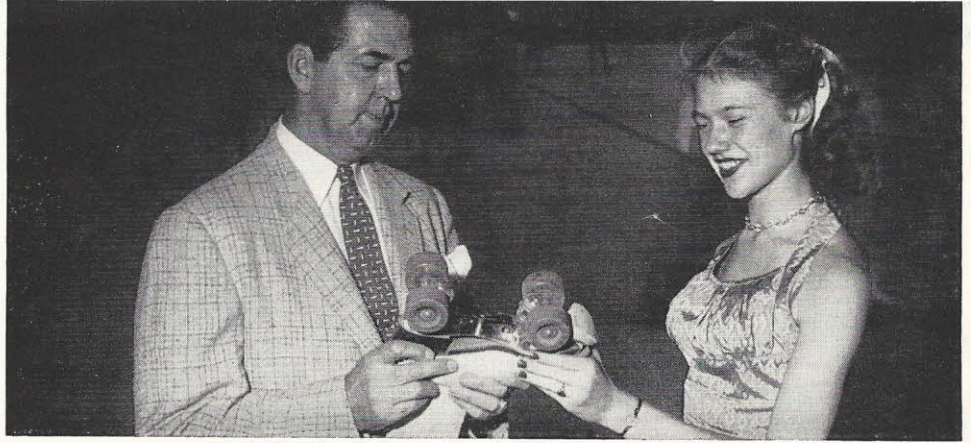
National Fame on Enrup Wheels

of America, a recognized governing body of roller skating.

State and regional champs from all over the country, aged 4 to 30, pirouetted over the hardwood floors of Mammoth Gardens, sequined costumes flashing in the darkened arena.

Their goal in this, a world series of roller skating, was the glittering crown of a national champion.

Very much in evidence at the contest were skate wheels made of Enrup. This tough plastic is manufactured at U.S. Rubber's Mechanical Goods plant in Fort Wayne, Ind. The wheels are turned out at the company's Chicago Die Mold plant.



THE BUSINESS END of all roller skates at Carl Johnson's Skateland rink in Denver is shown to pretty Barbara Damico, Denver skater.

TOP-NOTCH EQUIPMENT is a must. Vernon Fowlkes, head of Fo-Mac Enterprises, Inc., manufacturer of Kwitite wheels of Enrup, talks shop with Mary Lou Davis and Phyllis Alley.



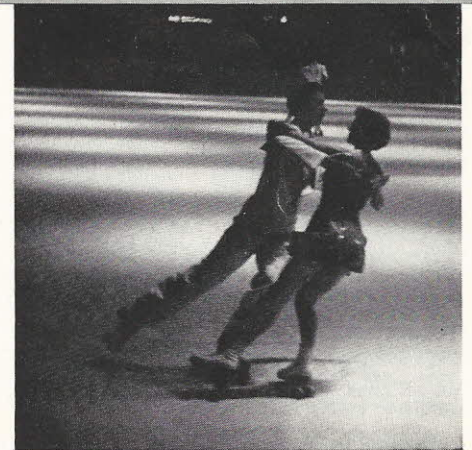
WINNING SOMETIMES DEPENDS ON LITTLE DETAILS



SKATER'S JACKET is carefully checked for Jack George, 14, by his mother.



PARTNER WAITS while Jack's brow is mopped. Team is ready to go on.



FLAWLESS performance and Enrup wheels helped Jack and Sandra Brown win title.

SMILES OF DELIGHT are flashed by Jack and family rooters as loudspeaker announces Jack's team has won. Jack and Sandra received trophies.



JACK TELEPHONES good news to friends in Oklahoma City, his home town, as his mother looks on.





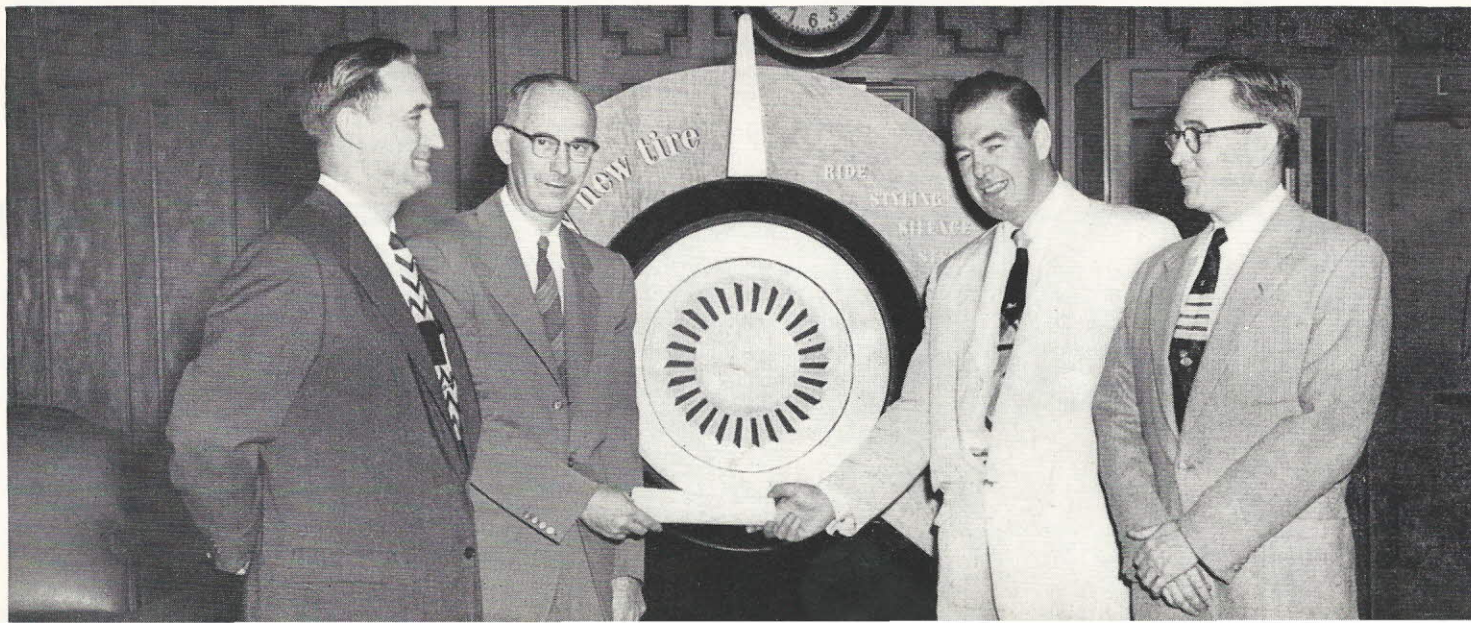
THE SEVEN SISTERS of the Nix family, who work in the Gastonia, N. C., plant, may be the largest sister act in "U. S." Starting at left, they are Betty Lynch, Agnes Boughman, Nell Gilreath, Ethel

Walker, Victoria Nix, Nora Nix and Ruby Sisk. Betty is a tester in the laboratory while the others are in the spinning and winding rooms. Anyone know of seven brothers at some plant to match?

PERFECT RECORD in fire prevention during 1953 is cited in the silver plaque presented to G. L. Dennis, left, of Naugatuck Chemical's plant in Los Angeles. W. J. Geldard, general sales manager, rubber chemicals and plastics, makes the coveted award. Dennis is West Coast district sales manager.



BAY STATE CONGRATULATIONS to Fisk Tire plant employes on upping production at Chicopee Falls are conveyed by Rep. J. F. Thompson, second from right. Massachusetts lawmakers noted that extra work stemmed from demand for the U. S. Royal 8 automobile tire. With Rep. Thompson are S. E. Harrison, left, H. E. Weigold, factory manager, and R. G. Francis.

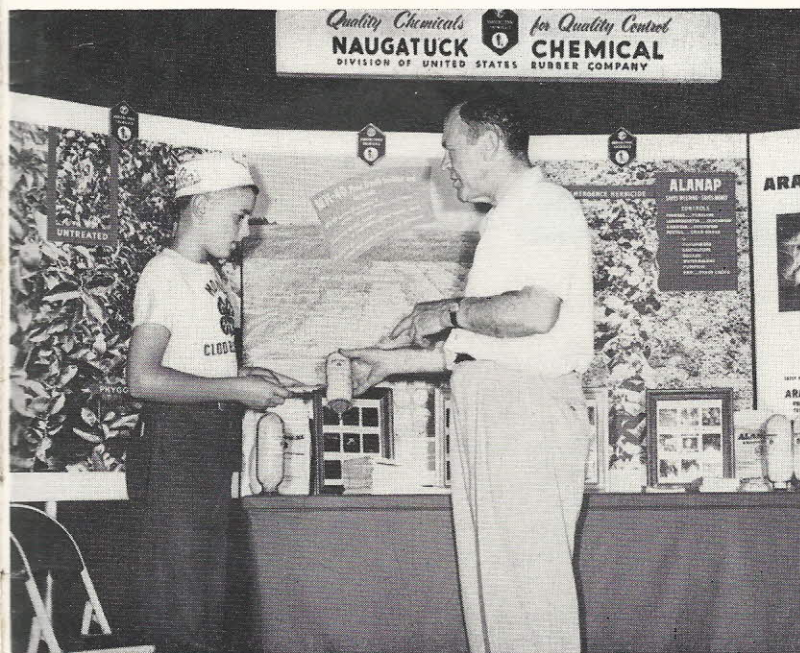


"U. S." PEOPLE AND PRODUCTS

FAMOUS TRADE MARK of Fisk boy is presented to D. W. Hepler, left, head of a service station chain in the Phoenix, Ariz., area, and W. R. Ramsey, manager of the firm's tires and accessories division. D. M. Sienes, right, Fisk sales representative, made the presentation of the oil painting as Hepler's became a Fisk tire distributor.



INTERESTED QUIZZER at Naugatuck Chemical's exhibit at Pageant of Progress in Joliet, Ill., was 12-year-old Richard Urbon, 4-H member, below. George E. Taylor, "1230," U. S. Rubber's agriculture development director, does his best to satisfy a future customer. Two thousand visitors from Illinois and nearby states attended.



120 YEARS' SERVICE were represented by three employees of the Detroit plant as each reached his 40th "U.S." anniversary. Long-termers Joseph Fraser, left, Harold Godfrey, second from left, and John Kokowicz, second from right, were honored by J. E. Lynch, center, industrial relations manager, and H. W. McTavish, assistant factory manager, at right.



WINNING TEAM in New York's Midtown Softball League consisted of "U.S." men. Left to right, standing: Joe Gramlich, Bob Nugent, John McCormick, Tom Quigley, Rudy Valente, Bob Weber; kneeling, Joe Poremba, Frank Philips, Ken Anderson, Mike Fitzgerald.

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