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The number of people who are getting an extra income in addition to their pay is steadily growing.

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In fact, two out of three share-owners have incomes under \$7500 a year. Many people are buying stock in some of America's greatest companies for as little as \$40 every three months — up to \$1000 a month — on the Pay-as-you-go Monthly Investment Plan.

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Our booklet—it's free—called "DIVIDENDS OVER THE YEARS" gives you the records of more than 300 stocks that have paid dividends every year from 25 years to 109. It tells you which have increased their dividends over the past ten years, which are especially liked by large institutional investors. There's much more valuable information, including a description of the Monthly Investment Plan.

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BROKER, IF ANY \_\_\_\_\_

# TRADE

# Winds

**SOME PEOPLE IN** advertising are worried about the trend toward overspecialized jobs in that business. There's a current Madison Avenue story about a copywriter who was being interviewed for a job at an ad agency. He was asked if he had worked on cigarette accounts.

"Oh, yes."

"On king-size cigarettes?"

"Yes."

"King-size filters?"

"Yes."

"King-size cork-tip filters?"

"Yes."

"King-size cork-tip filters in a flip-top box?"

"Yes."

"Mentholated king-size cork-tip filters in a flip-top box?"

"No. Not mentholated."

"Well, I'm terribly sorry. We need an expert. Don't call us; we'll call you."

**LAST WEEK** Albert Rice Leventhal resigned as executive vice president of Simon and Schuster, one of the country's top publishing houses, and into a big job as executive head of the Artists and Writers Guild, a subsidiary of the huge Western Printing and Lithographing Company. The Guild creates, designs, and produces extensive lines of children's books, of which hundreds of millions have been sold. Leventhal will run this operation, as well as other Guild projects that include adult books, industrial publications, school textbooks, religious books, subscription sets, and so forth.

Meanwhile, back at the publishing house, they're calling 1956-57 the year that everything happened to Essandess. Late last year, Marshall Field, who had owned the firm since 1944,

died. The executive heads of Essandess had before them a most advantageous option to buy the firm for 1 million dollars. While this was being considered, the company suffered a great blow in August when the talented Jack Goodman, vice president, editor, and director, died. By the end of September Max Schuster and Leon Shimkin, who alternate as board chairman and president, settled the issue. They raised the million and bought the company and control from the Field Estate. Max Schuster will become editor-in-chief. Richard Simon, who has been in ill health for some time, did not participate and decided to quit the firm that he and Schuster founded in 1924.

Leventhal, a close friend of Simon and—with Goodman—considered the sparkplug of the organization for years, could see the thirty-six-point Cheltenham boldface on the wall. When Western made him their fine offer he grabbed it.

There are rumblings in the Essandess offices. As usual, some less happy ones are threatening to "pull out and start our own publishing house." On the other hand, the strength and reputation of Simon and Schuster (always use the "and," never the ampersand) seem unassailable.

**A FRIEND OF MINE** has been stationed in Tokyo. He and his wife recently rented a lovely Japanese home there. When the weather turned cold, they lit a fire in the fireplace, but the chimney wouldn't draw, and they stumbled blindly through the smoky house, choking and gasping for air.

She sat down and wrote home to her parents in the States. It has them quite worried. The letter began:

"Dear Mummy and Daddy: My eyes

## The Devil Shamed

By Sara Henderson Hay

**T**HAT was the Sunday everybody was good. Old enemies spoke kindly to one another, Misers waxed generous, gossips thought no ill, Thieves came out empty-handed from the till, Prodigal sons telephoned home to mother, Unfaithful husbands turned to rectitude, Slatternly wives grew amiable and neat. The Devil didn't know what to make of it.

By Monday, of course, things had begun to blur. By Wednesday noon such usual custom reigned That Beelzebub quite plausible explained The crisis as a singular accident, Deplorable; certainly impossible to prevent, Not, in his lifetime, likely to re-occur.

... a heritage of wisdom and entertainment!



These seven beautiful books (six plus the Goya book FREE) are being offered in a special six-months' Trial Membership by The Heritage Club.

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*This is the Hour: A Novel about Goya* by Lion Feuchtwanger, illustrated with the work of this famous artist. Imagine, if you will, a richly pictorial volume containing almost two hundred examples of Goya's work (forty-four are full page reproductions, either in striking color or gravure) plus a panoramic painting that wraps around as a full linen binding!

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*John Brown's Body* by Stephen Vincent Benét, illustrated with paintings by the famous American painter, John Steuart Curry.

*The Voyage of H.M.S. Beagle, the Journal of Charles Darwin*, designed by Robert Gibbings and illustrated with a set of powerful wood-engravings by Mr. Gibbings.

*The Adventures of Sherlock Holmes* by Sir Arthur Conan Doyle, a definitive edition with the original illustrations by Frederic Dorr Steele, Sidney Paget and others.

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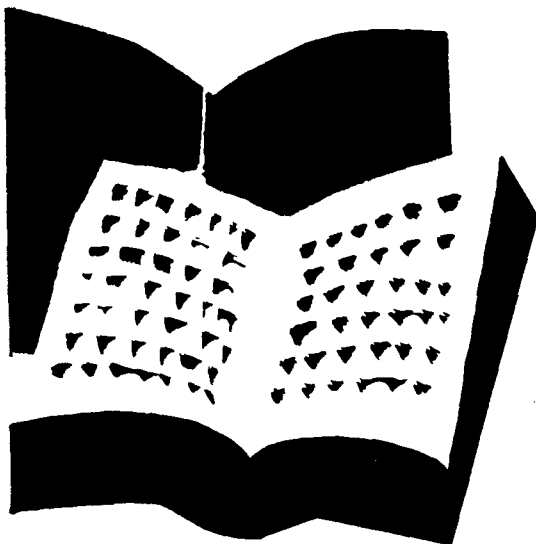
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are watering and I am sneezing and practically coughing to death. John and I are having a bout with the Asian flue . . ."

**AFTER TEN YEARS** of hard work Leslie A. Marchand has the satisfaction of seeing his three-volume biography of Lord Byron published. Byron was an irresistible fellow who would do, say, or write almost anything. As a result, biographers have always protected their readers from the frankly shocking aspects of the great poet's life. Professor Marchand's "Byron: A Biography" doesn't do that, and thus turns out to be a great story.

Some biographers have tried to prove that Byron was homosexual. Marchand shows that he had tendencies in that direction, but that his sex life was as much as any philanderer could hope for. He had about 200 mistresses, by his own count.

"I don't like the idea of just picking those things out to say about Byron," Marchand protests. "They are not important. What's important are his character, his satirical bent, his

**FRASER YOUNG'S  
LITERARY CRYPT NO. 748**

*A cryptogram is writing in cipher. Every letter is part of a code that remains constant throughout the puzzle. Answer No. 748 will be found in the next issue.*

GALFL KM MBCLGAKPH

DEBNG D ROBMLG

GADG CDSLM D

MSLOLGBP GLFFKEOT

FLMGOLMM.

XKOMBP CKWPLF.

*Answer to Literary Crypt No. 747*

The best of prophets of the future is the past.

—BYRON.