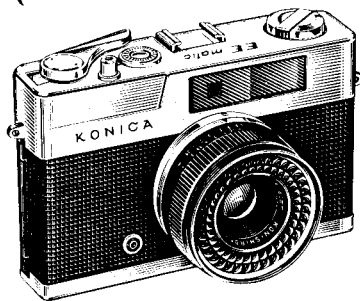


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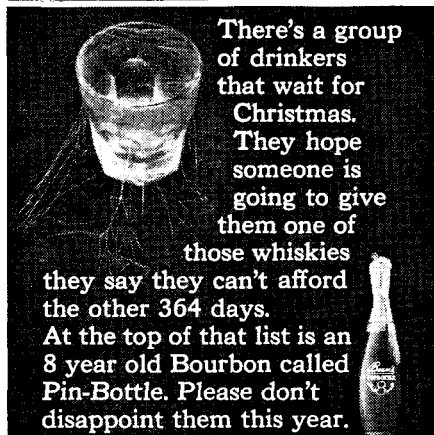
BEST SELLER!

"The right book by the right authors at the right time."—ROSCOE DRUMMOND

THE STRANGE TACTICS OF EXTREMISM

by HARRY and BONARO
OVERSTREET

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There's a group of drinkers that wait for Christmas. They hope someone is going to give them one of those whiskies they say they can't afford the other 364 days. At the top of that list is an 8 year old Bourbon called Pin-Bottle. Please don't disappoint them this year.

8 YEAR OLD BEAM'S PIN-BOTTLE
KENTUCKY STRAIGHT BOURBON WHISKEY, 86.8
PROOF, JAMES B. BEAM DIST. CO., CLERMONT, KY.

SR's Check List of the Week's New Books

Art

DRAWINGS FROM THE CLARK ART INSTITUTE: A Catalogue Raisonné of the Robert Sterling Clark Collection of European and American Drawings, Sixteenth through Nineteenth Centuries, at the Sterling and Francine Clark Art Institute, Williamstown. Edited by Egbert Haverkamp-Begemann, Standish D. Lawder, and Charles W. Talbot, Jr. Yale Univ. Press. \$30 to Jan. 1; \$37.50 thereafter.

GIOTTO. By Camillo Semenzato. Barnes & Noble. Paperback, 75¢.

KANDINSKY. By Cornelius Doelman. Barnes & Noble. Paperback, 75¢.

KOKOSCHKA. By Anthony Bosman. Barnes & Noble. Paperback, 75¢.

TREASURES OF ANCIENT AMERICA. By Samuel K. Lothrop. World. \$29.50.

TURNER. By Michael Kitson. Barnes & Noble. Paperback, 75¢.

By Robert J. Donovan. New American Library. Hardbound, \$3.95. Paperback, 60¢.

POST-WAR ECONOMIC GROWTH: Four Lectures. By Simon Kuznets. Harvard Univ. Press. \$4.25.

THE PRESIDENT SPEAKS. Edited by Louis Filler. Putnam. \$5.95.

THE PURSUIT OF WORLD ORDER. By Richard N. Gardner. Praeger. \$4.95.

REPUBLIC IN SUSPENSE: Politics, Parties, and Personalities in Postwar Germany. By Klaus Bölling. Praeger. \$6.50.

RIGHTS FOR AMERICANS: The Speeches of Robert F. Kennedy. Edited by Thomas A. Hopkins. Bobbs-Merrill. \$4.

THE SECRETARY OF STATE AND THE AMBASSADOR: Jackson Subcommittee Papers on the Conduct of American Foreign Policy. By Senator Henry M. Jackson. Praeger. Hardbound, \$4.50. Paperback, \$1.95.

Education

TOWARD A PHILOSOPHY OF ORGANIZED STUDENT ACTIVITIES. By Herbert Stroup. Univ. of Minnesota Press. \$4.50.

Fiction

THE FRATRICIDES. By Nikos Kazantzakis. Simon & Schuster. \$5.

MY TROUBLES BEGAN. By Paolo Volponi. Grossman. \$5.

THE POWER. By William Harrington. Bobbs-Merrill. \$4.95.

THE SHY PHOTOGRAPHER. By Jock Carroll. Stein & Day. \$5.

TEN NIGHTS IN A BAR-ROOM. By Timothy Shay Arthur. Edited by Donald A. Koch. Harvard Univ. Press. \$4.95.

Crime, Suspense

THE GLASS CELL. By Patricia Highsmith. Doubleday. \$3.95.

IS THERE A TRAITOR IN THE HOUSE? By Patricia McGerr. Doubleday. \$3.50.

A KNIFE FOR THE JUGGLER. By Manning Coles. Doubleday. \$3.50.

THE TERRORS OF THE EARTH. By Stanton Forbes. Doubleday. \$3.50.

THE UPFOLD WITCH. By Josephine Bell. Macmillan. \$3.95.

Current Affairs

THE FUTURE OF THE REPUBLICAN PARTY.



"The strangest thing happened to me today. I sold a refrigerator for cash!"

History

A CONCISE HISTORY OF WORLD WAR I. A CONCISE HISTORY OF WORLD WAR II. Prepared for The Encyclopedia Britannica under the Advisory Editorship of Brig. Gen. Vincent J. Esposito, U.S.A. (Ret.). Praeger. Each: hardbound, \$6.95; paperback, \$2.95.

Literary Criticism

AN AGE OF FICTION: The Nineteenth-Century British Novel. By Frederick Karl. Farrar, Straus & Giroux. \$6.

FLAUBERT: A Collection of Critical Essays. Edited by Raymond Giraud. Prentice-Hall. Hardbound, \$3.95. Paperback, \$1.95.

KEATS: A Collection of Critical Essays. Edited by Walter Jackson Bate. Prentice-Hall. Hardbound, \$3.95. Paperback, \$1.95.

MOLIERE: A Collection of Critical Essays. Edited by Jacques Guicharnaud. Prentice-Hall. Hardbound, \$3.95. Paperback, \$1.95.

Miscellany

BIBLIOGRAPHY OF THE HISTORY OF MEDICINE OF THE U.S. AND CANADA, 1939-1960. By Genevieve Miller. Johns Hopkins. \$10.

CARRYING BRITISH MAIL OVERSEAS. By Howard Robinson. New York Univ. Press. \$7.50.

DANGEROUS TO MAN. By Roger A. Caras. Chilton. \$10.

THE FINEST ROOMS BY AMERICA'S GREATEST DECORATORS. Viking. \$18.50.

HANDWEAVING. By Iona Plath. Scribners. \$8.95.

INSTANT STATUS. By Allan Sherman and Arnold and Lois Peyser. Putnam. \$1.95.

A VANISHING AMERICA: The Life and Times of the Small Town. Edited by Thomas C. Wheeler. Holt, Rinehart & Winston. \$9.95.

Music, Theater

THE BEST PLAYS OF 1963-1964. Edited by Henry Hewes. Dodd, Mead. \$6.50.

LANDOWSKA ON MUSIC. By Wanda Landowska. Edited by Denis Restout. Stein & Day. \$9.95 to Dec. 25; \$12.50 thereafter.

Personal History

IMPROPER BOSTONIAN: Emily Greene Balch. By Mercedes M. Randall. Twayne. \$6.

Poetry

COLLECTED POEMS: 1935-1965. By Kenneth Hopkins. Southern Illinois Univ. Press. \$6.

Religion

BAPTISM IN THE THOUGHT OF ST. PAUL. By Rudolf Schnackenburg. Herder & Herder. \$5.95.

CARDINAL NEWMAN'S BEST PLAIN SERMONS. Edited by Vincent F. Blehl, S.J. Foreword by Muriel Spark. Herder & Herder. \$3.95.

Science

WE ARE NOT ALONE. By Walter Sullivan. McGraw-Hill. \$6.95.

—Compiled by RUTH BROWN.



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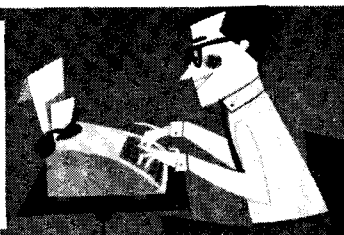
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Top of My Head



Smoke Gets in Your Ears

FROM a letter from John H. Moore in Albany, New York: "How long must we endure the TV commercial about the lady who wants to try the little cigar? You must know that tease-ending series—the gal in the smoking car, the one whose escort leaves the butt smouldering in the ashtray (and the voice asks): 'Shouldn't a gentleman offer a lady a Tiparillo?'"

"Indeed he should," says Mr. Moore. "But why stop there? Why not a humidor full of Havana Invincibles? Or some of those stogies, black and baleful, that Arthur Train always depicted in the mouth of Mr. Tutt?" End of Mr. Moore.

Mr. Moore obviously doesn't understand the powerful theory behind this type of advertising. Nobody has actually asked the lady to smoke the cigar. But the thought has been planted and a lady who is sitting there at home before her

TV set innocently giving herself a pedicure may wonder "Why not?" This is known as subliminal advertising. No hard sell—"Get up, lady, and go to your favorite cigar counter and get one now!" But the thought seeps through. She inhales the message.

There are other little one-minute novelties equally as attractive. Consider these two little story lines, one for a cigar, the other for a cigarette. First, a boss is out of cigarettes, his employee gives him one, the boss takes a puff and gives the employee a raise. Second, a man hasn't the courage to ask for a raise. He smokes a cigar and gets the raise. If either of those two plots had seeped into an advertising agency's half-hour situation comedy show Madison Avenue would have been clouded over with a thick layer of grey flannel lint.

But I didn't make these up. I give you

actual dialogue or a slightly unreasonable facsimile:

The scene is a bank. The president is out of cigarettes.

"Grigsby!" he shouts, "Got a cigarette?"

"Yes sir," responds Grigsby, "a charcoal filter."

"Ahh," says the president, "I don't like the taste of them."

And a voice over says: "What the president didn't know is that Philip Morris has the coconut charcoal."

"You'll like it," says Grigsby.

The president lights it. While he lights it we see a surgical operation being performed on Philip Morris, and out drops the brain of some advertising genius in the form of tiny granules of charcoal—excuse me—coconut charcoal, looking something like the residue of what you scrape out of an old favorite pipe.

"I like it," says the president. "Grigsby, you're due for a promotion."

The other commercial concerns the White Owl cigar. It's known as the Invincible. The announcer's voice says:

"The White Owl may not make you invincible but it makes you feel that way."

We see a young man nervously pacing in front of the door leading to the boss's office. He has been promised a raise and hasn't got it yet. He goes to the door—falters—steps back, tries again but can't make it. In his nervousness he lights up a White Owl cigar. He takes a puff or two, the metamorphosis takes place, and he strides in, trailing behind him a feathery cloud of White Owl smoke. The boss is off camera but we see the young invincible man shake his cigar furiously toward the camera.

"Now see here," he shouts at the top of his invincible voice, "about my raise—I demand to know why it hasn't gone through yet . . . Oh, it has? Gee, thanks Dad."

No charcoal granules—excuse me—no coconut charcoal granules here. Just plain in-the-raw invincibility—with a heaping sprinkling of granules of nepotism. This is a case of "who's up front that counts."

It is also obvious that Dad is not a smoker of White Owl cigars. If he had been he would have had the invincibility to throw that young sprout out right on his ear.

I must admit that none of these smoking commercials has ever moved me to accept its premise or its product. But I confess there is one smoking commercial that has always intrigued me. I've always had the feeling that I'd like to come up and smoke a Muriel with Edie sometime. No plot—except the one I conjure up in my weak, subliminal mind.

—GOODMAN ACE.

This business of "getting what you pay for" certainly holds for liqueurs. Take Crème de Menthe, for example.

Is it true that some are better than others? Of course it is, and the better ones cost more...for good reasons. Nowhere in the world does mint grow as flavorful and fragrant as in France and the United Kingdom. So the best Crème de Menthe must be produced from these leaves, and they must be plucked at their peak and processed immediately to preserve their full flavor.

Mint leaves, tender and fragrant, are vital to a superb Crème de Menthe. But that's not all. The liqueur must be bottled as soon as possible after it is made. For this is one sure way to capture its true flavor and delicacy. One liqueur producer still takes such pains with Crème de Menthe—and 18 other delicious flavors—all made and bottled in France.

**"Yes, I Know...
Marie Brizard"**



Sole U.S. Distributors
Schieffelin & Co., New York

Crème de Menthe 60 Proof