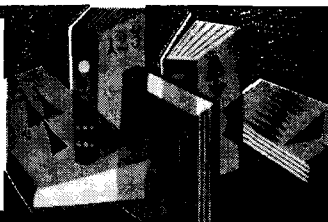


Books in Communications



What to Watch Out For

A FRIEND who thinks of himself as a watcher of trends, an authority, and a close observer asked me the other day, "Whither are books about communications tending? What are the trends to watch?" Or words to that effect. Glad he asked that question. It gives me an excuse to glance at the whole field of such books—from television to the press, from advertising to public relations—and make a few predictions about what the new year will bring. (After some five years as proprietor of this column, I've discovered that it's not terribly difficult, in a field where tradition often seems to be king, to make some pretty accurate forecasts.) Very well, then:

1. A Madison Avenue advertising man will write a book arguing that ads must, above all else, be truthful. The potential customer, our ad man will say, can spot a half-truth or distortion a whole supermarket aisle away, and the slightest suspicion that you're not telling the truth will undermine the whole ad. Of course, he will point out, sometimes it becomes necessary, for reasons of space and economy, to soft-pedal the bad points of the product you're advertising in order to emphasize the good points. But this selective emphasis should in no way be confused with distorting the truth.

2. A Madison Avenue advertising man will write a book arguing that it doesn't matter what you say in an ad; the important thing is to sell the product. He will, of course, make it clear that he doesn't counsel any outright distortions of the truth. The important thing about advertising, he will reveal, can be summed up in two key words: Selective Emphasis.

3. A university press will publish a book whose title is likely to be *The Influence of the Press on Public Opinion*. After 400-odd pages the author will conclude that the press has an influence on public opinion, but that the precise nature of that influence is thus far unclear and that more research is therefore needed.

4. A university press will publish a survey of the magazine industry in the United States. There will be a reference to the *Saturday Review of Literature* or, alternatively, to the *Saturday Evening Review*. The author will be described as an authority on magazines.

5. A Washington newspaperman will

write a book about the life of a Washington newspaperman. He will reveal that covering President Johnson is like covering no other President.

6. A public relations man will do the ultimate public relations job of them all, by writing a book about himself. In it he will describe how he overcame adversity to arrive at his present eminence. Sample passage; "Your plan cannot possibly work," the president of this multi-million-dollar corporation told me. 'It has been tried before and it has never worked.' Nevertheless, with all the confidence of my eighteen years, I determined to see if I could not make my plan work."

7. A book will be written criticizing the United States Information Agency for not providing an accurate picture of the United States and for being unimaginative and bureaucratic.

8. A Soviet journalist will visit the United States and write a book about his trip, with major emphasis on crime and slums. If he sees anything he is tempted to like, he will know it was put there especially to fool Soviet journalists and he will therefore feel safe in discounting it.

9. A former television executive, now earning an honest living in public relations, will write a book called *The Truth About Television*. Television, he will reveal, looks all glittery from in front of the screen, but behind the scenes—ugh!

10. Finally, from out of nowhere, will come a scattering of books that are honest and imaginative and memorable. There will not be many of them—there never are—but they are worth watching for, and they are one of the things that make writing this column a fresh adventure every month. —JAMES F. FIXX.



CLASSIFIED

CLASSIFIED ADVERTISEMENTS are accepted for things wanted or unwanted; personal services; literary or publishing offers, unclassified elsewhere; miscellaneous items appealing to a special intelligent clientele; jobs wanted; houses or camps for rent; tutoring; ideas for sale. All advertisements must be consonant with the character of *Saturday Review*. Rates for a single insertion, 70¢ per word, 10-word minimum. Count 2 extra words for Box and Numbers. Rates for multiple insertions:—52 times 62¢ per word each insertion; 26 times 64¢ per word each insertion; 13 times 66¢ per word each insertion; 6 times 68¢ per word each insertion. Full payment must be received eighteen days before publication. We forward all mail received in answer to box numbers and submit postage bills periodically. Mail to be called for at this office will be held 30 days only. Address Classified Department, *Saturday Review*, 380 Madison Avenue, New York, New York 10017.

LITERARY SERVICES

MANUSCRIPT TYPING. Also tapes. Ambassador Office Service, 10 East 49th Street, NYC 10017. Plaza 5-1127.

RESEARCH. writing, translations, expertly done. All topics. Reasonable. Professional author. Box P-590.

BOOKS

SEND AUTHORS' NAMES and titles of out-of-print books wanted. You will get results. Kendall Gaisser, Booksellers, 1242 Broadway, Toledo, Ohio 43609.

SAVE TO 84% on publishers' overstocks. Free catalogue. Reader's Service, 5435 Upland Way, Philadelphia, Pennsylvania 19131.

FRENCH, SPANISH, ITALIAN books. The Mail Order Library, 132 West 43rd Street, NYC 10036.

BRITISH BOOK BARGAINS—all subjects. Catalogues free. Wants solicited. Transbooks, Matawan, New Jersey 07747.

FREE POSTAGE. Paperbacks—Records—Hardbounds in print. Free catalogues, store clearance merchandise. New York Book, 4 West 43rd Street, NYC 10036.

PAPERBACKS. Lafayette Hill, Pennsylvania 19444. Catalogue 10¢. Paperback books, records, tapes, stationery.

BOOKS ABOUT ASIA—ORIENTALIA. 11 East 12th Street, New York, New York 10003. Free Catalogue S.

FREE monthly listing of book publishers' overstocks at huge discounts. Unique Books, Box 7495-SR, Robbinsdale, Minnesota.

WHY PERSONALIZED FAITH! How free the mind from unconscious indoctrination-bondage. Readers say: "makes one think." 90 page booklet. \$1.00 ppd. Money-back guarantee. Andrew Roes, R1, Menasha, Minnesota 56464.

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THE FRENCH BOOKSHOP. 700 Madison Avenue (62nd Street), NYC 10021, where French books are sold exclusively. Mail order catalogue 70¢.

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GERMAN BOOKS, CALENDARS mailed anywhere. Catalogue free. Large exhibition. Gerard Fuchs, 2061 Broadway, NYC 10023.

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FREE CATALOGUE—Many beautiful designs. Special designing too. Address BOOKPLATES, Yellow Springs, Ohio 45387.

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YOU NAME IT—WE FIND IT. Satisfaction guaranteed. **INTERNATIONAL BOOKFINDERS**, Box 3003-S, Beverly Hills, California 90212.

HARD TO FIND? We specialize in locating the difficult. Fast, reasonable. **Ardsey Books**, Box 4308, Sunnyside, N.Y. 11104.

CAN'T GET IT, WE'LL FIND IT and fast. Free experienced service reaches 5,500 dealers weekly, if not in our large stock. **Beacon Hill Booksellers**, 1077 Massachusetts Avenue, Cambridge, Massachusetts 02138.

BAER'S BOOK SEARCH. 2856 Woodlawn Terrace, Memphis, Tennessee 38127. Book finders.

TRANSATLANTIC BOOKSEARCHERS. Wants actively sought in England and America. **Matawan**, New Jersey 07747.

THOUSANDS of books stocked. **Murray's**, 115 State Street, Springfield, Massachusetts 01103.

BACK NUMBERS

AMERICAN HERITAGE Magazines: Volumes I (1949) through XVII (1966). All. Sold-Bought. Issues. Runs. Also **HORIZON** Magazines. **Reid-Books**, 1404 East 18th Street, Brooklyn, New York 11230.

PERIODICALS

AMERICAN HAIKU magazine. Subscription—\$3.00 yearly. Box 73, Platteville, Wisconsin.

FOREIGN PERIODICALS

SUBSCRIPTIONS to German, Austrian, Swiss magazines make thoughtful gifts. Request catalogue. **German News Company**, 200 East 86th Street, NYC 10028. BÜtterfield 8-5500.

FRENCH, ITALIAN, SPANISH, POLISH periodicals, newspapers. **European Publishers Representatives**, 132 West 43rd Street, NYC 10036.

ART

EVENING CLASSES in Figure Drawing and Portraiture. Career courses in Commercial Art and Interior Design. **ART CAREER SCHOOL**, Suite 2111, 175 Fifth Avenue, NYC 10010. 212-AL 4-2446.

ORIGINAL OIL PAINTINGS, \$5 to \$75, None Higher. Exciting works by talented artists just beginning to achieve recognition. Unbelievable bargains in America's Famous Galleries of Discovery. **Arts International Galleries**: New York: 1066 Madison; Chicago: 70 East Walton; Cleveland: 13122 Shaker Square; Denver: 515 16th Street; Detroit: 24 West Adams; Minneapolis: 38 South 6th; Philadelphia: 1711 Chestnut; Santa Monica: 109 Broadway; St. Louis: 8207 Clayton.

PAINT IN OILS for profit! Landscapes, seascapes—everything you need to learn in one easy course. Even spare time brings peace-of-mind, pleasure, profits! Details **FREE**. **Merlin Enabnit**, Dept. 1K5, 141 West Jackson, Chicago 60604.

RECORD MART

ADAM: POSTILLON DE LONJUMEAU (complete)—only recording with John van Kesteren, Stina-Britta Melander, Ivan Sardi, Fritz Hoppe, Rias Chorus and Orchestra under Reinhard Peters. 2 Eurodisc Records, Mono \$7.50, Stereo \$9.50. **Bremen House**, 218 East 86th Street, NYC 10028, REgent 4-2500.

MUSICAL INSTRUMENTS

PLAY CHAMBER MUSIC? You need a Bechstein. Only at John Wanamaker Philadelphia, Piano Imports Department.

HARPSICHORD KIT. Build a replica of an antique instrument. Full size: 2'x8', 1'x4', FF-g^{III}. Designed by Frank Hubbard. Single-manual, \$550; double-manual, \$750. For brochure, write Frank Hubbard, 185a Lyman Street, Waltham, Massachusetts 02154.

IF IT'S RELIABLE and sounds beautiful, it's a Sabathi harpsichord from Vancouver, Canada.

RECORDERS—FINEST MAKES. Largest music selections. Free catalogue. **RECORDER CENTER**, Amenia, N.Y.

SR/January 8, 1966

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COLOR! Handcrafted Ektacolor prints—no machines—8x10, 11x14, 16x20. From your slides or negatives. 1/2 frame to 4x5. I take longer. I care more. **One Man Lab**, Harvey Road, Ridgefield, Connecticut 06877.

COLOR SLIDES

FREE 35mm COLOR SLIDE—Professional "The End" slide for your shows—**FREE** when you order the new 100-page Wolfe catalogue of Hi-Fi slides in living color. Only \$1.00 (deductible from first order). Over 9,500 slides from 98 countries—all as beautiful as your own best originals. Order fill-in slides on **APPROVAL**. Send for your catalogue today! (Also 8mm.) **Wolfe Worldwide Films**, Dept. 716, Los Angeles 90025.

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GERMANY—Stimulating Academic Year Program for American college students. American credits, September-June, in Renaissance castle near Stuttgart. **Schiller College**, 7121 Kleiningersheim, Germany. Write **Schiller College**, U.S. Office, Attention: Mrs. Hannah Busoni, 127 West 56th Street, New York 10019.

COLLEGE DROP-OUTS: We concentrate on the educational redevelopment of selected students, including poor achievers, with unrealized learning potential. **Educational Development Center**, 23 Adelbert Street, Berea, Ohio 44017, Dept. SR.

MIDDLESEX COLLEGE, Box E, Stowe, Vermont 05672. Traditional curriculum for two and four year programs including European study, Theater Arts, and Fine Arts. Applications for Spring Semester until January 25th.

LANGUAGES

HAVE YOU TRIED learning French, Italian, Spanish or German for that matter? Practically everybody has. Why not be different? Learn **MODERN GREEK**. Call Case Institute of Language—Plaza 5-5607—the only school in New York City that teaches Modern Greek exclusively.

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SARATOGA BALLET CENTER at Skidmore College, Saratoga Springs. 2nd Summer Session. Ballet, Modern, Character, Jazz, under professional instruction. Attendance at new Performing Art Center. Coeducational 9-19. Many activities. Catalogue: **Oleg Briansky**, 27 West 71st Street, NYC 10023.

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MUSHROOM NIBBLES, unusual cocktail snack from Brandywine. Ineluctable! Ask your gourmet shop. **Norton Company**, New Milford, Connecticut.

GOURMET FOODS for your table and gift giving. Exquisite selections. Request mail order catalogue. **Bremen House**, 218 East 86th Street, NYC 10028. REgent 4-2500.

PERSONALS

IF YOU REALLY WISH to learn FRENCH, spend a school year as paying guest in a French family. Also summer program. Write **Thevenin**, Solignac, Haute Vienne, France.

CATS FOR ADOPTION. All sizes, colors. Free. **Watkins** 4-8493 NYC.

YOU CAN FIND OUT! Confidential information developed, any matter, person, problem anywhere. Officially licensed. Established 1922. **Equitable Service Bureau**, 135 Broadway, New York 10006.

SEEKING PEACE OF MIND? Free home study course in the Catholic Religion. **PAULIST FATHERS INSTRUCTION CENTER**, Dept. S, 21 East Van Buren, Chicago, Illinois 60605.

HARPSICHORD—Same as owned by Philadelphia Orchestra and RCA VICTOR. In kit form for home workshop assembly. \$150. Clavichord kit, \$100. Free brochure. Write **Zuckermann Harpsichords**, Dept. S, 115 Christopher Street, NYC 10014.

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IF YOU OWN a Rover 3-Litre it is hardly likely that it will fail to start because Rovers are terribly reliable. But, after all, even a Rover is a machine. So, if yours should fail, don't make the silly mistake I just made: don't forget you have a crank—right in with the tools in your trunk, under the covering to the left. All you do is insert the crank in the hole up front, turning it a couple of times without trying to start the engine—that's to get gas into the carburetor—then give it a good whirl and the engine should turn over—a woman can manage it. Do be sure, though, to have the car in neutral and the ignition turned on. **Gertrude I. McWilliams**, Fancher Road, Pound Ridge, N.Y.

TANGELOS, shipping Florida's finest navel oranges, Indian River grapefruit. Send for free Brochure. **Airport Fruit Shipper**, Miami International Airport, Miami, Florida 33159.

EUROPE ANYONE? Ship Indian River grapefruit and oranges to England, Scotland, Ireland, Wales, France, Belgium, Holland, West Germany, Switzerland. 2/5 bushel \$14.95. Send address and check to **Airport Fruit Shipper**, Miami, Florida 33159.

OVERSEAS POSITIONS offer high salaries, free travel. Employers provide transportation and liberal vacations. Comprehensive new booklet, "Guide to Employment Abroad," covers all possibilities in sixty countries, all occupations. Includes exclusive "Directory of American Companies Overseas." Special reports on summer jobs, Government careers overseas, international organizations, medical work, teaching, librarian, secretarial positions. English language newspapers overseas, social work. Highly recommended. Only \$1.00. Airmail 30¢ extra. Satisfaction guaranteed or payment refunded. **Hill International Publications**, P.O. Box 79-X, East Islip, New York 11730.

NEUPERT HARPSICHORDS. CLAVICHORDS. Oldest, finest. Free catalogue. **MAGNAMUSIC**, Sharon, Connecticut 06069.

BRITISH SHOES FOR GENTLEMEN, at a fraction of their American retail prices. \$12.95 includes duty and import charges. Delivery in ten days from receipt of order. Money-back guarantee. Write for illustrated catalogue. **Steven Williams, Sr., Ltd.**, 37 East Willow Street, Millburn, New Jersey 07041.

T G I F BUTTON with Membership Card, 35¢. **Lloyd Novelty Co.**, Box 11342, Clayton, Missouri.

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EXPERT SILVER REPAIRERS—Hallmark Silversmiths, 10 Millburn, Maplewood, N.J. 07040.

SUMMER JOBS—Over 43,000 summer jobs (also 8,000 permanent) open right NOW in U.S. and Overseas. Gives specific job data, salaries, addresses, etc. Hurry! Jobs are filled early. Used and approved since 1952. Regular price \$5.00. Special—rush \$4.00 now for new 1966 "Summer Job Directory." Resume manual \$1.00 or FREE with order. **Summer Job Center**, 173-SR North 9th Street, Brooklyn, N.Y. 11211. (Add 25¢ regular mail, add \$1.00 first class.) Also "Summer Opportunities for Teenagers" (includes jobs; part-time work; travel, sports, special interest, foreign camps, etc.), \$3.00. Supply limited.

FOOT COMFORT—Double deerskin moccasins, slippers, casuals, 50 styles. Free catalogue **SR**. **Cottage Crafts**, Rutland, Vermont 05701.

RECORDERS (FLUTES) KUENG SWISS import. **Coolma**, Purcell, \$5, \$8.95 up! Student Special. **Corelli**, \$3.95; Recorder Music Methods. **Guitar Music**. Free Catalogue, 1-6-B, **HARGAIL**, 157 West 57th Street, NYC 10019.

OLD LETTERS WANTED. Authors, scientists, military leaders, musicians, American statesmen, etc. Collections and important single items bought and sold. Especially interested in literary material. Catalogues issued. **Walter R. Benjamin Autographs**, 790 Madison Avenue (at 67th), New York 10021. REgent 4-3902. Established 1887.

ADULT DEGREE PROGRAM for men and women over 25 seeking liberal arts education. B.A. degree may be earned through series of six month study cycles combining two week seminars on campus twice yearly with independent study at home. Openings in new cycles starting in January and July. Write Box S, **Adult Degree Program**, **Goddard College**, Plainfield, Vermont 05667.

BLUE GLASS LINERS for silver saltcellars and condiment holders. Glass inserts replaced. **Hess Repairs**, 168 East 33rd Street, NYC 10016.

(Continued on page 118)

PERSONALS

(Continued from page 117)

FRESH FLOWER PERFUMES, hand blended, of exquisite fidelity to living flowers. Circular. May Cove, Mathews, Virginia 23109.

REWRITING, SPEECH WRITING. Male writer-editor, Phi Beta Kappa, nationally published. Experienced in social science, psychology, religious writing, political speeches, and promotion. Box P-22.

MEDIA SUPERVISOR, female, seeks new opportunity—familiar with all phases of print. Experience includes preparation of media plans based on analysis of account needs . . . direction of a department which issued all estimates, schedules, changes, reservations, orders and competitive reports . . . development of systems to check and coordinate the mail order results which were the lifeblood of the mail order agency where this supervisor spent 18 years. NYC. Box P-295.

LINE YOUR BEST COAT with a 40 x 108 Siamese silk pakoma and feel regal! Wear an 11 x 48 with your suit. Make a hostess skirt of a 30 x 96. Carol Brown, Putney, Vermont 05346.

DYNAMIC POLISH film posters. Send for list. TRUC, 40 Brattle Street, Cambridge, Massachusetts 02138.

GIUSEPPE KAUFMAN will exchange your spoken or written redundancies with you. You send him one, he'll send you another by return mail. Example of redundancies: Free Gift, Honest Truth, Nagging Wife, Most Unique. Write Giuseppe Kaufman, Room 3908, 60 East 42nd Street, New York 10017. Special Introductory Offer: Your twelve for his baker's dozen.

UNDECIDED as to which college? Methodist coed liberal arts college in the Carolinas seeking 35 additional scholarly male freshmen for fall of 1966 who want demanding, challenging faculty. Scholarship aid. Box P-410.

HUMANISTS believe that mankind has only itself to rely upon, that ethical responsibility comes from the realization that we are all interdependent. The international organized humanist movement is working to develop new techniques for solving the problems that face us all. Free information, American Humanist Association, Dept. SR-10, Yellow Springs, Ohio 45387.

YOUR GLOBAL ADVENTURE. Largest journal of actual positions for teachers, administrators, students, librarians, scientists, etc. NOT just a list—includes specific U.S. and foreign positions open now. Includes summer jobs. Approved since 1952. RUSH \$1.00 for current issue. Yearly membership \$7.00. Manual, "Teaching Opportunities in Japan," \$1.00 or FREE, with yearly. Advancement Institute, 171 North 9th Street, Brooklyn, N.Y. 11211.

TOP CASH PAID for letters and documents of famous people. Immediate decision! Immediate payment. Ask TODAY for free brochure. "How To Sell Your Autographs." Catalogues issued. Charles R. Hamilton, 25 East 53rd Street, NYC 10022. ELdorado 5-3464-5-6.

MERITORIOUS RESTORATION. Antique, Modern China, Ivory, etc. Sano Studio, 767 Lexington Avenue, NYC 10021.

COVERED WAGON MOVERS. Competent, experienced, insured. For estimate call Jerry McGruddy, ALgonquin 5-1788 NYC.

DOUBTS WE SHARE about God. 25¢ booklet denounces supernaturalism, offers guidance and membership. The Secular Society, Box 3294, Stamford, Connecticut.

BELLYFUL? Simple remote control switches TV speaker ON-OFF. \$3.75. Mantell Co., Box S228, Ellenville, N.Y. 12428. Guaranteed.

MADAM JUMEL! Have you read it? Cloth \$5.00, paper \$1.95. Magna Carta Press, Jamestown, Virginia.

LEARN REAL SPANISH rapidly. Fascinating home-study method teaches actual plain talk—not grammar. Free lesson. "Instant Spanish," Dept. A-19, 68 River Route, Kingman, Arizona.

RESEARCH, writing, translations, expertly done. All topics. Reasonable. Professional author. Alex White, Allenhurst, N.J. 07711.

"HOW TO GET A JOB OVERSEAS." Sensational new book tells how you can get one of the thousands of well-paying positions for Americans in Europe, Asia, Africa, Australia, South America. Includes lists of addresses. This is NOT a pamphlet. Book measures 8" x 10", contains 144 pages. Only \$3.25 postpaid. No CODs. Dept. SR, Arco Publishing Co., 219 Park Avenue South, New York 10003.

PERSONALS

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LIBRARIAN, B.A., M.L.S., 8 years varied experience, desires position with educational, philanthropic or other service institution. Interesting and useful work main consideration. Box P-575.

UNIQUE SUMMER EMPLOYMENT in Europe needed. Extraordinary young married couple: Man, M.A. English; woman, elementary teacher. Experienced travelers. German, some French. Box P-564.

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TEACHING OPPORTUNITIES—teachers, all subjects and levels—department heads, administrators, housemothers, nurses, etc., private schools, all states, beginners, experienced. Initial details without obligation. Confidential. School Service Bureau, Box 278C, Windsor, Connecticut.

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REGISTERED NURSES needed for infirmary positions in small but growing educational residential college in rural setting. Only R.N.s considered. Benefits include health insurance and retirement plan, faculty status for infirmary director. For further information write Miss Evalyn Bates, Assistant to President, Goddard College, Plainfield, Vermont 05667.

MAGAZINE JOURNALISM sequence head, September. Professional experience, M.A. essential. School of Journalism, University of Iowa, Iowa City 52240.

COME NORTH, YOUNG MAN! Career Opportunities in Finance, Marketing, Industry. Toronto, Montreal booming! Resume please. Confidential. No fees. Canadian Recruiter, 145 Yonge Street, Toronto, Ontario.

HOUSEPARENTS—single or couples. Live-in position in psychiatric group setting. Professional supervision. Miss Nagel, Jewish Child Care Association, 345 Madison Avenue, NYC. 212-MU 9-7900.

MAN OR WOMAN—Manager wanted for contemporary art gallery—art bookstore. Nonprofit, Foundation owned. Must know bookkeeping controls and be interested in the Arts and Humanities. Fascinating opportunity. Write R.A.R., 45 Kirkwood Road, West Hartford, Connecticut 06117.

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VERMONT. Four new model houses 1/2 mile Mt. Snow, Haystack, near Stratton, Bromley. 4 bedrooms, tiled bath, luxuriously paneled living room, large stone fireplace, completely equipped kitchen. Move in. Ideal ski and year 'round home. Brochure. Telmarc, Box 124, Passaic, N.J., or call 201-473-4300.

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FRANK LLOYD WRIGHT designed home. Natural cypress and brick construction, 4 bedrooms, radiant heat. 150' river frontage. Write Box 205, Two Rivers, Wisconsin, or phone 414-792-1751.

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For Rent—Furnished

HOT SPRINGS, VIRGINIA. Luxuriously furnished, 3 and 4 bedroom houses on private estate near Homestead Hotel. Call or write for brochure. Clarkson and Wallace, Inc., Warm Springs, Virginia. Telephone Hot Springs 839-2632.

BRITISH VIRGIN ISLANDS—Beautiful house by sea—20 acres. Box P-570.

For Winter Rental

SKI LODGE—Vermont, Rt. 7. Season \$1,050 plus utilities. Fireplace, baths, sleeps 12. Ideal for families. Evenings, 215-692-4025.

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HOLIDAY HOME EXCHANGE BUREAU will arrange between reputable approved people. Write Box 555, Grants, New Mexico 87020.

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PARK AVENUE, 90s, NYC. Large, beautifully furnished 3 1/2 rooms. Short-long term. \$400. 212-FI 8-2572.

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MID-MANHATTAN OR GREENWICH VILLAGE. SR staff member seeks 1 1/2-2 room apartment—unfurnished. Must be reasonable and rent controlled. February occupancy. Box P-490.

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IN BUSINESS for 15 years with gift shop (Vermont Shop). I've decided to sell my 4 bedroom residence and 8 sided gift shop, with 1,100 foot frontage on Route 7, on the way to all ski areas. Sales, \$30,000 to \$40,000 yearly. Ripe for enlargement. Unique spot on knoll for motel. On 10 acres. \$60,000. Herbert Douglas, Arlington, Vermont. Owner. Telephone 802-375-2215.

BUSINESS OPPORTUNITIES

FREE BOOKLET, "990 Successful, Little-Known Businesses." Work home! Plymouth 928-R, Brooklyn, N.Y. 11218.

CAMPS

ADVENTURES in living, expression, pioneering, mathematics. Fun and learning in the Green Mountains. 50 coeds, 6-13. TRUMBULL HILL, Shaftsbury, Vermont.

GOLDEN ARROW in Sunapee, N.H., offers a personal noncompetitive approach where campers use the wilderness setting in creative living experiences. An interracial camp with balanced program from log-cabin building to modern dance. Bruce Charpentier, 107 Colton Place, Longmeadow, Massachusetts.

HAS YOUR TEENAGE SON OUTGROWN "CAMP"? Vagabond Ranch, Granby, Colorado, ranch-travel-work program, provides constructive, adventuresome experiences. 20th summer. Charles D. Pavak, Washington, Connecticut.

IDEAL FOR FIRST TIME CAMPERS: Appel Farm Art & Music Center for Children, Elmer 24, New Jersey.

CAMPS

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SUMMERLANE CAMP in the tradition of The Little Commonwealth, Summerhill, The Gorky Colony. Continuing an exploration of the boundaries of freedom in democracy; seeking to teach that love is something more than need; that work and creativity are inseparable. Now in our 4th summer. Boys and girls, ages 5-19. Buckbrook Farm, North Branch 20, N.Y.

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"HAVE YOU SEEN MEADOW LAKES?" This retirement community of 220 ground-level apartments is situated on 103 scenic acres near Princeton, N.J., surrounding two beautiful lakes. A monthly service charge provides all food service (by Stouffer's, Inc.), maintenance, maid service, and complete medical and surgical care. . . . The Meadow Lakes Nursing Care Center, the most modern hospital-like facility of its kind, is now accepting admissions. For Retirement Community or Nursing Care Center brochures, write: Presbyterian Homes of N.J., Box 334, Princeton, N.J. 08540.

SUNSHINE AND CULTURAL STIMULATION, TOO? No need to settle for one or the other when you can have both at the Ventura Townhouse. Balmy, year-round climate—where purposeful living is carefree. HQ for Ventura Symphony Association and Forum of the Arts—across the street from Ventura College—near Santa Barbara and Los Angeles. Spacious tower or garden apartments—epicurean meals for zestful living. Putting green, Health Club, sauna bath, or nearby beach, Marina, golf courses to keep trim. 24 hour emergency R.N. response from adjoining convalescent hospital. No capital investment—one modest monthly payment includes meals, maid service and use of extensive facilities. Rates start at \$250. For color brochure write S. R. Wilbey, Ventura Townhouse, 4900 Telegraph Road, Ventura, California 93003. Use one of our "try-it-out" units for a relaxing winter vacation in the sun!—you'll send for your favorite roll-top desk and stay.

VACATIONS

FOR THOSE WHO want every facility and service, plus the tranquility of casual beach life, write the Fields for literature about their delightful Colony Beach Club, Longboat Key, Sarasota, Florida 33577.

WINDHAM HILL FARM—West Townshend, Vermont 05359. Quiet country inn. Good food. Folder.

THERE'S A PLACE you'll like—white sand beaches—uncrowded Island—nice. Box M-18, Chamber of Commerce, Longboat Key, Florida.

LAKE MICHIGAN VACATION ESTATE, concerts, resident artist, cottages, apartments, studios: 1,000' beach, pools, tennis, children's program. May-September. Sleepy Hollow, South Haven, Michigan 49090.

VACATION IN A GRACIOUS SETTING . . . Vinoy Park Hotel, St. Petersburg, Florida. Overlooking Tampa Bay. Accommodations in the fine tradition. Finest cuisine, impeccable service. Afternoon tea. Fine Arts Museum within walking distance. Near new Bayfront Center with theater and arena for performing arts. Sterling Bottome, Managing Director.

RELAX. Enjoy your vacation—quiet, unspoiled land and waters of Maryland's eastern shore. Colonial charm, finest food. The Pasadena, Royal Oak, Maryland 21662.

PATAGONIA, ARIZONA. Circle Z Ranch. Ultimate in riding, birdwatching, sun, siestas.

BUCCANEER INN on Longboat—Secluded hideaway overlooking peaceful Sleepy Lagoon. Patio Rooms, Apartments, Pool, Fishing, Boating, Private Gulf Beach privileges. Long time Holiday Award Restaurant. Write: Buccaneer Inn, Sarasota, Florida 33577.

GO GAUGUIN! Caribbean mountain studio. \$75 week. Hammond, Naguabo, Puerto Rico.

WALLINGFORD INN—Ski and stay. Half hour nine areas. Helen and Alfred Burley, Wallingford, Vermont 05773.

SR/January 8, 1966

VACATIONS

TIRED? Come to the tropical, fully modern, Matecumbe Resort Motel, Florida Keys. Box 203B, Islamorada, Florida.

GIGGY SONDERGAARD is an absolute liar. He said Cane Bay Plantation on St. Croix was small, quiet, off the beaten track and undiscovered, for heaven's sake. Never trust a man named Giddy. Ask Jeanne, LO 5-1114 in New York City.

GOLF-EGRET, midwinter lift: fly over for a week or weekend of golf in the sun at luxurious Adventure Inn on subtropical Hilton Head Island, S.C., midway between New York and Miami. Play 2 championship courses beside the sea and a lighted par-three where snowy egrets nest. Feast on Plantation Cuisine. Enjoy hunting at Honeyhorn or chess before the fire. Stay 6 days, 5 nights in double room on the ocean for only \$56 each, including breakfast and dinner. 3,000 foot landing strip for private planes on the island. Call 803-785-3372 or write Box 15, Adventure Inn, Hilton Head Island, S.C.

CARIBBEAN VACATION HOUSE, Saint Maarten. Furnished rental, two week minimum. Box P-579.

ESCAPE to a Real Vacation under the Florida sun. Lakeside Inn on Lake Dora has everything for relaxation. Folder, rate schedule available. James R. Carr, General Manager, Mount Dora, Florida. Telephone 904-383-2151.

RELAX! Three thousand acre guest ranch in Catalina Mountains. Beautiful accommodations, reasonable rates. Riding, swimming, golfing, trips included! Color brochure. Saddleback Ranch, Route 2, Box 716, Tucson, Arizona.

SKIERS AND RELAXERS rave about our happy hour. The Yodler, Stowe, Vermont 05672.

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STUDIES ABROAD

SCHOOLBOYS ABROAD. The Phillips Academies, Andover, Massachusetts and Exeter, New Hampshire. Fully-accredited high school junior year in Barcelona, Spain. Open to advanced and average students of accredited schools who have completed 10th grade and at least one year Spanish. Intensive study of Spanish language, culture. Full academic program. Enter American senior year with full credit. Well-qualified Spaniards augment Andover-Exeter faculty. Some scholarships. Travel during vacations. Live with Spanish families. Write Administrator, Schoolboys Abroad, 216 School Street, Andover, Massachusetts 01810.

SUMMER STUDIES ABROAD

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MEXICO: Summer studytour with Anthropologist. Students 14-18. Box 104, Annapolis, Maryland.

SUMMER STUDIES ABROAD

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KINGSLEY DOUBLE-CROSTIC NO. 1657

Reg. U.S. Patent Office

By Doris Nash Wortman

DEFINITIONS	WORDS	DEFINITIONS	WORDS
A. City of Galicia, near the Ukraine, scene of much fighting in both World Wars.	20 156 113 136 106 143 173 50	N. With the benefit (of a particular illumination, or point of view; 3 wds.)	162 174 132 29 184 41 33 167 95 147
B. Vehement attack.	104 145 150 40 159 192 6 74 83	O. Slang for a state of fidget.	65 5 93 32 169 76
C. U.S. slang, with depreciatory overtone, for any outfit, establishment.	73 148 151 115 179 141 43	P. Special name for the greatly widened part of Alaska's river (2 wds.)	110 21 128 66 45 155 158 107 190 64
D. Agreement based on conventions.	47 122 135 58 189 194 177	Q. Thoroughly delighted.	181 12 130 2 191 53 54 100 153
E. Passion for certain collecting, shared by King George V and FDR, among many others.	142 183 36 187 31 178 86 195 123	R. Specifying a certain type of soft pleats in women's dresses.	170 108 157 72 111 22 49 44 101
F. Antonym of rear-end (collision of two moving objects; comp.)	84 166 11 52 8 163	S. Popular small house dog, of three varieties and three sizes.	19 112 1 57 25 62 96 180 109
G. From which place.	131 103 85 37 139 70 117 81 168 146 165	T. The meteorologist's rain gauge.	154 26 69 185 125 4 198 102 78 119
H. Proclamation of the gospel.	197 55 99 127 176 14 144	U. <i>Rhea americana</i> .	30 87 97 175 27
I. Flush.	88 149 126 172 79 7	V. Worth of a dime in the U.S.?	164 138 160 186 152 9 10 120
J. Denoting customary action.	105 193 42 161 48 23 63 34 68	W. Furnished with sufficient complement, as for work crews, etc.	91 75 129 60 13 98
K. Pertaining to locomotor ataxia.	56 15 77 116 89 196 46	X. The void of space.	199 80 59 82 39
L. Card game for any number, originating in South America, wildly popular twenty years ago and still played.	28 188 171 71 114 38 92	Y. Swimmer.	16 121 182 134 200 3 67
M. The pharmacist's mel.	17 118 137 35 94	Z. Light-draft houseboat on the Nile, lateen-rigged or power-driven.	61 18 133 140 124 51 24 90

DIRECTIONS

To solve this puzzle you must guess twenty-odd WORDS, the definitions of which are given in the column headed DEFINITIONS. Alongside each definition, there is a row of dashes—one for each letter in the required word. When you have guessed a word, write it on the dashes, and also write each letter in the correspondingly numbered square of the puzzle diagram. . . . When the squares are all filled in, you will find that you have completed a quotation from some published work. If read up and down, the letters in the diagram have no meaning. . . . Black squares indicate ends of words; if there is no black square at the right side of the diagram, the word carries over to the next line. . . . When all the WORDS are filled in, their initial letters spell the name of the author and the title of the piece from which the quotation has been taken. Of great help to the solver are this acrostic feature and the relative shapes of words in the diagram as they develop. Authority for spellings and definitions is Webster's New International Dictionary, Second and Third Editions.

		1 S	2 Q	3 Y	—	4 T	5 O	6 B	7 I	8 F	9 V		10 V	11 F	12 Q	13 W	14 H
15 K	16 Y		17 M	18 Z	19 S		20 A	21 P	22 R	23 J		24 Z	25 S		26 T	27 U	28 L
29 N		30 U	31 E	32 O	33 N	34 J	35 M		36 E	37 G	38 L	39 X	40 B	41 N	42 J	43 C	44 R
45 P	46 K	47 D		48 J	49 R		50 A	51 Z		52 F	53 Q		54 Q	55 H	56 K		57 S
58 D		59 X	60 W	61 Z		62 S	63 J	64 P		65 O	66 P	67 Y	68 J	69 T	70 G	71 L	72 R
73 C		74 B	75 W	76 O		77 K	78 T	79 I	80 X		81 G	82 X		83 B	84 F	85 G	
86 E	87 U	88 I	89 K	90 Z		91 W	92 L	93 O	94 M		95 N	96 S	97 U	98 W	99 H	100 Q	101 R
	102 T	103 G	104 B	105 J	106 A	107 P	108 R	109 S		110 P	111 R	112 S	113 A	114 L		115 C	116 K
117 G	118 M	119 T	120 V		121 Y	122 D	123 E	124 Z	125 T	126 I	127 H		128 P	129 W	130 Q	131 G	
132 N	133 Z	134 Y	135 D		136 A	137 M	138 V		139 G	140 Z	141 C		142 E	143 A	144 H	145 B	146 G
	147 N	148 C	149 I		150 B	151 C	152 V	153 Q		154 T	155 P		156 A		157 R	158 P	159 B
160 V	161 J		162 N	163 F		164 V	165 G	166 F		167 N	168 G	169 O	170 R	171 L	172 I		173 A
174 N	175 U		176 H	177 D	178 E		179 C	180 S	181 Q	182 Y	183 E	184 N	185 T		186 V	187 E	188 L
189 D	190 P		191 Q	192 B	193 J	194 D		195 E	196 K	197 H	198 T		199 X	200 Y			

Solution of last week's Double-Croctic will be found on page 18 of this issue.

JANUARY 8, 1966

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