

"AIR-BORN" BABY HAS JUMBO JET BIRTHDAY



Dwarfed by this giant of the air, 5-year-old Barbara waves pilot godfather in like a pro to a safe landing.

Where were you born—Boise, Idaho ... Flint, Michigan ... Mystic, Connecticut ... Los Angeles, California? No matter what place you originally called home, chances are you didn't enter the world quite like little Barbara L. Herzog did—on a Lufthansa German Airlines 707 jet—thousands of feet above Newfoundland.

To celebrate "air-born" Barbara's 5th birthday, godfather Captain Alvin Meyer—pilot of her jet-age story—returned to New York at the controls of a Lufthansa Boeing 747 jumbo-jet to host some rather unusual, though appropriate festivities.

pretty stewardesses and Mom and Dad, Mr. & Mrs. Albert Herzog.

Ringed with hilarity, the normally quiet and elegant first-class cabin was turned into a space hopping arena. Boarding their own "flying machines," the girls took off about the cabin, straddling their new toy gifts, called Space Hoppers. In a show of gravity defiance, they clutched the handles of their huge rubber balloons, bouncing about in the aisles.

Said Captain Meyer (now Lufthansa's 747 fleet chief) when it was all over: "It's the only way to come to any birthday party—with your own 747!"



"Air-born" birthday girl is reunited with her godfather in the cockpit of his 747 jumbo-jet.

HUMMINGBIRD CAN FLY BACKWARDS BY REVERSING ITS FEATHERS!

This Fall, Plan & Plant Your Spring Celebration

As the days grow short in burnished Autumn, it may take a conscious effort to think of Spring—and of Springtime flowers such as tulips, hyacinths and daffodils. After all, each season holds its pleasures and those of the Fall are to be cherished.

Yet, the seasons flow by at a deceptive pace that seems to quicken with each passing winter. And that is why a little forethought and planning are needed if you're planning a Spring celebration next year. For Spring-flowering Dutch bulbs must be planted in the Fall.

However, the effort required is mainly of the will. The planting is easy.

In fact, Dutch bulb planting is very probably the easiest form of gardening. And depending on your ambitions and the size of the landscaping job to be done, only a matter of hours need be devoted to planting. Then, once the bulbs are in the ground (before the first heavy frost) and positioned where you want them, all that's left is a good watering and faith in the truth that time and nature will do the rest.

Bulb flowers come in an overwhelming assortment of sizes, shapes and colors. And if you plan carefully, you can have a bulb garden in bloom all Spring long—a full season's celebration.

Early in the Spring you can let Galanthus (Snowdrop), Eranthis (Winter aconite), Iris reticulata, Crocus, Chionodoxa and varieties of Species Tulips (Kaufmanniana, Greigi Fosteriana and Eichleri) chase away the Winter bleakness with well-timed snatches of Springtime glories soon to abound.

A little later, with your Spring celebration in full swing, you can absorb the beauty of Muscari (grape hyacinths); Triumph, Darwin Hybrid, Single Early and Double Early Tulips; Trumpet and Medium-cupped Daffodils; and Hyacinths.

Then, as a climax to the season's festivities, you can enjoy the full-flowering delight of late-flowering bulbs such as Lily-flowered, Double-Late or Peony-flowered, Parrot, Darwin and Cottage Tulips. Or short-cupped Daffodils, Scilla campanulata and Dutch Iris.



While Mother and Dad Think Spring by doing their full bulb planting, Junior seems to be enjoying his role as supervisor.

However, anything creative requires a little imagination. And mindful of a few basic tips, a Spring celebration of Dutch bulbs in full bloom may be as festive as you want it to be.

Remember that tulips are at their striking best when planted in bunches of a dozen or more—one or two standing by themselves look lonely and a straight row has little impact. They will do well just about anywhere in the garden—whether in sunshine or not. For planting in garden beds and borders, Tulips of classic shapes are recommended, i.e., Triumph, Darwin, Cottage, etc. Then, for rock gardens and semi-naturalistic areas, early-blooming Species Tulips are the best bet whereas the lacy-petaled Parrots, Lily-flowering and Doubles plus the large Darwin Hybrids are dramatic flowers which should be planted where they can be the focus of interest.

Hyacinths also can be planted almost anywhere in the garden. And they should be, for their delicate fragrance is essential to any Spring celebration. For example, three or four dozen Hyacinth bulbs planted next to a window or a patio entrance will fill the house with a sweet scent of Spring. A

massed bed does wonders to any landscape; or they can be planted in clumps of a dozen or more of the same color in and among shrubs.

Though Daffodils need sunlight for continued growth year after year, they may be planted in the shade of trees and shrubs because their growth cycle is often completed early enough in the Spring before the leaves have developed too densely on the deciduous plants. They are ideal for planting in garden beds and borders, along streams or ponds, or in clumps around the base of small trees to achieve a "naturalized" effect.

Little bulbs such as Crocus, Galanthus, Chionodoxa and Muscari are hardy and take care of themselves with very little attention, year after year. For the very best effect, however, most of these bulbs should be planted in large quantities.

However you plan to celebrate the Spring, and wherever your imagination leads you, the main thing to remember is that it all has to start now. Tulips, hyacinths, daffodils and crocus must be planted in the Fall to make their appearance next year as part of your Spring celebration.

"Ain't No Mountain" Climbs to Top of Charts

NEW YORK—As of Monday, Sept. 14, Motown's super-star Diana Ross' single "Ain't No Mountain High Enough," is the number one record in the country, according to Billboard Magazine.

Room of New York City's famed Waldorf Astoria Hotel, earlier this year left her position as lead singer with Motown's Supremes—at the peak of their international popularity. Since then, she has attained the position of superstardom she now holds as a single attraction.

On this single taken from her hit Motown album, "Diana Ross," millions of fans who have always admired her singing voice, for the first time are exposed to her sexy speaking voice, as she recites some of the meaningful love lyric.

Her undeniable vocal talent coupled with her commanding stage presence and svelte appearance make her a favorite of audiences everywhere. "Ain't No Mountain High Enough," is just the second single record release for the superbly talented Miss Ross since she became a solo attraction.

Miss Ross, who is currently headlining in the Empire



THE MOTHERS OF JACK AND JILLERS throughout the country display the achievement awards and trophies, presented by Diane Lane and Ossie Clark, Representatives of the Pepsi-Cola Company, during the recent National Jack and Jill Convention held in Dallas, Texas.

TODAY'S FARE

On Television
Thursday Highlights

10 a.m.—GALLOPING GOURMET—Recipe: Tenderloin on fried bread. WTVD

5 p.m.—BIG VALLEY—A Barkley riverboat, sunk years before with a million dollars in government money aboard, has finally been located, less the money. WTVD

6 p.m.—MOVIE—"Steel Against the Sky." (1941) A mechanical engineer falls in love with his oldest brother's girl, Lloyd Nolan, Alexis Smith. WRDU

7 p.m.—MOVIE—"September Affair." (1951) A married man and a girl do not know how to keep their affair a secret, until both are listed as missing in a plane crash. Joseph Cotton and Joan Fontaine. WRAL

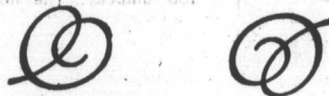
9 p.m.—MOVIE—"The Dirty Dozen." (1967) An all-star cast is featured in this tale of action behind the German lines during World War II. Lee Marvin, Jim Brown. WRDU

9:30 p.m.—ODD COUPLE—Debut of a series starring Tony Randall and Jack Klugman. WRAL

10 p.m.—DEAN MARTIN—Guests include Joe Namath, Shirley Jones and Paul Lynde. WTVD

11:30 p.m.—MOVIE—"The Girl Can't Help It." (1956) The music business almost goes broke when the composer of "Rock Around the Clock" hires a press agent to give his no-talent girlfriend the star treatment. WRAL

11:45 p.m.—MOVIE—"Nora Prentiss." (1947) A respectable doctor with a wife and two children forms a strong attachment with a nightclub singer. Ann Sheridan, Bruce Bennett. WRDU



Friday Highlights

10 a.m.—GALLOPING GOURMET—Today's recipe is ice cream with pineapple. WTVD

5 p.m.—PERRY MASON—"The Nervous Neighbor." After locating a client's mother, Drake discovers that she's an amnesia victim and doesn't know she's wanted for the murder of her husband. WFMY

6 p.m.—MOVIE—"The Gay Falcon." (1941) A debonair private detective comes upon a band of jewel thieves. WRDU

7 p.m.—MOVIE—"Behold a Pale Horse." (1964) A symbolic drama of the conflict between an aging Spanish revolutionary and a vengeful police chief. WRAL

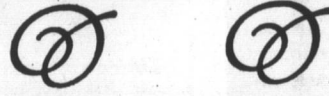
9 p.m.—MOVIE—"The Cincinnati Kid." (1955) New Orleans in the '30s and the name of the game is stud poker. Steve McQueen stars as the young ace who is itching to beat the best. WTVD, WFMY

9 p.m.—NET PLAYHOUSE—"The Innocent Must Suffer" concludes John Hopkins' quartet "Talking to a Stranger." The plays recount the events during a tragic family reunion. WUNC

11 p.m.—MOVIE—"White Heat." (1949) Treasury agents hunt a gang that has stolen \$300,000. James Cagney and Virginia Mayo star. WRDU

11:30 p.m.—MOVIE—"Beat the Devil." (1953) Novelist Truman Capote and director John Huston devised this screenplay about international swindlers trying to doublecross each other. "Rainbow 'Round My Shoulder." (1952) By mistake, a pretty messenger is given an audition and found perfect for the part in a new musical. WFMY

11:30 p.m.—MOVIE—"Desk Set." (1957) Love and automation clash when an efficiency expert installs a computer in a television research department. WRAL



Saturday Highlights

6:30 a.m.—DOUBLE FEATURE MOVIE—"Safari Drums," starring Johnny Sheffield; "Dagora, the Space Monster," starring Yoko Fujiyama. WRAL

3 p.m.—MAJOR LEAGUE BASEBALL—The game of the week, to be announced. WTVD

2 p.m.—TRIPLE FEATURE MOVIE—"Story of Louis Pasteur," "White Heat," starring James Cagney; "Nora Prentiss," starring Ann Sheridan. WRDU

2:30 p.m.—MOVIE—"Sante Fe," starring Randolph Scott. WRAL

4 p.m.—NCAA FOOTBALL—Penn. State vs. Colorado. WRAL

9 p.m.—MOVIE—"Guns of San Sebastian." WTVD

11 p.m.—MOVIE—"Winter Meeting," starring Bette Davis. WRDU

11:30 p.m.—MOVIE—"Man From Laramie," starring James Stewart. WRAL

Duster Sales Set All-time Model Sales Record

DETROIT — Paced by the sales success of the Plymouth Duster, the compact Plymouth Valiant car line already has set an all-time model year sales record with four 10-day selling periods remaining in the 1970 model year.

For the model year through August 22, Valiant sales total 201,170 units, far surpassing the previous model year high of 178,482 cars sold during the 1963 model run.

"We anticipate that the calendar year record of 196,480 Valiants sold in 1960 will be broken during the 1970 calendar year," R. K. Brown, Chrysler-Plymouth Division general manager, said.

Plymouth is the only Big Three nameplate that has shown a sales increase for both the model and calendar year, Brown said. For the calendar year through August 20, Plymouth sales totaled 442,608 units, up 4 per cent from the 426,864 sales a year ago. For the model year, Plymouth has sold 619,270 cars, compared with 603,598 at the same time last year.

Plymouth is the third best selling car in both the model and calendar year. For the model year, Plymouth has a lead of more than 8,000 cars over the No. 4 nameplate and a lead of some 22,000 for the calendar year.

The sporty Plymouth Barracuda also has posted a solid sales gain for the 1970 model and calendar year. Model year sales are up 63 per cent through August 20 on sales of 40,931 units, compared with 25,102 a year ago. For the calendar year, Barracuda has recorded a 62 per cent increase with sales of

26,161 units, compared with 16,172 a year ago.

Brown noted that as a result of the strong sales, Plymouth has increased its market penetration. For the model year, Plymouth's penetration is up 12 per cent, 8.71 per cent of industry sales vs. 7.79 per cent a year earlier. For the calendar year, Plymouth has accounted for 8.94 per cent industry business, vs. 7.91 per cent last year — a 13 per cent increase.

THAT'S A FACT



THE WHITE HOUSE

BECAUSE GEORGE WASHINGTON REMEMBERED WITH FONDNESS THE WHITE HOUSE, A VIRGINIA PLANTATION OWNED BY HIS WIFE, HE SUGGESTED THE NEW EXECUTIVE MANSION BE CALLED BY THE SAME NAME.

THE PRACTICAL PATRIOT WHO BUYS U.S. SAVINGS BONDS BECAUSE IT HELPS HIS GOVERNMENT WHILE IT HELPS HIM BUILD HIS OWN PERSONAL SECURITY!

MANHATTAN

MANHATTAN (OR MANNA-HA-TA) MEANS "PLACE OF DRUNKENNESS" WHEN THE ITALIAN EXPLORER, VERRAZANO LANDED ON THE ISLAND HE ENTERTAINED THE INDIANS WITH AN ABUNDANT SUPPLY OF "FIREWATER" THE RESULTS WERE AS EXPECTED!

MAKE THE TEAM!
YOU MAKE THE TEAM WHEN YOU JOIN MILLIONS OF OTHER AMERICANS WHO BUY U.S. SAVINGS BONDS THROUGH THE PAYROLL SAVINGS PLAN. IT'S EASY—AUTOMATIC—AND SURE. SIGN UP TODAY!

Unwind...



then reward yourself with America's most popular whiskey. Seagram's 7 Crown. Say Seagram's and Be Sure.

SEAGRAM DISTILLERS COMPANY, NEW YORK CITY, BLENDED WHISKEY - 86 PROOF - 65% GRAIN NEUTRAL SPIRITS

AN ESTIMATED SWARM OF 250,000-MILLION LOCUSTS ONCE COVERED AN AREA OF 2,000 SQUARE MILES!!

Let the Consumer Beware.....

Almost everyone has heard of "caveat emptor"—let the buyer beware. Perhaps this is the time to coin a new phrase—"caveat consumer"—let the consumer beware.

According to the American Importers Association, it is the consumer who should beware of legislation now before Congress which, if passed, is going to mean emptier pockets and pocketbooks for all American consumers.

Simply put, the legislation—known as the Trade Bill—proposes to set import quotas for textile items and shoes that are imported into the United States from foreign countries.

What this means is that the Congress would limit the amount or number of textile items and pairs of shoes that may be imported during a given year. After the quota for the year has been filled for these items, no more may be imported until the quota is reopened for the next year.

Designed to protect the American textile and shoe industries from competition from abroad, these import quotas will result, according to the AIA, in the American consumer footing the bill for this protectionism—out of his own pocket. How?

By restricting competition from imports, quotas eliminate one of the most important restraints on the pricing policies of the American companies that make similar products. And there is plenty of evidence for this, says the AIA.

For example, in the case of sugar imports, quotas have kept prices artificially high at the expense of consumers, instead of permitting adjustment of supply and demand through the market mechanism. For that reason, the U.S. price of sugar is now 2.3 times more than the world market price. But quotas also do damage in

other areas. When American producers are protected from foreign competition, they are less inclined to modernize their factories in order to meet the competition. When industries compete for the consumer's attention by offering the best

the American consumer will have limited choice at higher prices. In these days of high prices and uncertain economic conditions, if the budget-conscious American consumer cannot buy an inexpensive pair of sandals made in Italy, a sport shirt made in Hong Kong, or a baby's rompers made in Japan because the import quota for these items has already been filled, Congress will be the one to blame.

The AIA warns consumers that this legislation could be the start of a comprehensive quota system. In fact, the legislation opens the doors wide for import quotas to be placed on practically the whole range of consumer goods.

And this, says the AIA, is wrong. "Because of imports, the American consumer today enjoys the benefits of a global marketplace. Whether he is in the market for gourmet foods, apparel, furniture, jewelry, tape recorders, cameras or cards, a variety and choice at his disposal have been widened immeasurably by imported products. Imports thus add another dimension to free enterprise by greatly increasing the consumer's freedom of choice."

So long as Congress is concerned about protecting American textile, shoe and other industries from competition from abroad, what can the American consumer do to protect himself and his interests? He can write to his Congressman and say: "Look, isn't it about time you started thinking about some protection for me, too? I need some protection from higher prices."

For a free pamphlet, "Here's What's Wrong with Import Quotas," write to the American Importers Association, 420 Lexington Ave., New York, N.Y. 10017.

