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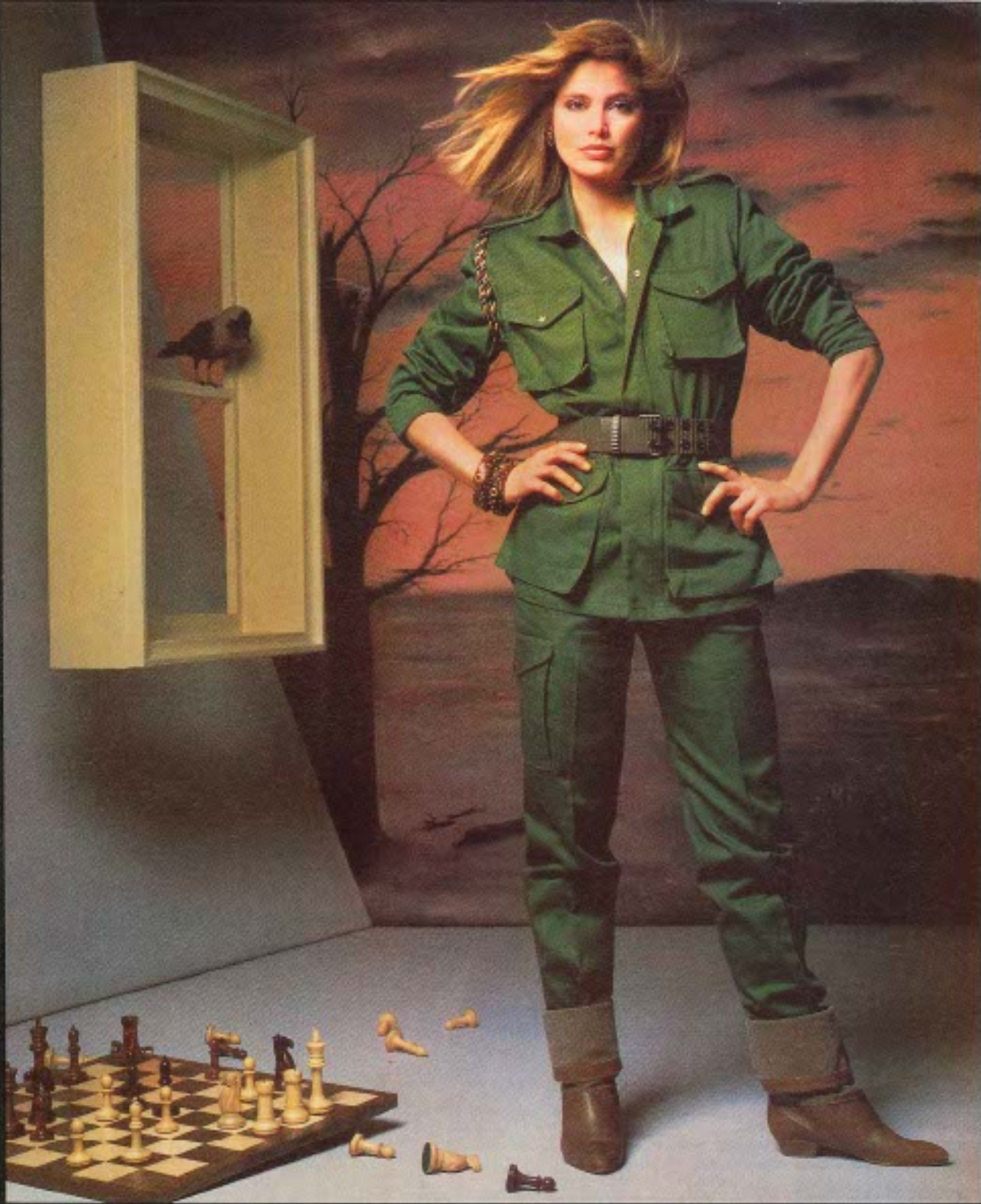
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A reaction was bound to come. For too many years, people saw endless expanses of tepid floor coverings. They became hungry for color. Then Cabin Crafts came on the scene with imaginative, colorful rugs. Today many people buy a Cabin Crafts area rug *first*, and use the colors for a whole room. These rugs have the flavor of custom designs. *Individuality*. They look frightfully expensive. But happily, they are not. "Marimba" (large picture) is \$19.95 in 4'x4', \$44.50 in 6'x6'—a plush cotton blend. "Hidalgo" is Acrilan® in 7 stripe combinations, 27"x48" at \$16.95 to 9'x12' at \$199.50. All Cabin Crafts carpeting has this sense of color—Acrilans, nylons, blends—\$5.95 to \$19.95 sq. yd. Write for Room Service book on how to decorate with Needle tuft Rugs and Carpets. Cabin Crafts, Inc., Dept. NY-4, Dalton, Ga.

©Chlorinated's Acrylic Fiber

A better idea in rugs and carpets—Needle tuft by

C A B I N
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"Better quiet down these drinks, Pierre!"

Drinks mixed with Canada Dry Water make themselves heard . . . sparkle out loud. "PIN-POINT CARBONATION" . . . millions of tinier bubbles . . . keeps high-balls full of life—to the last sip.

Canada Dry Water—the world's most popular club soda—is preferred in the finest bars, hotels and clubs. Its special formula points up the flavor of any tall drink. Serve Canada Dry Water in your home . . . it costs no more than ordinary mixers.



THE CHAMPAGNE OF GINGER ALES

If you prefer a mixer with a fuller flavor, there's nothing as good as Canada Dry.



CANADA *WORLD FAMOUS* **DRY WATER**

The Life of the Drink



For 109 years in Canada, now a product of U. S. A., too.

Enjoy the full, delicious flavor of this light, bright, golden ale
 . . . Let the jolly Red Cap remind you to call for Carling's.

What could fit into an evening at play better than Carling's
 ...for good taste, good cheer and memorable refreshment?

CARLING'S *Red Cap* **ALE**
 BREWING CORPORATION OF AMERICA, CLEVELAND, OHIO



Mate In Three

(and win one of America's finest shirts)

White to move and mate in three. When you think you've solved it—look again. There's more to this one than meets the eye. Mail your solution (or request for solution) to Celanese Corporation of America, 180 Madison Avenue, New York 16, N. Y., Dept. 14-A. The first 6 correct entries (by postmark) win a free Alfred Shirt. No entries postmarked after May 30 will be accepted. Win or no, the Editors of Chess Review, who conceived the problem, will send you a full explanation.

How to move brilliantly in Celanese* Acetate

Even if you *don't* play chess, you can still make the smartest move of all. Simply get your hands on—and your arms in—these opulent Alfred Sports Shirts. They do wonders for your ego and the reason is clear. Alfred of New York is "Capablanca" of his trade and Celanese acetate reveals his talent at its best. No shirting rivals acetate's cool *comfort*, or its affinity for compliments. Check?

At the right: ALFRED OF NEW YORK's "King Castle" shirt. This rich textured acetate fabric leads a soft life. 16 colors. \$10.95. *At the left:* Alfred's "Grandmaster," tailored of a tweedy-looking sheer acetate that air can seep through, but you can't see through when it's on. \$10.95.

At Wallachs, N. Y.; Halle Bros., Cleveland, Canton, Erie; Maurice L. Rothschild & Co., Chicago, Evanston, Minneapolis, St. Paul; Hastings, San Francisco, Oakland; Louis of Boylston St., Boston. For other stores see last page.

*Reg. U. S. Pat. Off.

Celanese* ACETATE, the fiber that grooms the fabric

longer lasting... it's genuine lacquer

Like the fabulous lacquers of old, new Chen Yu is *made* to last longer. Faster drying, harder setting, extra brilliant...it's *genuine* lacquer. Extra safe, too. 12 beautiful new fashion-cued colors...lighter, brighter, fashion smarter, in Chen Yu's exclusive new finger-rest container for quicker, easier, cleaner application.



Chen Yu Nail Lacquer, 60¢*
Chen Yu matching Lipstick
with the stay-fresh look, \$1.00*
*WHICHERS PLUS TAX

CHEN YU, INC., A DIVISION OF RICHARD HUDNUT

PHOTO BY RAWLINGS



SHE'S WEARING CHEN YU'S BRILLIANT NEW "CORAL FAN" ON LIPS AND FINGER TIPS.

ANTIQUE CARVED IVORY CHESS SET FROM THE COLLECTION OF GUSTAVUS A. PFEIFFER.

Checkmate, pardner... Have a Coca-Cola



... refreshment fulfills a friendly mission

The location... an airfield somewhere in the Pacific area. The place... a recreation hut. The flyers... veterans all. The drink... Coca-Cola, served from its red dispenser just as at familiar soda fountains at home. Thus do fighting men get together for friendly recreation many places across the seas. The phrase *Have a Coke* expresses the friendliness and hospitality that come second-nature to your Yankee fighting

man. It's his way of saying, *Pardner, you belong; you're a good Joe*. Wherever they meet up with Coca-Cola, they find in the familiar pause that refreshes a flashback to their own way of living—friendliness and refreshment all wrapped up in one happy, home-like moment.

* * *

Our fighting men meet up with Coca-Cola many places overseas, where it's bottled on the spot. Coca-Cola has been a globe-trotter "since way back when".



You naturally hear Coca-Cola called by its friendly abbreviation "Coke". Both mean the quality product of The Coca-Cola Company.

When you've met
your match.

COGNAC

Hennessy

The world's most civilized spirit



Cointreau...the art of lingering.

No one wants the evening to end when there's friendship, good conversation and Cointreau. Crystal clear, lighter, drier Cointreau—the liqueur laced with the subtle hint of orange.

Pronounced "Kwan-tro."

3/4 QUART

80
PROOF

COINTREAU

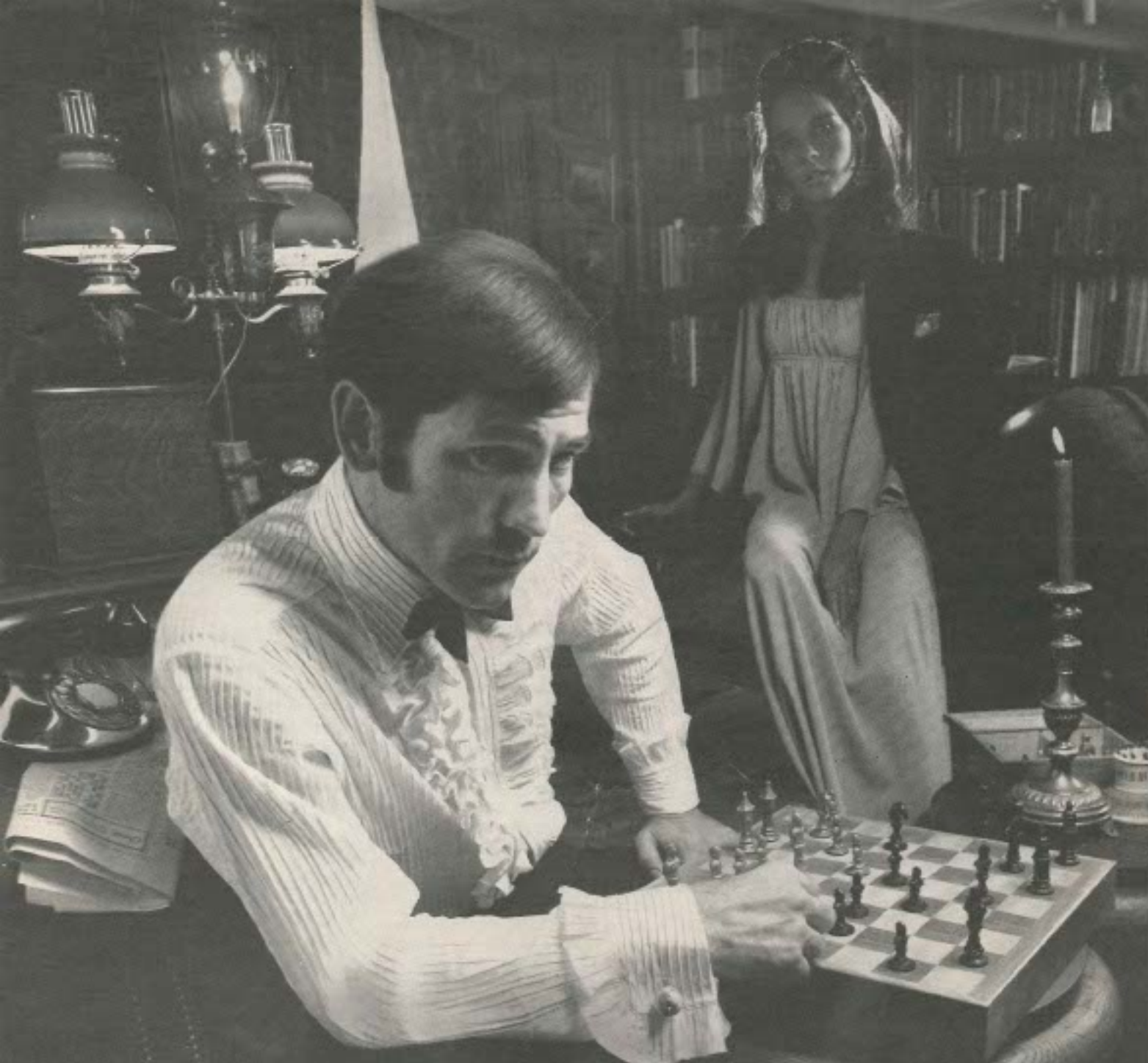
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LIQUEUR



80 Proof Produced and bottled by Cointreau Ltd., Lawrenceville, N.J.





WHEN THE NAME OF THE GAME IS GREAT GROOMING THE NAME OF THE LINE IS COMMAND.

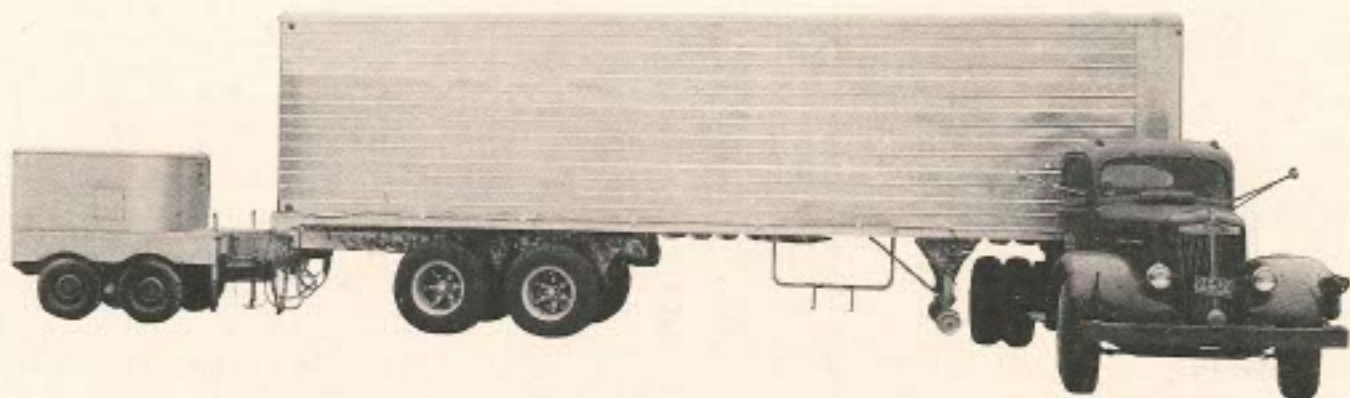
When the name of the game is holding your hair, the name of the hairdressing is Command Hair Spray. This one holds without grease, without oil, without stiffness. That's what you call a natural hold. It's one of the things a man wants. And what a man wants a man gets

© Copyright A-C Alberto Culver Co., Melrose Park, Ill. U.S.A. 1969

That's what you call a natural hold. It's one of the things a man wants. And what a man wants a man gets



How to move with confidence



Today's best-designed freight trailers carry greater payload without sacrificing strength or durability. Trailmobile, Inc. has achieved a steady reduction of weight by road-testing with Consolidated instrumentation and making a detailed study of the stress distribution in trailer structures.



An instrument trailer, carrying two CEC amplifier systems and a CEC 18-channel recording oscillograph, records the outputs from pickups, load cells, and strain gages mounted on the vehicle being tested. According to Trailmobile, the most important advantage gained is *complete confidence* over and above the significant savings in time and money.

You can move with greater confidence, too. Whenever you need reliable, accurate, high-speed data for new-product development or product improvement, CEC can help you.

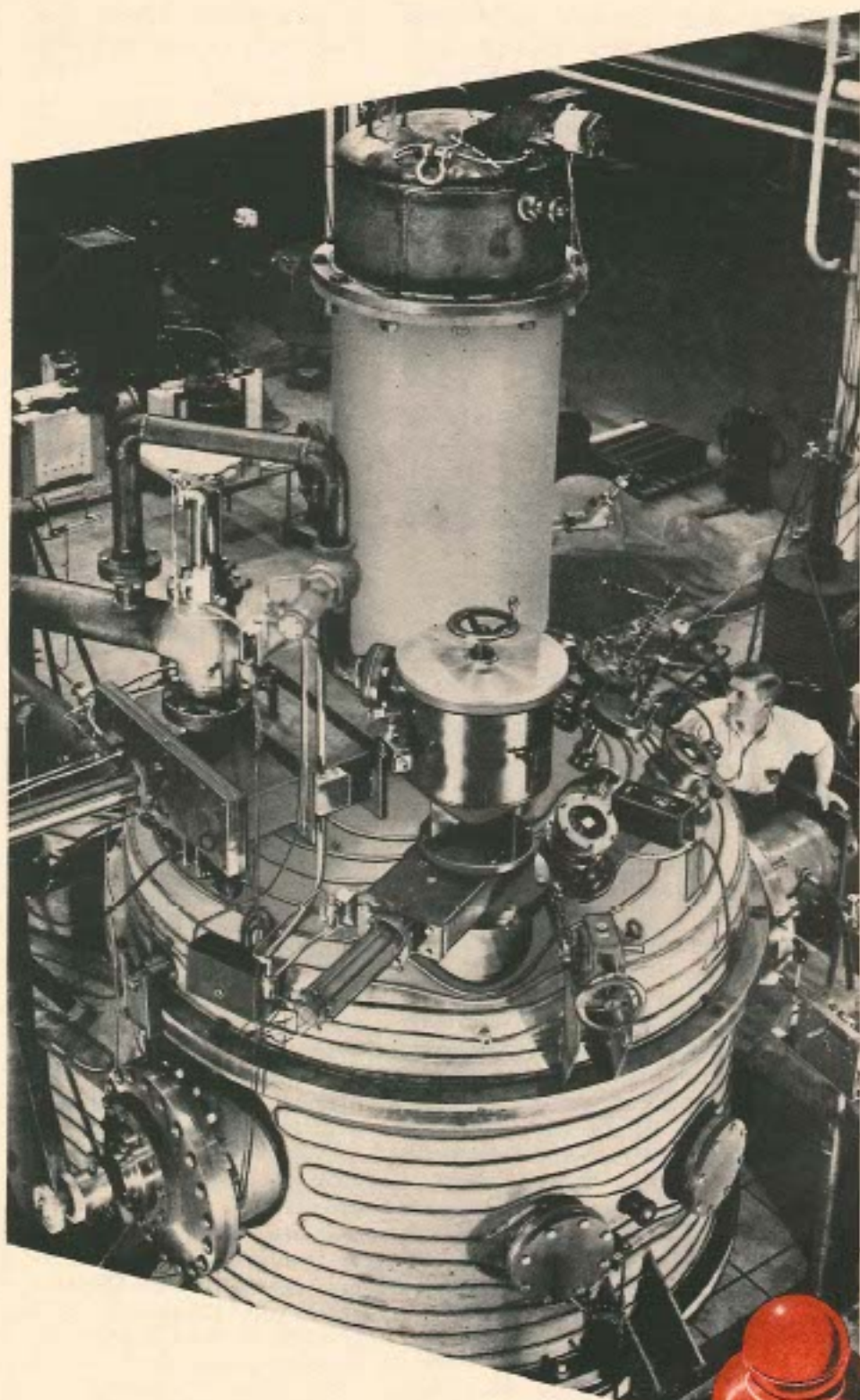
Recognized leader in the fields of dynamic and static testing, chemical analysis, process monitoring, and automatic data processing, Consolidated offers the practical experience, instruments, equipment, and systems necessary to place you in command of any objective. How CEC can help build your company's profits is told in Brochure 44—"Your Next Move for Profit and Progress." *Send for it today.*

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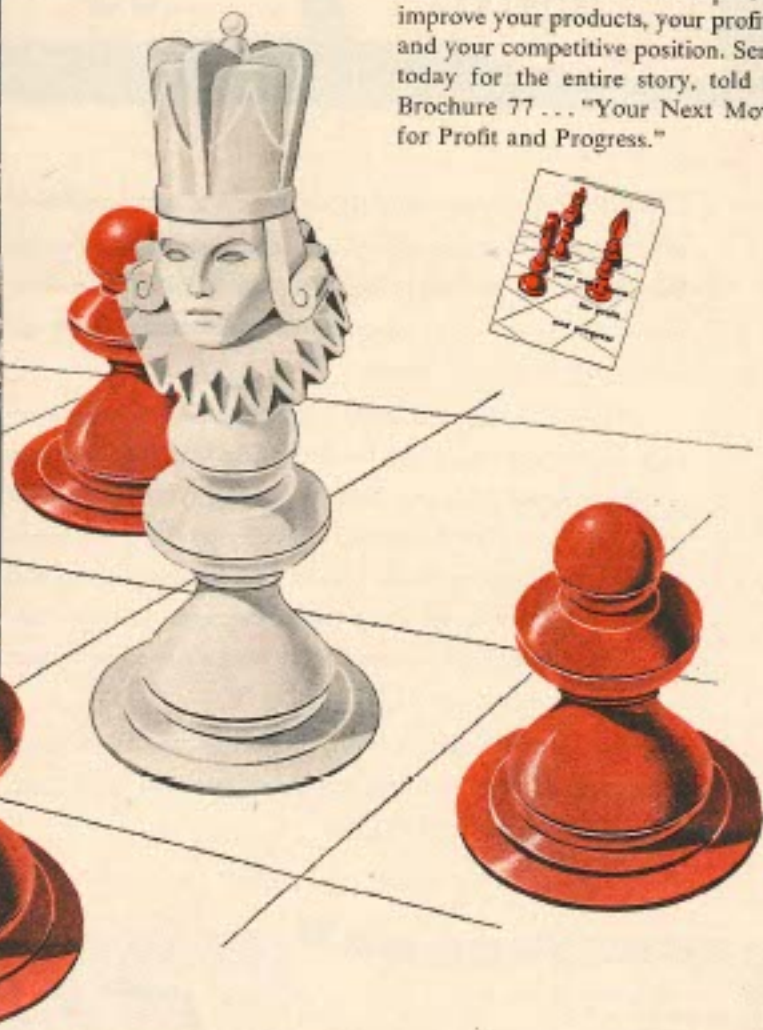


In business, every move is important

Just as in a chess game, seemingly insignificant moves in business can be deciding factors. For instance, mere traces of gas and other impurities will profoundly affect a metal's behavior. "Super-purify" the metal, and you radically improve strength, toughness, electrical properties . . . and its competitive position.

High-vacuum furnaces by Consolidated Vacuum Corporation make such super-quality metals practical. When melted, cast, and cooled in an almost complete absence of air, alloys impossible to produce conventionally become available in quantity . . . ready for the high-stress, high-temperature demands of today's jet-atomic-electronic world.

Vacuum metallurgy is but one of the techniques offered by Consolidated and its affiliates . . . techniques to improve your products, your profits, and your competitive position. Send today for the entire story, told in Brochure 77 . . . "Your Next Move for Profit and Progress."



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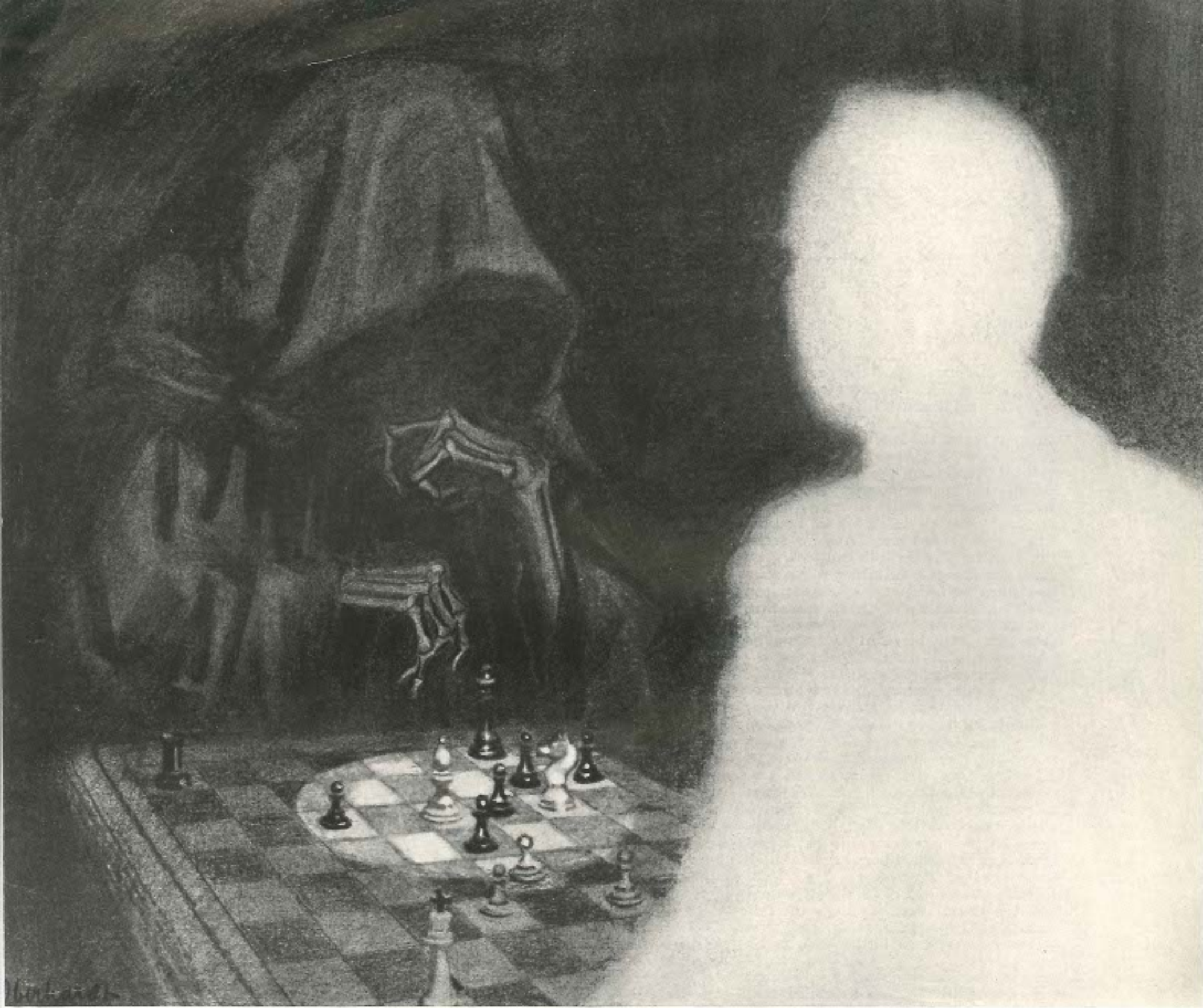
Equipment for measurement, analysis, process control and data processing by CONSOLIDATED ENGINEERING CORPORATION, Pasadena; electronic digital computers by ELECTRODATA CORPORATION (an affiliate) Pasadena; high-vacuum technology by CONSOLIDATED VACUUM CORPORATION (a subsidiary) Rochester, New York.

COMPANY-OWNED ENGINEERING SALES AND SERVICE OFFICES THROUGHOUT THE UNITED STATES.



All his life he's been a tough competitor.
To him, second best isn't good enough.
But his happiest moment came last week
when his 11-year-old daughter beat him at chess.
He's a special kind of man.
A diamond is for him.

To give you an idea of diamond values, the piece shown is available for about \$240. Your jeweler can show you other fine diamond jewelry starting at about \$200. De Beers Consolidated Mines, Ltd.



© 1934, E. R. Squibb & Sons

C H E C K M A T E !

In 1914 more than 150,000 human beings in the South were condemned to the slow tortures of pellagra. There were many theories, but no one knew the cause of this dread disease. Goldberger made an inspired guess.

He took a Mississippi orphanage as his laboratory—172 children. He added milk, eggs, fresh vegetables to their diet; meat, four days a week instead of once.

At the end of a year only one child had pellagra, where 130 had had it before.

More studies, and Goldberger was ready for the crucial test, his game

of chess with death. He and fifteen of his associates tried to *give themselves* pellagra—while on an anti-pellagra diet—by every conceivable means. They failed—thus proving that pellagra is only caused by a vital lack in the diet of the victims. Checkmate!

It is now held that this deficiency is associated with a lack of Vitamin G; and thus he made it possible to free the South from its ancient curse. Today, physicians are carrying the benefits of Vitamin G to the ends of the earth.

Among the hundreds of products of the House of Squibb, none are more important than their vitamin products.

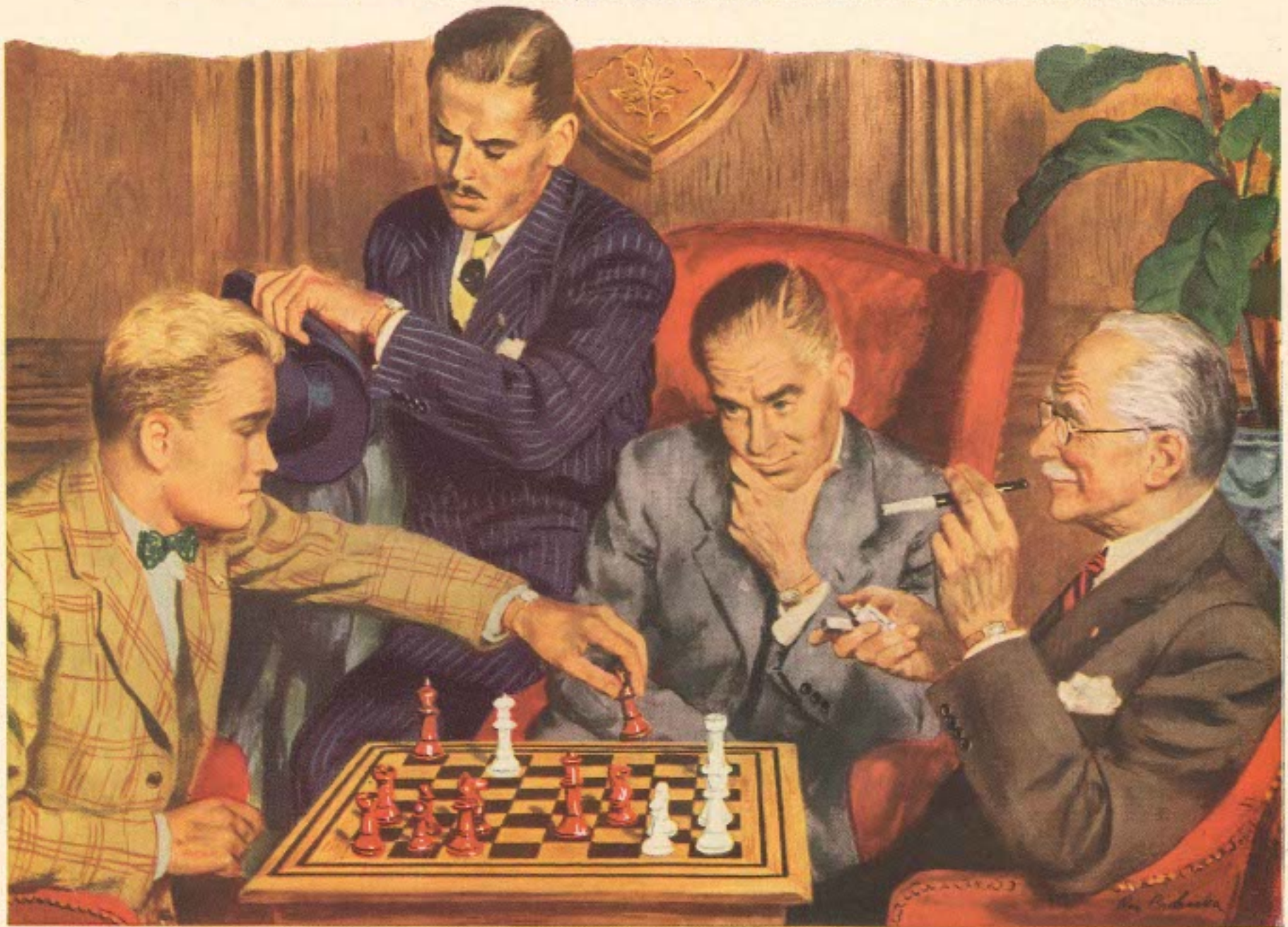
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THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER

Is your dream man in this picture?

(No matter who he is, he'll be your slave for life if you give him the gift of a lifetime—a faithful, handsome Hamilton Watch)



EAGER BEAVER—Is he ambitious, hard-working, anxious to get ahead in the world? He knows the importance of being punctual. That's why he'll love you for giving him a good-looking, infinitely precise Hamilton on his birthday or for Christmas. The **SECOMETER** (below) has 17 jewels, 10K gold-filled case . . . **\$57.75.**

EARLY BIRD—Is he always there five minutes ahead of you? And does he get up early Sunday and bring you breakfast in bed? He'll respect the steady precision of a Hamilton—made by America's only manufacturer of fine watches exclusively. The **PERRY** (below) has 19 jewels, 14K natural gold-filled case . . . **\$66.00.**

MISSOURI MULE—Does he always say "no" when you want to try new things and go new places? (Yet, later, he's glad you talked him into it.) He'll never question the faithful accuracy of a Hamilton. The **DONALD** (below) has Hamilton's finest *Medallion* movement, 19 jewels, 14K gold case . . . **\$96.**

SMART LIKE A FOX—Can he always finish the crossword puzzles that stump you? And are you glad the children took after him? Show him how smart you are by giving him the gift he's always wanted—a distinguished Hamilton like the **GILMAN** (below)—19 jewels, 14K gold case, *Medallion* movement . . . **\$150.**

The watches below were picked to suggest Hamilton's wide variety of styles and prices. See your jeweler for other appropriate Hamilton gift watches from \$52.25 up. Prices include Fed. Tax.



Attention: Men with dream girls! There'll be stars in her eyes when you crack through with the loveliest gift a girl could wish for—a stunning Hamilton. (Above right) **FL-10**—17 jewels, 14K gold case and link bracelet, *Medallion* movement . . . **\$250.** (Below right) **GRETA**—17 jewels, 14K natural or white-gold case. The finest *Medallion* movement. **\$400.**

Hamilton
THE WATCH OF RAILROAD ACCURACY

The finest hairspring ever developed! It's the exclusive Hamilton *Elusar Extra*—anti-magnetic, rust-resisting, true at all temperatures. First used in Hamilton Railroad Watches, then in Hamilton war time-pieces, it now assures greatest possible accuracy in every Hamilton made. Send for FREE catalog and revealing booklet, "What Makes a Fine Watch Fine?" Hamilton Watch Co., Dept. B-6, Lancaster, Penna.

Reflections on Grace.

*"Her two favorite words
are Check Mate.*

*She believes in shopping
as therapy.*

*And I can't say enough
about her legs...."*

Silk Reflections



It's the way you wear your Hanes.



PURE WOOL

The common Woolmark label is your assurance of quality wool fabric made of the world's best Pure Wool.

MIKE CARUSO
Santa Monica, CA

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Denver, CO

WITLIN & GALLAGHER
Jenkinstown, PA

harvé benard

FOR MEN

The comfort and confidence of pure wool.

THE QUEEN DOMINATES



THE solving of chess problems appeals to the subtle mind, so nicely balanced are the possibilities. And it is to the subtle palate that the flavour of "Highland Queen" Whisky is so appealing, for here too is an exquisite example of balance and blending. "10 years old—no less" (which is exceptional) is its certificate of age and, as you enjoy its rare richness of flavour, you will appreciate the significance of this simple fact — "Highland Queen" is the product of Scotland's largest Independent Distillers... Macdonald and Muir, Leith, Edinburgh; also Glasgow and London.



White to move and mate in 2

HIGHLAND QUEEN

10 YEARS OLD **SCOTCH WHISKY** — NO LESS

Chessmen courtesy of the Metropolitan Museum of Art.
Gift of Gustavus A. Pfeiffer, 1948 and 1953



The thoughtful move
in any matter of business or finance is
an appraisal of the professional qualities of the bank
involved. At home or abroad, the Irving is
known as "the bank for bankers and businessmen".

IRVING TRUST COMPANY

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MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Micronite filter.
Mild, smooth taste.
For all the right reasons.
Kent.



America's quality cigarette.
King Size or Deluxe 100's.

Kings: 17 mg. "tar," 1.1 mg. nicotine.
100's: 12 mg. "tar," 1.3 mg. nicotine av. per cigarette. FTC Report Aug. '72

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



ANTIQUE CHESSMEN FROM THE COLLECTION OF CARLEBACK GALLERY, NEW YORK

"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY

Don't those you like best . . . deserve KENTS?

Kents are the gift discerning smokers will appreciate—especially if they smoke a lot. For Kent is designed to help keep smoking moderate—it's the only cigarette with the scientific Micronite Filter. Its high filtration gives every Kent a clean, fresh taste—brings out all the flavor of Kent's custom blend of fine tobaccos. For a few extra pennies, wouldn't you rather give—and receive—Kents, too?



King Size
and Regular
length



Foresight Wins

OF CHESS, Benjamin Franklin wrote—"Several very valuable qualities of the Mind, useful in the course of human Life, are to be acquir'd and strengthened by it." Foresight he mentioned first.

Certainly there is one occasion in life where planning and foresight are necessary—that is when a man becomes head of a family and faces the responsibility for the future of his wife and children.

If you plan your financial affairs as skilfully as the expert does his chess game, you will fortify yourself

and your family against misfortune and want.

A Life Insurance Program started early and planned carefully is your wisest move in the uncertain game of living. It will afford your wife a sure income and untold peace of mind in case she is left alone to bring up your children, and it can give you security during your retirement years.

A Metropolitan Field-Man will gladly help you work out the Program best suited to your needs. Telephone your local Metropolitan office or mail the coupon.

The Metropolitan issues life insurance in the usual standard forms, individual and group, in large and small amounts. It also issues annuities and accident and health policies.

The Metropolitan is a mutual organization. Its assets are held for the benefit of its policyholders, and any divisible surplus is returned to its policyholders in the form of dividends.



Metropolitan Life Insurance Co., 1 Madison Ave., New York, N.Y.

Without obligation on my part, I would like to have information regarding a Life Insurance Program to meet my needs.

NAME _____

ADDRESS _____

CITY _____ STATE _____

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METROPOLITAN LIFE INSURANCE COMPANY

FREDERICK H. ECKER, Chairman of the Board

ONE MADISON AVENUE, NEW YORK, N. Y.

LEROY A. LINCOLN, President

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The Champagne of Bottle Beer



Distinctive in Taste...

ACCEPTED AND APPRECIATED
BY THOSE WHO DEMAND AND
EXPECT THE VERY BEST.

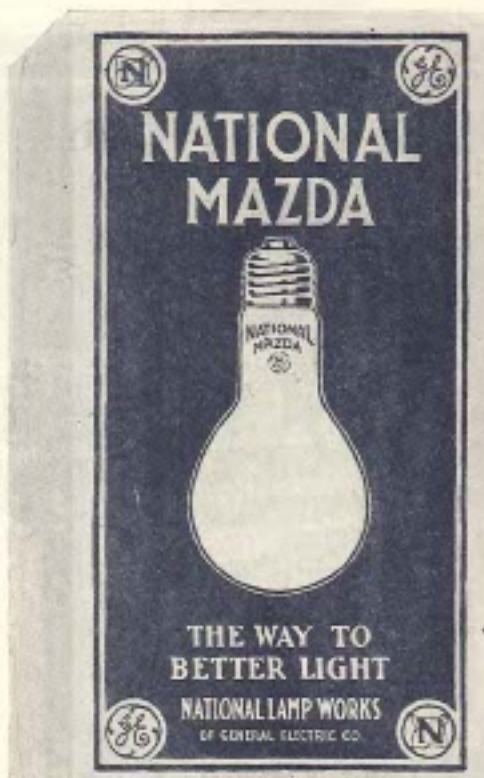


© Miller Brewing Co., Milwaukee, Wis.



Win!

—with the aid of Right Lighting



Deeply absorbed in the game—how little they realize the part good lighting can play. And deft as their skill may be, a dim or a glaring light will tire their eyes and dull their keenness. For light can be soothing, restful—an aid to hours of recreation—or it can destroy recreation!

In everything you do, good lighting has a part—more of a part than it usually gets credit for. It can make the evening call thoroughly enjoyable. It can add the finishing touch of hospitality and pleasure to an evening of chess, of checkers, or of cards. It can make the dancing party a wonderful success. As you work, plan, play, or entertain, make your lighting *appropriate!*

And good lighting—appropriate lighting—is mostly a matter of common-sense rather than engineering knowledge. If you will get two or three times as much light—and then shade it better—you will be delighted at the result. Try a few experiments with silk, cretonne, parchment and glass shades. You will find it fascinating, and the ability to get *more* lighting and, at the same time, *softer* lighting is something worth learning! You can identify the store where NATIONAL MAZDA lamps are sold, by the Blue Convenience Carton on display. National Lamp Works of General Electric Company, 103 Nela Park, Cleveland, Ohio.



Each of these labels represents a Sales Division equipped to give a complete lighting service

The Blue Convenience Carton

NATIONAL MAZDA LAMPS





"Great style means
making all your
own moves."*

*Quote by Louis Dell'Olivo.

Fall sportswear
by Louis Dell'Olivo
for Anne Klein.

Neiman Marcus



A FRIENDLY GAME AT COL. CROW'S, 1848

After defeating his visitors at chess, Kentucky's pioneer distiller James Crow more than made up for it by serving them some of his justly famous whiskey.

OLD CROW

Kentucky Straight Bourbon Whiskey

To whiskey-making, as to chess, James Crow brought a keen analytic mind. To this day, the fine quality of Old Crow has never been duplicated. Enjoy distinctive Old Crow tonight ... now available at a milder 86 Proof as well as in the traditional 100 Proof Bottled in Bond.

"The Greatest Name in Bourbon"

LIGHTER,
MILDER
86 PROOF



BOTTLED
IN BOND
100
PROOF





BROWN-FORMAN DISTILLERY COMPANY, INC., at Louisville in Kentucky



WINE MADE EASY

Wine is far less complicated than chess and tastes good. Paul Masson has twelve table wines; 7 white, 4 red, 1 pink. All of them are delicious but each is different. So, we invite you to send for our free booklet which tells the how and when and why of Paul Masson wines. In no time you'll be ready for any match with menus.

[The chess problem above was worked out for us by George Koltanowski, Author and blindfold Chess Champion; White to play and mate in two moves. If you'd like to match wits with him fill out part 2 of the coupon below; if not just stick to part 1. Either way it's your move.]

PAUL MASSON

Dear Paul Masson Vineyards, Saratoga, California:

1 Please send me your booklet on table wines.

2 Here is my solution for Mr. Koltanowski _____, I shall be delighted to receive his and his free brochure "100 Chess Traps" even if I'm wrong. I shall be even more delighted if my answer is among the first correct 10 checked after April 30, 1961 and I win a copy of Mr. Koltanowski's book "Adventures of a Chess Master"

NAME _____ ADDRESS _____ CITY _____ STATE _____

Relax with the *Light* refreshment

WHAT fun an evening by the fire can be with today's relaxed people. They're at ease about so many things—even keeping slim. Their modern taste for lighter, less-filling food and drink lets them show a good figure every time.

Today's Pepsi-Cola, reduced in calories, goes right along with this sensible modern trend in diet.

Never heavy, never too sweet,
it refreshes without filling.

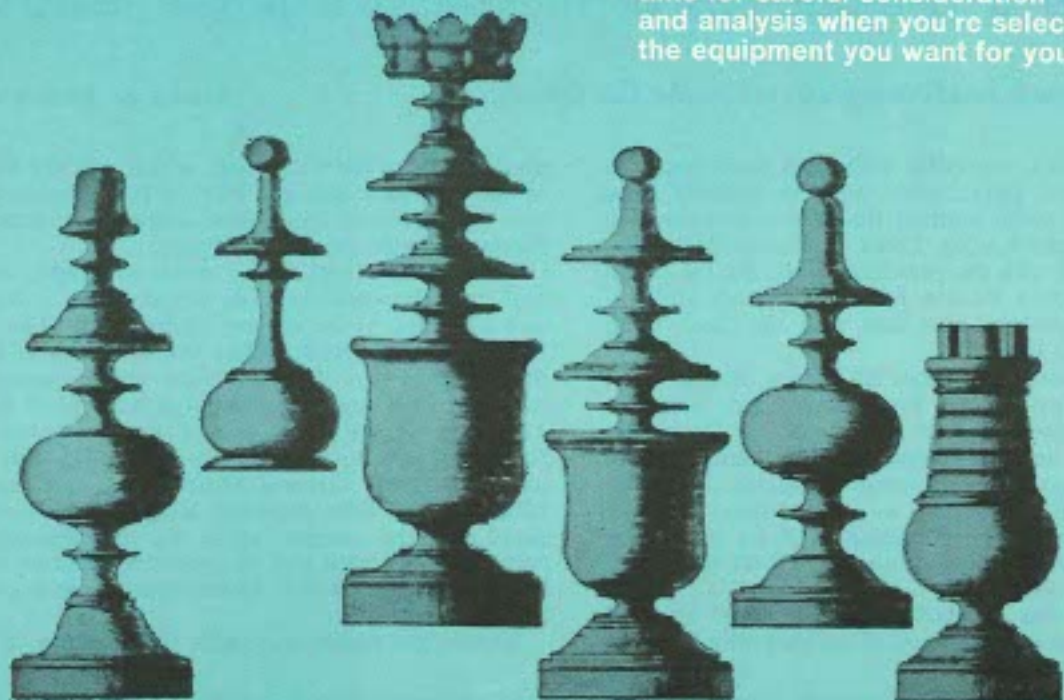
Have a Pepsi!



Pepsi-Cola refreshes without filling



There's time for strategy...
time for careful consideration
and analysis when you're selecting
the equipment you want for your car



but, there is no time for strategy on
a slick surface in a fast turn—that's
when you must be able to rely with
complete confidence on every element
of power you command.

Expert drivers invariably consider

PIRELLI

five individual tire types—each with its own performance
characteristics. Your Pirelli dealer
will help you choose the one that's right.

Rolle



Stelvio



Cinturato



Supersport



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For information write: Pirelli Representative Office, 60 East 42nd St., New York 17, New York
In Canada: Pirelli, Dominion Square Building, Montreal, Canada



Henry Clay about to be checkmated in old San Juan. Photograph by Tom Hollyman.

"I brought home a new chess defense from Puerto Rico —and the good news about dry rum."

"It almost made up for the shellacking I had just taken when I was handed a daiquiri," reports Henry Clay of Shreveport, Louisiana. "And what a daiquiri.

"It was bright. Clear. Brilliant. And it had a *dry* quality that I will never forget.

"When I got home to Shreveport, I couldn't wait to tell my friends about Puerto Rican rum. We tried it in all sorts of different drinks.

"Rum Sours. Rum and tonic. Rum old

fashioneds. Rum on the rocks. We even invented our own rum drinks. We've found you can't go wrong with the remarkable rums of Puerto Rico.

"And my chess defense has paid off, too."

Daiquiri Recipe: 1½ oz. white Puerto Rican rum — juice ½ lime or 1 lemon — ¾ tsp. sugar. Shake well with ice and strain into cocktail glass or serve on the rocks. For free rum recipes, write: Rums of Puerto Rico, Dept. N13, 666 Fifth Ave., New York 19.



Daiquiri →

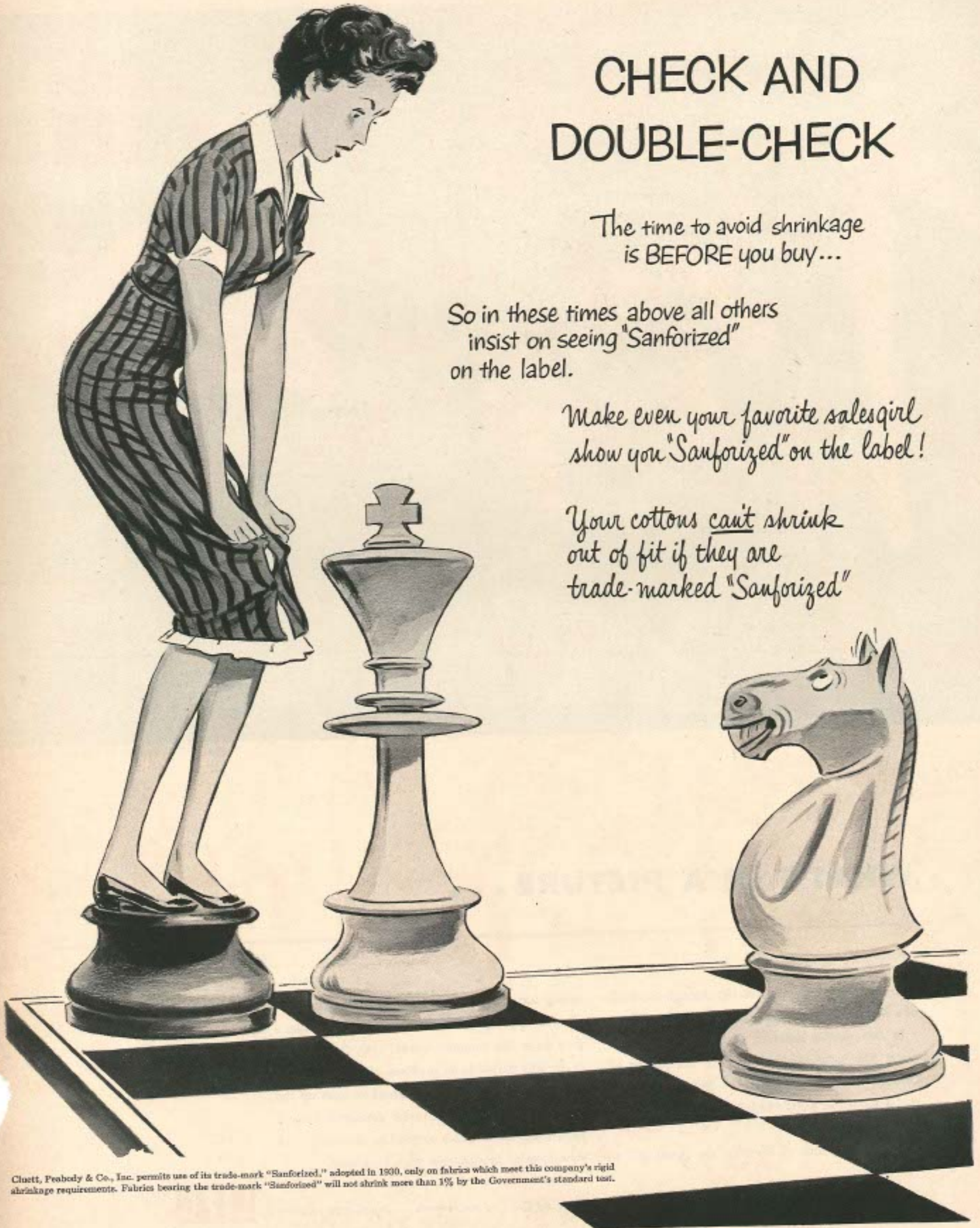
CHECK AND DOUBLE-CHECK

The time to avoid shrinkage
is BEFORE you buy...

So in these times above all others
insist on seeing "Sanforized"
on the label.

Make even your favorite salesgirl
show you "Sanforized" on the label!

Your cottons can't shrink
out of fit if they are
trade-marked "Sanforized"



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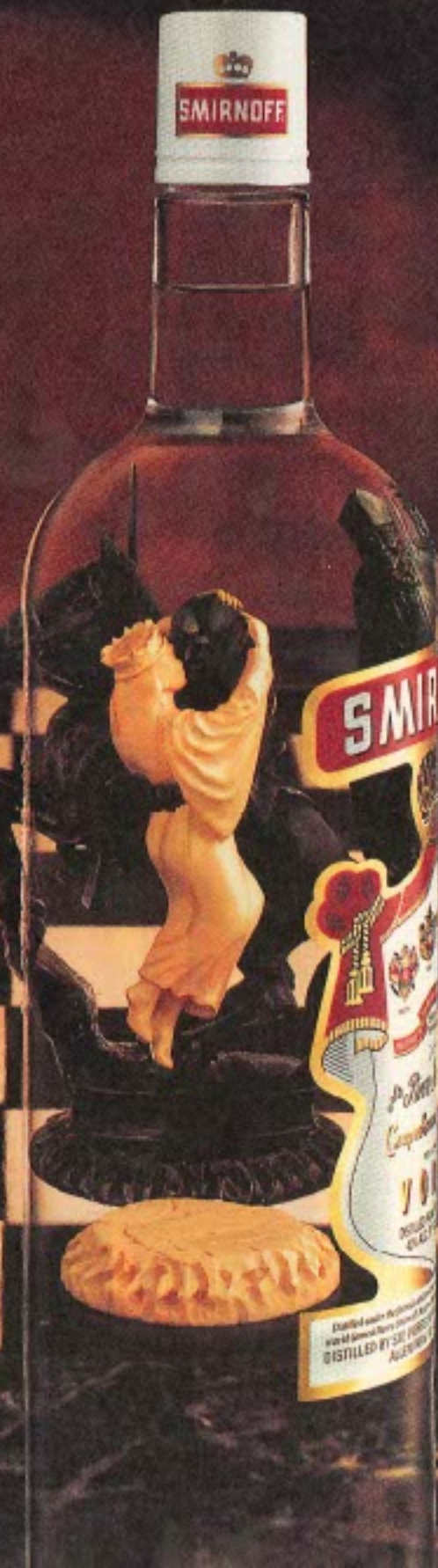
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