



JUNIOR SUPERVISOR MARY PAFTUCK REVISITS BURNED-OUT SWITCHBOARD AFTER A FIRE WHICH DESTROYED RIVER GROVE'S TELEPHONE EXCHANGE BUILDING

PHONELESS TOWN

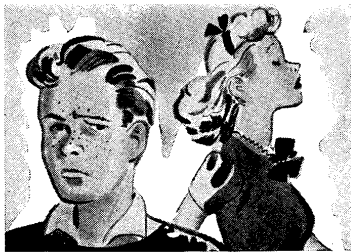
The people of River Grove, Ill. find their community life stalled when the switchboards burn out

The charred, useless telephone switchboard pictured above confronted the town of River Grove, Ill. last month with a fact of modern life few Americans appreciate: civilized man is virtually paralyzed without his mechanical contrivances.

The fire which burned out this switchboard left River Grove phoneless, and the town's commerce slowed to a walk. All transactions, from buying a pound of butter to a ton of coal, were performed by personal appearance only.

But while firemen were still hosing down the embers of the building, the Illinois Bell Telephone Company went right to work. A small switchboard

borrowed from a factory was set up in the nearby business office to service phone booths which were rushed into town (*next page*). A semipermanent office also was begun at once (*p. 30*). A messenger system was organized to deliver emergency notices and transport persons to the outdoor telephone booths. All this bustling efficiency, however, was not without its critics. A weary railroad switchman, welcoming the breakdown as a guarantee of a long sleep at home unbroken by emergency calls from the yard, went peacefully to bed. As he settled himself down, a telephone company messenger arrived with a message to get back to work.



Benny's blots black out romance

Benny oughta know better! Blackheads hinder romance, no matter how sincere the heart is. And something can be done about these little obstacles to popularity that generally come from improper cleansing. Here's what to do:

Spread on a little Pompeian Milk Massage Cream. Massage vigorously. That clean-looking pink cream becomes an oily dirt-grey. It removes the surface accumulation of oily dirt from pore orifices, and aids in the mechanical removal of blackheads and similar skin blemishes... leaving your skin glowing with life and color... radiantly clean.

Less than 2c a treatment

A Pompeian Massage costs less than 2c a treatment. At drug and toiletry counters everywhere.

POMPEIAN
The original pink
MASSAGE CREAM



Send for your beautiful
"LUCKY HORSE"
gold-plated lapel pin!



Here's a pin you'll be proud of! It's the golden "Lucky Horse," inspired by an immortal Greek legend of good fortune. A smart gold-plated costume pin that brings a high fashion touch pinned to your suit... blouse... hat... or your pocketbook. It has a safety catch.

This lovely pin is our way of introducing you to non-drying Laco Genuine Castile Shampoo. Laco Shampoo is made from olive oil (its principal ingredient), castor and coconut oils. It does not impair natural scalp oils so essential to lovely hair. Your waves are made softer, last longer. Take advantage of this great offer today!



MAIL COUPON!

Laco, Dept. L-1, Box 5226
Baltimore 24, Md.

Enclosed please find 25c and Laco box top. Send me Laco's beautiful gold-plated "Lucky Horse."

Name.....

Street.....

City.....State.....

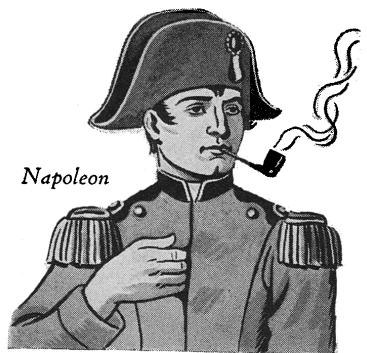


IN 5° COLD a new cable is laid in a River Grove lumberyard for the new office. The equipment for it left a New Jersey factory a few hours after the fire.



OUTDOOR BOOTHS were rushed to River Grove and set up on street corners to provide emergency service. Some were operating three hours after blaze.

That's putting it MILDLY!



Wouldn't have met my Waterloo if I'd thought it over with a pipeful of—

Country Doctor Pipe Mixture

The Pipeline to Perfection!
The Emperor of Tobaccos. A triumph of blending, coolness and satisfaction.



The Pipe Smoker's
ECONOMY
-LUXURY
25
Pleasureful
Pipefuls for
25¢

GET IT TODAY!

If your dealer doesn't have it—write Philip Morris & Co.,
Limited, Inc., Dept. G16, 119 Fifth Avenue, New York

NEXT TIME YOU FEEL
A HEADACHE
COMING
YOUR
WAY

TAKE A "BC"
HEADACHE POWDER
WITHOUT A DELAY

"BC" FOR QUICK RELIEF FROM
HEADACHES, NEURALGIC PAINS
AND MUSCULAR ACHES—10¢ and 25¢.
Caution: use only as directed.

RICH SHORT-CUT FUDGE

takes none of your sugar!

EAGLE BRAND IS
THE SECRET OF THIS
MAGIC RECIPE!



Smooth, Luscious Short-Cut Fudge

2 (7-oz.) pkgs. semi-sweet chocolate
1 1/2 cups (15-oz. can) Eagle Brand
Sweetened Condensed Milk
1 teaspoon vanilla
1 cup chopped nut meats

ONLY 5-MINUTES
COOKING

NO BEATING

Melt chocolate in top of double boiler. Add Eagle Brand Sweetened Condensed Milk and stir until well blended. Remove from heat. Add vanilla and nut meats. Pour into pan which has been buttered or lined with wax paper. Chill for a few hours. When firm, cut into squares. Makes about 2 pounds. (Note: Salted Spanish peanuts may be used in place of nut meats.)



Eagle Brand saves you time! Insures perfect, luscious results always!

Eagle Brand is pure, whole milk and sugar blended to glorious creaminess! It makes your job easy! Insures perfect results . . . velvety smooth ice creams, jiffy-mix cookies, frostings that swirl into place—never runny, never grainy!

Lady, we promise you, Eagle Brand will win a place of honor on your pantry shelf! It's real quality! Made to meet Borden's high standards!



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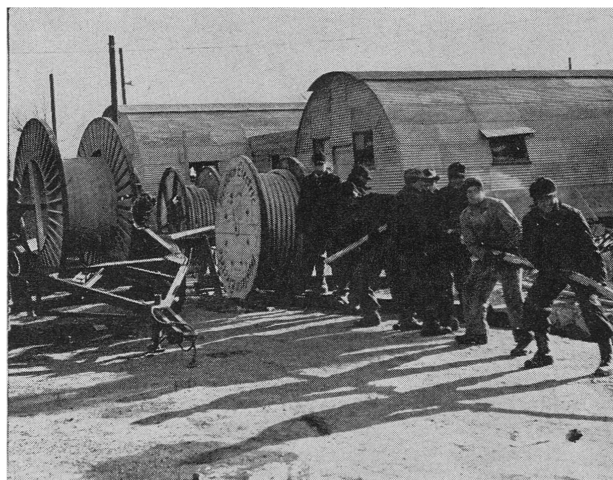
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Book of Magic Recipes—every single one foolproof. Every one easy, quick. Send post card to Borden's, Dept. L-147, 350 Madison Ave., New York 17, N. Y., for free copy today!

Phoneless Town CONTINUED



BUSTLING OFFICE was temporarily set up in the company's business department two blocks away. The first lines ran to police and fire departments.



QUONSET HUTS in lumberyard housed a semipermanent telephone office that succeeded the one above. Full service was restored 11 days after the fire.



1,400 WIRES in one of main cables are spliced separately and by hand. This was probably the most exasperating repair job of all those that had to be done.