

Where Did They Find The Name?

Ever hear of a bottle-cap salesman named King C. Gillette? He is only one of many men whose names today are famous while the individuals themselves are largely forgotten. Some of these famous names have even lost their capital letters: Charles Macintosh, whose invention, the mackintosh, you may have worn; John McAdam, who introduced the macadam road, and the brothers Kiegl who gave the world the klieg light.

You may have used a Bunsen burner, ridden a Diesel-engine powered train, bought tires made of Goodyear rubber — but who were the men behind the names?

In some cases, they were fascinating individuals. John McAdam left Scotland in 1770 at age 14 to work for a merchant uncle in New York City, and went home a rich man just 13 years later! Deciding that British roads needed improvement, he carried through—at his own expense and in the face of great opposition — a series of experiments based on his idea that roadways should be made of layers of small stones. By the time he died in 1836, the macadam road had already started its journey around the world.

Charles Goodyear, by contrast, made his major contribution in the midst of the direct poverty. He was actually in jail for debt when he began the series of experiments that was to lead to the development of the vulcanization process for rubber in 1839. Poverty forced him to sell his patent rights for a fraction of their worth, and he spent his last years in Europe building up a rubber business there.

Traveling salesman King C. Gillette was in his fortieth year when he conceived the notion of a razor with disposable blades. But for years before that, he had been seeking the idea that would make his fortune. He knew it had to be a particular sort of item: one that people would use, throw away, and buy again — just as they did with the cork-lined tin bottle cap he sold.

Years later, the daily production in Gillette's Boston plant alone totals 12 million blades of all kinds, including the new long-lasting stainless steel blades with the famous Gillette edge. Gillette's concept has become by far the most popular method of shaving throughout the world and a full-satisfaction money-back guarantee applies to the new stainless blade just as it had to King C.'s original product.

Being determined, as Gillette was, to produce a good idea "if it kills me" is sometimes more than a figure of speech — engineering student Rudolf Diesel was actually almost killed when he tried to start his first model engine, built in 1892. But by 1897 he had constructed a successful engine, and within a few years, thousands of Diesel engines were in use. Diesel did not live to see its possibilities fully exploited before his life came to a weird and tragic end: on the night of September 29, 1913, he fell off the Antwerp-Harwich mail steamer and drowned in the English Channel.

Bunsen Burner
Another German scientist was one of the leading chemists of his day; in a long lifetime (1811-99) he evolved a method of gas analysis, discovered the elements cesium and rubidium, invented an electric cell and did important work in photochemistry. But although the public has long forgotten Robert Wilhelm Bunsen, generations of high school and college chemistry students have used his Bunsen burner, invented in 1855.

The even more widely used mackintosh was the brainchild of another chemist, Scotsman Charles Macintosh. Faced with the sticky problem of finding new uses for naphtha, a by-product of tar, he cemented two thicknesses of india rubber with naphtha. The waterproof fabric he created was patented in 1823, but few of the people he has protected from the elements associate Charles Macintosh with the famous coat, or know that he was also responsible for important improvements in the manufacture of dyes, bleaching powder and steel.

A man who brought light to millions was John Kiegl, a Bavarian immigrant boy, who first worked as a locksmith in this country while studying electricity in a night school. Before inventing the klieg light in 1911, John and his brother Anton had become known for the special lighting with which they produced novel theatrical effects: snowstorms,

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- Your Trousseau and How to Plan It
- Travel in Style
- How to Dress Your Little Girl
- Mother-Daughter Guide to Fashion
- College Wardrobe
- Your Dream Wardrobe (a fashion guide to young America)

Consider the booklet, "How to be Well-Dressed," for instance. It has a three-page section entitled "Fashion Tips from A to Z" that certainly would be of interest to the ladies.

The suggestion offered under "K" is that "Knitted clothes are handsome, easy to pack, easy to care for—but be sure they are easy on your figure."

The final tip under "Z" points out that it is now "Zero hour—never wait till then to shop. Even before you are ready to make your purchase, shop around, know where to go for the things you want and take time to try them on."

This informative series of booklets may be obtained free by writing the Label Department, International Ladies' Garment Workers' Union, 1710 Broadway, New York 19, N.Y. And you might mention that you heard about the pamphlets in this publication.

waterfalls, clouds, even rising fire with smoke. Kiegl Brothers, now under the leadership of John's son Herbert, is still one of the largest manufacturers of stage and architectural lighting and control systems.

Smithsonian Institute
But what's in a name like Smithsonian or McAdam can be a great deal more than most people realize.

'You Don't Worry'-It's Easier Said Than Done

According to Dr. Oswald Hoffmann, noted theologian whose weekly addresses on The Lutheran Hour are heard by more than ten million people around the world, a vague feeling of guilt and anxiety — a feeling the Germans call "Angst" — has now reached epidemic proportions among us.

Here are seven ways to combat such worry, as suggested by Dr. Hoffmann.

1. Regard your troubles as real. Unless you're faced with an emergency, you may be inclined to dismiss your fears as unreal, vague, and "all in the mind." Unfortunately, this seldom makes them go away.

2. Don't blame your troubles on others. Had bad advice recently? Feel you're imposed upon? Or that your parents didn't prepare you properly for adulthood? While it may be technically true that others have been amiss in dealings with you, blaming them for your problems puts you in a weak position in regard to yourself. You're saying, in effect, that other people can, and have, run your life for you. But by placing the blame for your troubles on yourself, you're saying that at least you row your own boat—as skipper.

3. Take consolation in the thought you have plenty of company. When you worry you're apt to feel that it's you and you alone who can't hit the pace of the rest of the world.

Dr. Hoffmann advises: "If you truth were known, people who find it difficult or even impossible to get along with themselves might turn out to constitute the majority of the population of the world."

4. Don't think of problems as difficulties, think of them as opportunities for action. Hard as they are, jolts and knocks can send you spinning off in a new and better direction — if you can

see what that direction is.

Dr. Hoffmann advises: "If you have trouble living with yourself, you have taken the first step toward that great heart of God — which is wide open to you when you recognize that your problem is in yourself."

5. Talk it over. If you can't work your way out of the maze alone, seek out professional help with some one you trust — such as your doctor or clergyman. He may be less "shockable" than you think — and able to dig up a solution which hadn't occurred to you.

6. Take a good look at your goals in life. Your neighbor's shoe won't fit you — and perhaps neither do his jobs, his standards, nor his patterns of living. Are you a misfit in your job? Many colleges and universities provide tests and counseling to help you find out. Would you and your family be happier in a different — and simpler — social environment?

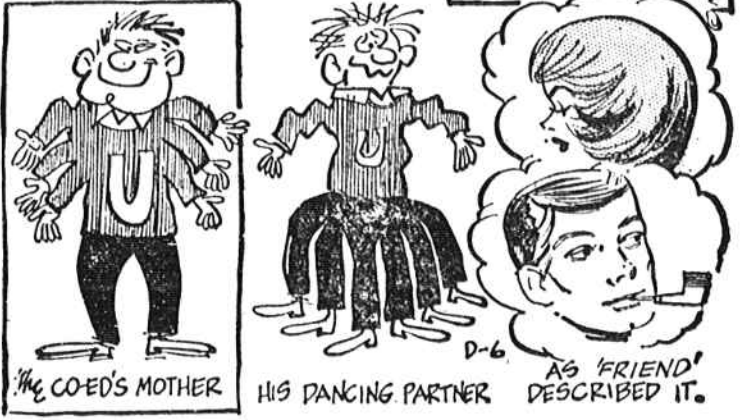
There's no law against making the change and aiming at your real goals in life—instead of those goals of the crowd.

7. Arrange your schedule to cut down on hurrying. Take a look at your engagement calendar for the past month. Have your days been cut in shreds by one crisis after another?

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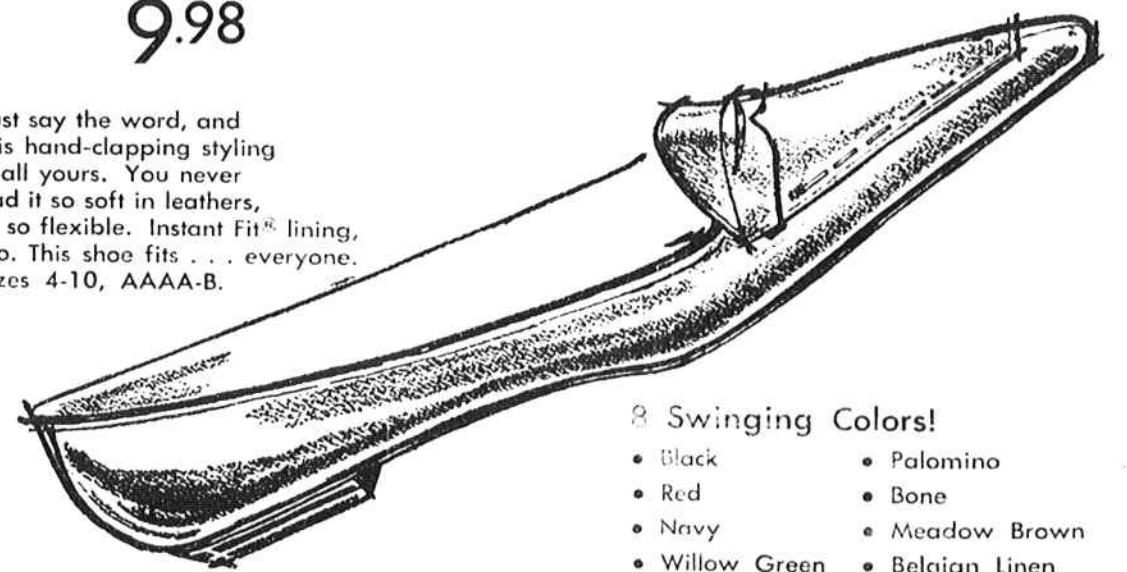
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