



In 16 Seconds A Trotter Can Travel One Furlong ... But In Only

TWO SECONDS



Bayer Aspirin Is Ready To Go To Work!

MAKE THIS TEST!

To actually see how fast it's ready to go to work, drop a Bayer Aspirin in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



Millions use Bayer Aspirin to relieve ordinary headache, because it starts disintegrating with astonishing speed... is actually ready to go to work in *two seconds*. And they know this is why Bayer Aspirin brings quick relief.

But important as *fast relief* is when you're in pain, there are also *other reasons* why Bayer Aspirin is the choice of millions.

First, it's remarkably effective. Second, it's wonderfully gentle.

In fact, Bayer Aspirin's single active ingredient is *so effective*, doctors regularly prescribe it for pain relief... is *so gentle* to the system mothers give it even to small children on their doctors' advice.

So don't experiment with drugs that have not stood the test of time. Do as millions do—use Bayer Aspirin for fast, dependable relief from pain. And when you buy, buy by name. Ask for genuine *Bayer Aspirin*.

***Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

BAYER ASPIRIN

Sweet At The Savoy

London's Jean Nicol is the world's prettiest press agent. She even gets herself in the news

Photographs by Lee Miller

THE world's prettiest press agent, it can be said flatly, is a bright and smiling young English girl named Jean Nicol. Others in the profession may be better known or more adroit, but none so consistently outshines the handsome people she publicizes.

As the publicity director of London's Savoy Hotel, Jean spends half her time wheedling the hotel's name into newspapers and magazines, and half in coddling the illustrious guests who help to make the Savoy newsworthy.

Buttons for Kaye

HER office runs full tilt from 9:30 in the morning to 8 in the evening, or later, and her obliging good nature often draws her into odd jobs rather remote from publicity. When Comedian Danny Kaye needed some buttons on a jacket in a hurry, Jean sewed them. When Actress Gertrude Lawrence requested an open fireplace instead of an electric radiator in her suite, Jean saw that she got it.

While encouraging fanfare, flourishes and friendliness on the one hand, Jean has also had to become adept at soft-peddling news. The Savoy's popularity with British royalty, Indian Maharajahs and other privacy-minded



JEAN: A reporter pestered her for news, so she married him

folk is a tribute to Jean's discretion in keeping their visits mum.

She has three girl assistants to help tide her over her long working day. **She's married to Derek Tangye, a journalist who used to pester her for Savoy news and gossip.** Fashion note: because she is on duty through such fashionable hours as lunch, tea and dinner and cannot run home to change her costume, Jean had a top-drawer dressmaker whip out an

adaptable-changeable suit for her. By doffing her jacket or changing her blouse or jewelry, she is in the mode at all times.

Her most successful publicity splash came the night blackout restrictions were lifted in London. She arranged for every light in the big façade of the hotel on the Thames embankment to be turned on, and the twinkling blaze of light made every national daily paper. — ADIE SUEHSORF



HUDDLE with the manager—a celebrity's coming



BRITISH film stars join Jean at a Savoy party