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Annual sales of automatic gas water heaters have increased nearly 10-fold since 1936 when less than 270,000 were sold. More than 2.6 million gas water heaters were placed in service in American homes during 1958.

Peace At Last In San Diego

Famous the world over as a fighter and currently the Light Heavyweight

Champion of the World, Archie Moore has been called a wanderer because of his inability to settle down in one place for any length of time. Now, however, the champ has changed and has found his Shangri-La in the scenic city of San Diego, California. Many cred marriage and parenthood for the tremendous change in Archie.

SEASON'S GREETINGS

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Man's Latest Fashions Fit Tight, Look Right

There's great excitement throughout the country and a drastic change in the meanswear market as the American male goes Continental in fashions. An entirely new concept of dress has been adopted. The man's suit silhouette can now be very dressy . . . even elegant . . . or middle of the road type for the more conservative ones. The latest fashions for men fit light, look right and are made of the smartest, newest fabrics.

Brown is the top fashion color in men's worsted suits but medium to dark greys and navy are still best sellers. Plaids are very popular as are checks, diagonals and hounds-tooths. All wool blanketing is terrific as sports car "Great Shirts," which usually are made of giant plaid blanketing and are free hanging for an easy fit.

Look for front pockets in the "Continental" slacks. Many will be remin-

ded of the Frontier or Western pockets. For the more portly gentleman . . . the very short, single pleated style is best for jackets with the Continental cut.

Coat sweaters of bulky knit with insert ladders in the sleeves are a must. The style with the silver buttoned sleeves is very good, as is the type with the loose fitting bandless sleeves with little button trim. Scandinavian sweaters are still great for skiing and other winter sports.

Very new for the "sports car" enthusiasts is the low crowned felt hat that slopes to the back as the wind blows. This headpiece seems destined to replace the cap—giving a dressed up look.

All in all, the fall and winter wardrobe for the American male looks colorful and the varied selections of styles are all in good taste.

Floyd Patterson Faces Tough Comeback Trail

The road back is littered with former champs who fell trying to make a comeback. Can Floyd Succeed Where Others Failed?

"Ingo started the round with two left jabs to the head. A right hand sent Patterson on his back. He staggered to his feet at nine. A right hand dropped Patterson again for nine. Another right dropped Patterson for nine again. A light left hook sent Patterson to the floor for six. Johansson smashed the bleeding, groggy champion with both hands. A left and right dropped Patterson again for seven. Another left and right dropped Patterson for nine. A left and right dropped Patterson again and Referee Ruby Goldstein immediately stopped the fight. The time was 2:03."

That briefly and concisely, as reported by United Press International, is how Floyd Patterson lost his world heavyweight championship to a handsome native of Sweden, Ingemar Johansson, in Yankee Stadium one bleak, overcast night last June.

In a dressing room filled with sadness, confusion, chaos and filtered cigarette smoke an hour later, the fallen hero's voluble manager, Cus D'Amato, attempted to appraise the future with confidence and optimism.

It was a chore he had to perform, and like a man searching for sunlight in the depths of the Lost Dutchman's mine, Cus predicted: "Patterson will be the first heavyweight champion in history to regain the title."

But today millions of boxing fans the world over are wondering if, indeed, Patterson can make his manager's prediction come true in a rematch bound and promised by an ironclad contract. When Johansson a 1 to 5 underdog who could just as easily have been a 1 to 20 sleeper, totally destroyed Patterson with a sneaky, devastating right hand, he created an upset certainly as astonishing as Max Schmeling's victory, through a similarly well-exploited right hand, over Joe Louis.

In battling Floyd around like a ball, Johansson proved himself to be the hardest hitter Yankee Stadium fans had seen since Babe Ruth was a regular tenant. His seven knockdowns in a single round tied a record by Jack Dempsey while beating Jess Willard out of the title 40 years ago. With his win, Johansson became the first Swede ever to hold a world boxing title of any kind, the first foreigner to wear the heavyweight crown since Primo Carnera of Italy lost it to American Max Baer in 1934.

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