

Madrid is today becoming one of the most "Americanized" of all European capitals.

Spanish initiative enabled Christopher Columbus to discover America in 1492; now, Spain is discovering America all over again.

The tallest building in Madrid is the eighteenth-story sky-scraper built by Spanish and United States capital to become the core of the nation's new and modernized telephone system.

You can walk into any one of a score of cafeterias in the center of Madrid and have hot cakes with butter and honey and drink a glass of orange juice, prepared before your eyes from the fresh fruit, for breakfast.

Spaniards, once famous as being eternal drinkers of coffee, today drink fruit juice or a milk shake — the latter being known here as a "Batido de Leche."

Instead of the bun, known as a "Suizo," which they used to eat with their coffee, they will probably have a "club sandwich." No attempt has been made to translate this. You just ask for "un club sandwich."

Every Madrid typist — and most of the younger duchess for that matter—model their clothes on the dresses Hollywood presents on the films. Hair styles, too, follow Hollywood. You will see a score of great masses of hair worn loose over the shoulders in the best "Veronica Lake" tradition in a five-minute walk through Madrid's center.

Madrid shops used to imitate Paris and London shops by their conservatism. Twenty years ago, there was only one department store in town. Today, there are more than a half-dozen.

This has proved the hardest change for the old-style Madrileños to take. They never expected to see the days when Madrid newspapers would be advertising "summer sales" and "autumn promotions." Twenty years ago, it was an almost unheard of thing for any Madrid shop to advertise its wares.

Formely, Madrid watched



By HENRY BUCKLEY
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London and Paris closely for leadership as regards things to wear and, also, for political and literary guidance.

All the best-dressed men in Madrid copied the style of "the Prince of Wales" in the carefree, inter-war years when the now very much domesticated Duke of Windsor was the pioneer of European male fashion. The señoras of Madrid faithfully followed the dictates of the Paris fashion houses.

Today, men as well as women are much more influenced by New York than by Paris. Any Madrid tailor today shudders with horror if you ask him to make you a suit "estilo Ingles"—English style, trousers reaching high up the trunk and its spacious jacket, with waistcoat.

The Spaniard today has his clothes made American-style, low-cut trousers with belt instead of suspenders — or braces, if you prefer to call them so — with a close-fitting jacket with no waistcoat, but usually accompanied by tailor-made shirt.

American films are the favorites and Spanish films have to be exceedingly good to make the grade in the leading cinemas on Madrid's wide, new Gran Via.

It is only the newly rich or those with many dollars at their disposal who can buy American cars today, for Spain, in company with most other countries of Europe, is short of dollars.

Those who want to buy cars have to buy British or French; but the spacious, fast American car remains the favorite with most Spaniards.

On the news stands, you

will still see the French L'Illustration but it will be more or less swamped by copies of Time, Life, Newsweek and the odd copy of Esquire or the Saturday Evening Post.

It is only fair to say that part of the "Americanization" of Madrid has been initiated by people who have lived in North or South America or elsewhere abroad.

The first cafeteria, known as "California," which first introduced to Madrid fruit juices and exotic sandwiches with fried eggs falling out of the middle, and milk shakes, was set up by a Spaniard who had lived some years in Cuba.

Today, there are about thirty cafeterias in Madrid and as many again awaiting licenses from Municipality to open.

The smartest and most go-ahead department store in the city was also opened by a Spaniard who had lived some years in Cuba. Another was initiated by a man trained in a London store.

Earlier generations of Spaniards colonized America. Today, the new ideas from the West come back to Spain.

But the revolution of the Madrid way of life is not due only to the initiative of a few men. The whole way of life is changing. People go to cafeterias because they have other ideas of diet and because they have not the time their fathers had to sit and chat for hours in smoke-laden cafes.

The strange thing about this "Americanization" is that Madrid sees no Americans except for the few who live here and a relatively small trickle

of tourists. She gets no Marshall aid, there is no extensive publicity of America as exists, for instance, in Italy, and there is no coming and going of relatives from the United States because very few Spaniards have emigrated there.

It is, therefore, somewhat puzzling that Spain looks so much to the United States, even modifying her diet and way of living—difficult things to change as many statesmen have found when they tried to effect them by order.

The most probable explanation of the American influence lies in the fact that in Spain's civil war it was the bourgeois party which won

The civil war caused a tremendous national upheaval, far more considerable than that of the American civil war and rather comparable to the French Revolution or to Britain's Cromwellian revolution.

The postwar period found Spain in the hands of bourgeoisie which had suffered a blood bath. It acted with a dynamism and capacity to rebuild and reconstruct which showed little resemblance to the former tarnished record of this class in Spain.

In other words, middle class Spain is today looking for inspiration to the leading "middle class nation" of the world. Nor is there any indication that the majority of Spain's wider masses have any objection to such an attitude — provided that it does result in a modernized Spain.

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