

1953



ZSA ZSA GABOR.



EVA GABOR.

BEAUTIFUL TEAM OF EXPERTS—New York—The Gabor sisters are exponents of the thought that real estate, rather than diamonds, might be a girl's best friend. They, their mother and another sister make up a team of good business experts.

Life Is Love and Real Estate, Say Thoughtful Gabor Girls

By the Associated Press

NEW YORK, May 9 — Diamonds, mink, and well-heeled romance may be delightful and desirable counterpoints to the full feminine life, but real estate is the best asset a girl can have.

Real estate pays dividends. This realistic tip comes from some ladies who know. Their name is Gabor.

The Gabors are four in number: Mama Jolie and Daughters Magda, Zsa Zsa and Eva. Their birth years are the most closely held secrets this side of the Danube.

All the Gabors are beautiful and Hungarian. They first began reaching the United States in 1939 and in the last four years have begun to reap a profitable harvest from very large doses of sex appeal, fed lavishly by shrewd use of publicity and terded by a thoughtful attitude toward the dollar. This is topped off by a modest amount of acting ability.

Glamor Is Their Business.

Glamor is the business of the Gabor family and there's no doubt that they all are good businesswomen. It is increasingly difficult to tune in on television or radio without seeing or hearing blond, brown-eyed Eva. It is hard to miss gorgeous blue-eyed Zsa Zsa in a hit movie. Magda, the red-haired one, is being launched on the stage and on TV. Mama, blond and vivacious, is an indefatigable member of New York's cafe society by night and a tireless shopkeeper by day.

The family's specialty in public utterances has been advice on handling men, particularly rich men. It would be hard to find a better team of experts: The four Gabors have had a total of 10 husbands, at least eight of whom would qualify as lavish providers.

At the moment, Zsa Zsa is still wed to Actor George Sanders. (Mama Gabor considers this alliance sheer heady romance since Zsa Zsa gave up at least \$26,000 a year alimony from Hotelman Conrad Hilton to follow her heart.)

Mother Jolie recently announced her intention of taking the plunge for a third time with an unidentified Hungarian.

The Male Point of View

There is considerable drama in

the way a large segment of the population, entirely masculine, reacts to a Gabor.

"They are," reported one male fan, "everything that a wife is not. They make you think, by everything they do, that you might just catch their fancy, and that it wouldn't create any problems later. It would all be wonderful perfume, with dialogue right out of Noel Coward."

For quite a period, Jolie, Magda, Zsa Zsa and Eva were generous in sharing with American women the secrets of their technique.

More recently a new family line has been emerging. For one thing the girls have shown an insistence on declining cheese-cake poses for photographers. Also, led as usual by Jolie, they are trying to correct a widespread impression they've struck it rich in America. It seems that the Gabors for at least several generations have known nothing but luxury.

"Darling," amplified Jolie, "I am marrying when I am 17. I did not want to marry but to become actress. This man, this Gabor, is dying to marry with me and he told me I'll be a better actress if I first marry and divorce. So I agree to marry for six month and then divorce. But by six months, Magda is coming.



"So I wait and then he says I shouldn't be unfair and divorce until I give him a boy. Then comes Zsa Zsa, then Eve. But then I cannot walk away from my girls. Twenty-two years later I am free, my three girls are married. But I am 39 and it is too late for an actress. So I divorce and become a career woman."

Jolie launched five successful jewelry stores in Budapest during the war years and bought four houses with her profits. She now is the owner of a country home in fashionable Southampton and a brownstone house in Manhattan which she has remodeled into apartments. Eva has another house nearby.

Not Inappreciate of Gems.

The family preoccupation with real estate does not lessen their appreciation of jewels as a girl's close friend. Each sports a huge diamond solitaire. Zsa Zsa's is the largest, 25 carats. Eva's is 15. Mama's and Magda's are only slightly smaller. Jolie is a recognized appraiser of gems, particularly pearls.

"I told my girls when they were young," says Jolie, "You may be lucky and marry a man who can support you. But be independent so that when you are unhappy, you don't have to depend on somebody."

But how do Gabors reconcile their position as authorities on men and marriage when they have so many failures?

"Darling," explained Jolie patiently, "it is so simple. Everything you do is for love—dressing, dancing, everything. Who can tell what comes later? A woman is really only happy when she has a nice good love. So you must be independent and able to do for yourself. Then you do not have to marry a rich man, you can marry a poor one. And if it is wrong, you can go."

"So you see, darling, we are the most romantic of all. With a little real estate, a little something coming in, we don't need a rich man, a good little love will do . . ."