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Joe Clark, HBSS

Published Photographs & Stories

Vol. 01: Life Magazine

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A collection of Picture Stories containing Joe Clark, HBSS photographs in their chronological context. The majority of this collection are Life magazine stories. The magazine covers are included to establish the date and era that these stories appeared. Some stories the photographs are all by Joe. Other stories may contain one or two by Joe. These are ususally national roundups, but the whole story is included. There is a lot of information contained in these pages. You should encounter an enjoyable and informative read.

Junebug & Kay Clark

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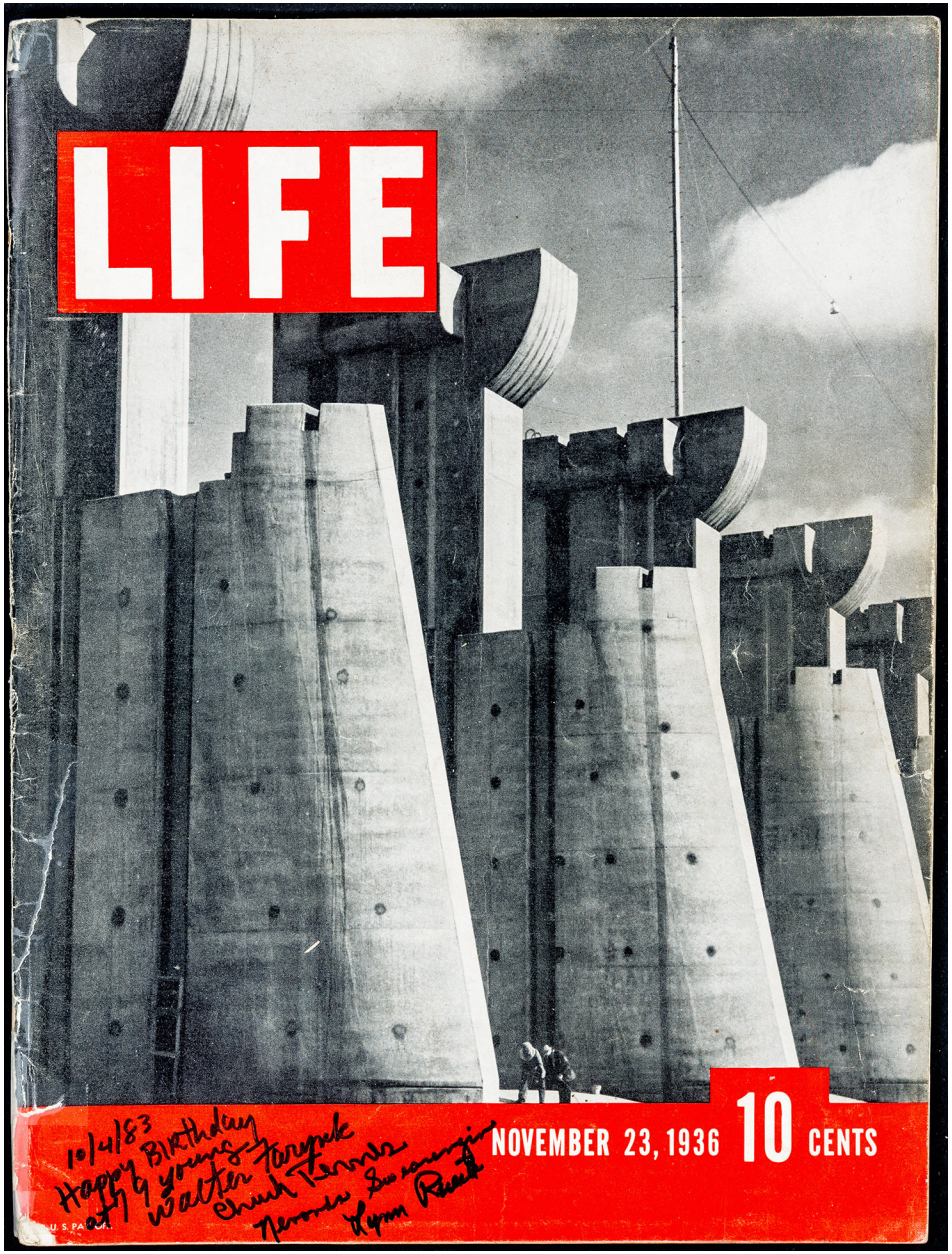

LIFE
NOVEMBER 23, 1936
10 CENTS
10/4/83
Happy Birthday
with love
Walter Torrynski
Dennis Swanson
Lynn Russell

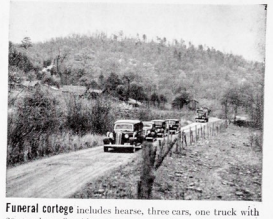
LIFE
Joe Clark Page 21
Mountain Journal
Pages 104, 5, 6, 49
EMPEROR OF JAPAN
JUNE 10, 1940 10 CENTS
REG. U. S. PAT. OFF.

Lying in state in the little house which she occupied for 63 years, Aunt Elizabeth receives the final homage of her heirs. At left, her daughter, Margaret, looks with forlorn eyes. The two young women (*center*) are granddaughters. At right stands a grandson-in-law, holding a great-grandson. In the rear, the clergy: Rev. S. A. Howerton and Rev. Ewin Spradling.

Aunt Elizabeth leaves home for the long last time. She and her bridegroom built this house of logs they hewed and felled together, side by side, in the first year of the Presidency of Rutherford B. Hayes. Here she lived, worked, died and was embalmed. Now her good friends are bearing her down the hill to the hearse which will take her to the schoolhouse for funeral.

LITTLE LOG BRIDGE IS TOO NARROW, SO MOURNERS PLACE STONES IN HOWARD'S QUARTER CREEK. ON THEM PALLBEARERS FORD CREEK TO ROAD WHERE HEARSE AWAITS

By the fireplace where Aunt Elizabeth so often sat sewing, chewing tobacco or smoking her pipe, friends and relatives now pause in inarticulate sadness. On the mantel are knick-knacks she assembled over the years. At right is the bed where Aunt Elizabeth died and in which she used to sleep with her three grandchildren, Minnie, Nell and Norma Jean. It was a great honor to sleep with Grandma. Most of her young kinsfolk enjoyed this privilege before they grew up.



Funeral cortege includes hearse, three cars, one truck with 20 standees. On ridge above, dogwood is coming to bloom.

Life Goes to a Mountain Funeral

Mrs. Elizabeth O'Dell is buried deep in the hills of Tennessee

Of all the ceremonies with which men accent great moments in their lives, none is more stylized or solemn than a funeral. To cynics and unbelievers its ritual often seems an empty shell, to echo sighs and catch vain tears. For the devout its symbolism is filled with beauty. This week LIFE attends a funeral with simple God-fearing fundamentalists in Tennessee's clay hills—the funeral of Elizabeth Clark O'Dell who died peacefully in her bed on the night of April 28. She was 84 years old.

Matriarch of the mountainside community of Howard's Quarter, Aunt Elizabeth had lived her whole life within one mile of the house where she was born. Thirty years ago her husband died, but she continued to plant his fields, tend his stock, feed his fowl. When her son Andy was shot in a "roadside meeting," she took in his widow and five children. Near her live two other sons, daughters, 21 other grandchildren and 29 great-grandchildren. With all these she shared the fruits of her 100 acres, her cow and 15 chickens. She was a fine Christian woman.

Mountain mourners gather at Aunt Elizabeth's farm, some to help with the livestock, others to keep watch by the corpse. For two days the little house was filled with womenfolk who came with hams, cakes, pies and canned stuff. Their men sat outside, silent under a gray desolate sky. Below: at Howard's Quarter Consolidated School, where the formal funeral services were held, relatives bedew the bier with many a tear. The old lady at the far left is a sister.

"We have lost a friend and a mother," the Rev. Ewin Spradling intones. Aunt Elizabeth had known him for many years.

CONTINUED ON NEXT PAGE

Beguiling Debs with Beaux to spare take this Woodbury Facial Cocktail

MISS PATRICIA PROCHNIK

A genuine beauty, with glowingly fair skin, is this Washington, D. C., debutante, lovely daughter of the former Austrian Minister to the United States. She says, "Woodbury Facial Soap is soft and agreeable to my skin."

says Cholly Knickerbocker
NOTED SOCIETY COMMENTATOR

"A flash from Cupid's Bureau advises me that certain society glamour-debs have the pass key to men's hearts. With a Woodbury Facial Cocktail at 5 P. M., they keep their complexions enchanting . . . and their beaux under the spell of their beauty."

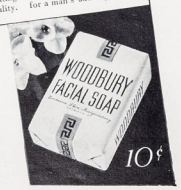
Skin wan with fatigue? Quick! Drench it with a rich, skin-enlivening lather of Woodbury Facial Soap!

This thorough skin-cleansing clears away dirt, weariness. Woodbury's skin-invigorating Vitamin perps up skin vitality.

Now you're ready to step out looking fresh as peach blossoms in Spring! A feast for a man's adoring eyes!

MOONLIGHT . . . a tall handsome man by your side. No debutante lets such a chance slip by. When the tag-end of day leaves skin bereft of its glamour, smart debs take a Woodbury Facial Cocktail.

A skin-invigorating Vitamin in Woodbury Facial Soap helps whip up the skin's radiant vitality. Get Woodbury today!



"FOR THE SKIN YOU LOVE TO TOUCH"

Mountain Funeral (continued)

High on the hill Aunt Elizabeth is borne through a drizzling rain, past the blossoms of a flowering dogwood thicket, to a grave beside her husband and her murdered son.

Deep in the good earth of Howard's Quarter go Aunt Elizabeth's remains. Undertaker Harry Haynes clamps down the lid and covers the casket with heavy boards.

Dust returns to dust as prayers end, hymns and sobs are stilled. With a heavy pole Aunt Elizabeth's mourners rake the rich red Tennessee clay into her filling grave.

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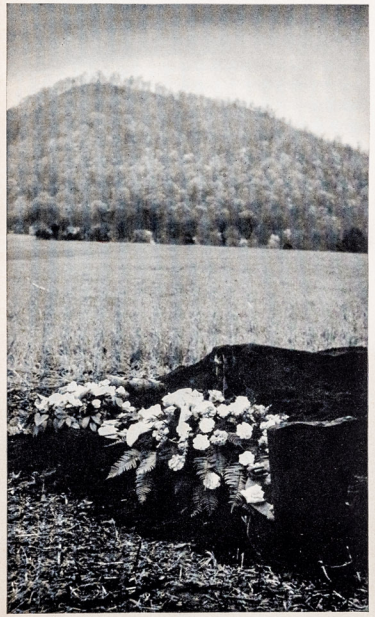
Mountain Funeral (continued)

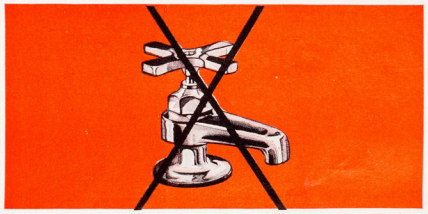
With melancholy eyes the Rev. S. A. Howerton and the Rev. Ewin Spradling watch as the limestone slab is set in place, the loose fill rounded and smoothed into a mound.



In the shadow of the hills she knew so well, Aunt Elizabeth sleeps. Three fragrant wreaths of lilies and carnations were included in undertaker's over-all fee ($100).

2/3rds of a highball for 3 cents

Two-thirds of your highball is the mixer. 3 cents is all it costs you to make that mixer White Rock, if you use the Large Party Size. Yet you get a keen *mineral* spring water.



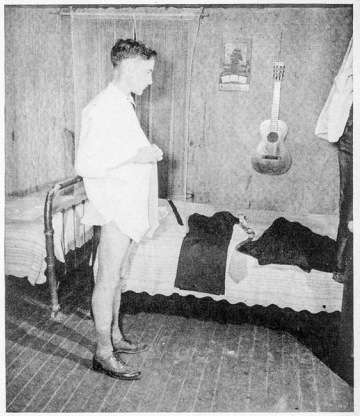
White Rock is *not* a carbonated local tap-water. That's important, if you really want to improve the flavor of your whiskey and make all your long, tall drinks taste better.

It's filtered through 1400 ft. of sandstone. Has over 4 times the mineral contents of tap-water. That's why good whiskies deserve White Rock and all other whiskies need it.

What does this mean? White Rock ON THE ALKALINE SIDE Means it tends to counteract the acidity of long drinks

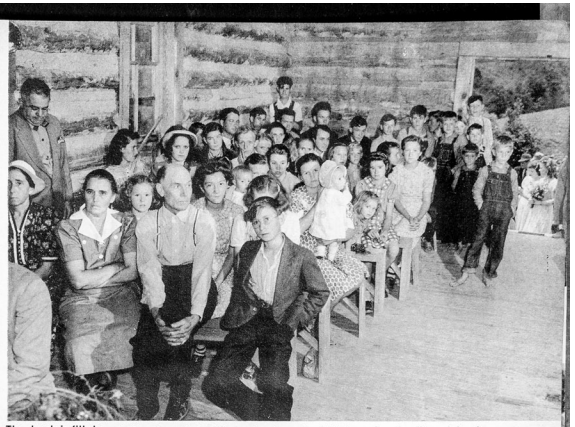
LIFE
Property of
Janeboy Clark
Page 82+
Mountain
Wedding
CIRCUS FAMILY
JULY 28, 1941 10 CENTS
YEARLY SUBSCRIPTION $4.50
REG. U. S. PAT. OFF.

Decorating the church with pine and mountain ivy boughs took up most of Saturday morning. Earlier in the day Hazel's younger sister, Anna Ruth, helped gather them in backwoods, drag them over rough roads to church. Here Gilbert trims the altar while Hazel breaks off sprigs to adorn the wooden railing.



Dressing for the wedding, bridegroom skeptically eyes the new blue suit laid out on his bed. On door hangs his everyday outfit of blue jeans and shirt.

The bride changes into wedding gown at John Brown's house near church. Lace material for her dress cost 89 at Sears, Roebuck. It was made by her mother.



The church is filled long before the arrival of the bride and groom. Mountaineers from miles around turned out for the ceremony. In center of the front bench are Hazel's father and mother. Rear of church was filled with barefoot youngsters who gaped and gawked as the bride and maids walked down the aisle.

Hazel's wedding veil is previewed in bedroom by her sister Anna Ruth and brother "A. D." Hazel bought it in Middlesboro for $2.50, couldn't wait to take tag off before trying it on. Below: bride and groom, accompanied by Anna Ruth, walk 2½ miles to the church (*upper right*). Groom carries wedding gown.

Life Goes to a Kentucky Mountain Wedding

Deep in Cumberlands, Hazel Petrey, coal miner's daughter, marries Gilbert Dove

At noon on a recent Sunday some 80 rugged, hard-working Cumberland Mountain folk congregated at the Sunny View Methodist Church at Germany, Ky. They had come from miles around to watch Parson Hiram Frakes join Hazel Petrey and Gilbert Dove in matrimony. It was a red-letter day. Coal miners slicked up in clean shirts, neckties and store pants. Housewives decked out in their dressiest cotton prints. Small fry were buttoned into their best overalls, parked in the rear of the church and cautioned on their behavior.

Hazel's father is a coal miner and from his Kentucky cabin you can see the mountains in Tennessee. His oldest daughter's romance began last winter when she met 26-year-old Gilbert Dove from Loogootee, Ind., at the Henderson Settlement School. Hazel was working as supervisor of the girls' dormitory. Gilbert was the school's mechanic and electrician. Four months ago they became engaged. A few weeks ago Gilbert moved in to stay with his future in-laws until the day of the wedding.

To the bride, her wedding day was no time for leisure and luxury. It began much like any other day. She arose at 4 a. m., cooked breakfast for her parents, future husband and four brothers and sisters, cleaned up the rough mountain cabin, packed her belongings neatly in big cardboard grocery boxes, painstakingly pressed her lace wedding dress with the old flat iron in the kitchen. By noon, attired in her modest bridal outfit and carrying a bouquet of wild roses, she was waiting on the church steps with her three bridesmaids, nervously listening for the first few bars of the wedding march.

"Here Comes the Bride" is pealed out by organist as Hazel enters church. Her father (*lower left*) did not escort her in but gave her away. Maid of honor Jerry Petrey leads procession, followed by Bridesmaids Mabel Henderson and Anna Ruth Petrey. Below: Gilbert puts the wedding ring on Hazel's finger.

Leaving for the wedding, they emerge from John Brown's house, make their way toward church. Gilbert opens gate for bride, who lifts skirt to avoid dirt on hem.

"O Promise Me" is sung by Margie Brown, decked out in taffeta evening dress. Accompanying is Mrs. Lambdin, church organist and Sunday School teacher.

CONTINUED ON NEXT PAGE

For Distinguished Service

HONOURS OF

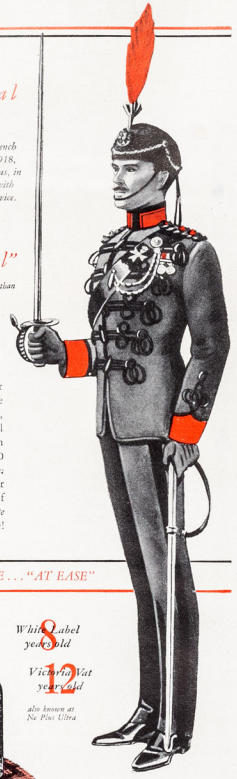
The King's Royal Rifle Corps

From the capture of Louisburg in our own French and Indian War to its success at Sambot in 1918, the Standard of the King's Royal Rifle Corps has, in one-hundred and sixty years, been decorated with Fifty-six Battle Honours for Distinguished Service.

HONOURS OF

Dewar's "White Label"

Award, Lucerne, Switzerland, 1923 . . . one of more than 60 medals honouring Dewar's White Label for Excellence in Scotch Whisky.



Whether you're advancing on a bar . . . or barracked quietly at home . . . the order of the day, and night, is DEWAR'S *White Label*, medal Scotch of the world. For this veteran campaigner wears more than 60 citations for distinguished service; When next your tactics call for Scotch, command the highball of the highlands . . . DEWAR'S *White Label* and soda. Gentlemen! At ease!

COMMAND DEWAR'S, AND BE . . . "AT EASE"

White Label 8 years old

Victoria Vat 12 years old

also known as Ne Plus Ultra

FULL-COLOR REPRINTS SUITABLE FOR FRAMING. *Six 9 x 12 full color prints of officers, Edition No. 3, without advertising, sent upon receipt of 25¢. Schenley Import Corp., New York City, Dept. Y. Officer illustrated to be included in Edition No. 4, soon to be published).*

Dewar's

"White Label"

The Medal SCOTCH of the World

BLENDED SCOTCH WHISKY

Schenley IMPORTS

Both 86.8 Proof • Blended Scotch Whisky

Copyright 1941, Schenley Import Corporation, New York

Mountain Wedding (continued)

Ceremony ends with couple kneeling while Parson Hiram Frakes reads Lord's Prayer. Gilbert's best man, Bob Green and Hazel's three bridesmaids stand solemnly by.

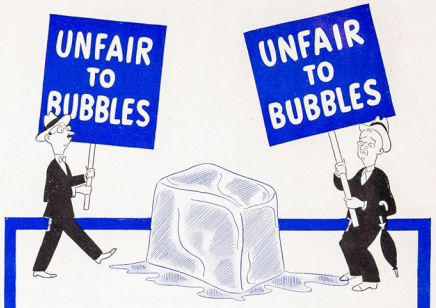
Mr. and Mrs. Gilbert Dove walk nervously down church aisle. Soon after the wedding ceremony Hazel returned to John Brown's, changed into her going-away clothes.

The wedding picture, including 80 guests and bride and groom (*in doorway*), is taken in front of the Sunny View Methodist Church. Note the dog in the front row.

Bride's bouquet was caught by her sister Jerry, 17. Despite tradition Jerry is pessimistic as "boys don't pay her much mind because she looks too much like a kid."

Bride cuts wedding cake outside church. Cake was one of three bought by Hazel's father at Blue Diamond Coal Mines commissary. There was enough for everyone.

Honeymoon begins when Mr. and Mrs. Dove stroll casually away from their guests, hike 6 miles to pick up car in Eagan, Tenn. and drive north looking for livelihood.



[ESPECIALLY IN JULY]

What happens when ice melts? Your highball gets a drink of "bubble-less" water. To keep its sparkle, your highball needs Sparkling Canada Dry Water It's supercharged with millions of tinier bubbles. . . keeps drinks lively no matter how fast the ice melts!

P.S. Drink a glassful anytime it's good for you.

GIVE YOUR SUMMER HIGHBALLS THIS LIFE PRESERVER

Convenient sizes
Convenient prices

Sparkling
CANADA DRY WATER
The Club Soda with PIN-POINT Carbonation

LIFE
DAVE
FISH-EYE VIEW
PAGE 102
IN THIS ISSUE
THE DANGER OF WAR
AND OUR ABILITY TO FACE IT
CHURCHILL ON PEARL HARBOR
DEVELOPMENT OF THE BOMB;
PART 2 OF A SERIES
ATOMIC EXPLOSION
FEBRUARY 27, 1950 20 CENTS
YEARLY SUBSCRIPTION $6.00
REG. U. S. PAT. OFF.

Van Heusen CENTURY Shirt

new and revolutionary!

the shirt with the soft collar that

won't wrinkle ... ever!

Secret of the Century! It's woven in one piece. No sewn or fused layers to wrinkle. The fold line is woven in to stay . . . can't even be ironed wrong.

Both qualities in two collar models, single or French cuffs.

Century 100 *Regular collar*, **$3.95** Century 400 *Regular collar*, **$4.95**
Century 200 *Wide-spread*, **$3.95** Century 500 *Wide-spread*, **$4.95**

Perspiration won't wilt it! Soft collar of new Van Heusen Century keeps neat day thru night—*without starch!* . . . or without stays!

Laundering won't hurt it! Easy to launder—you can't even iron-in wrinkles. No starch, less ironing mean more wear, more comfort.

Patented one-piece collar! Has no lining—just *can't* wrinkle. Its smart "Comfort Contour" collar styling always gives a neat look.

Van Heusen REG. T. M.
CENTURY shirts

$3.95 and **$4.95**

A new shirt free if your Van Heusen shrinks out of size!

Phillips-Jones Corp., New York 1. Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts

FISH-EYE VIEW

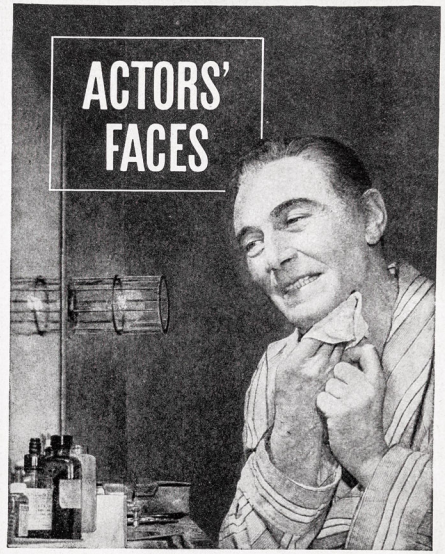
Michigan perch get rare look at ice fishermen

This winter the coming of ice to Tawas Bay in northern Michigan brought the erection of a strange and colorful town. Called "Perchville" by its fishermen inhabitants, it consists of some 200 gaily decorated shanties (*p. 104*) stretching three miles out into the bay. Ardent ice fishermen who want to keep out of the bitter wind gather in these tiny shelters and drop their lines through circular holes cut in the ice, presenting the cozy appearance at right. Some catch perch with conventional poles and hooks, others come armed with forked spears which they jab at the fish swimming by. After spending several days taking pictures of the residents of "Perchville" staring down through the clear water at their quarry, an enterprising Detroit photographer named Joe Clark lowered his Speed Graphic in a plastic bubble to the bottom of the bay and got a startling fish-eye view of its would-be captors (*below*).

LOOKING UP through the hole, a passing perch could see this circle of intent human faces as three of its unsuspecting fellows swim near the dangling bait and the poised spears. Photographer Clark spent three shivering days getting this picture, which was taken from 6 feet below the surface of the water.

LOOKING DOWN THROUGH HOLE, FISHERMEN WATCH A FISH COME BY

CONTINUED ON NEXT PAGE



PAUL LUKAS, shown here in his dressing room, demonstrates how removing stage make-up can make an actor's face tender, extra-sensitive. That's the reason so many Broadway and Hollywood stars rely on Williams for easy-on-the-face shaving.

Actors' faces are extra-sensitive

But Paul Lukas finds shaving with WILLIAMS' NEW "EXTRACT OF LANOLIN" CREAM helps keep his face looking young and healthy

● Just since our father's day, science has added 16 years to our lives! To make the most of these valuable years, more and more men are taking a *young man's* care of their appearance.

This is especially true in the theatre —for actors, more than any other group of men, must look their young, healthy best at all times.

But wearing and removing heavy stage make-up leaves actors' faces extra-sensitive—tends to coarsen and dry out the skin. This means painful discomfort in shaving and can actually lead to wrinkled, old-looking skin.

REMARKABLE NEW INGREDIENT

To help actors—and other men with sensitive skin—maintain a young and healthy appearance, the J. B. Williams Company has developed a method of adding an amazing new substance to Williams Shaving Cream. This new ingredient, Extract of Lanolin, closely resembles the natural oils of the skin.

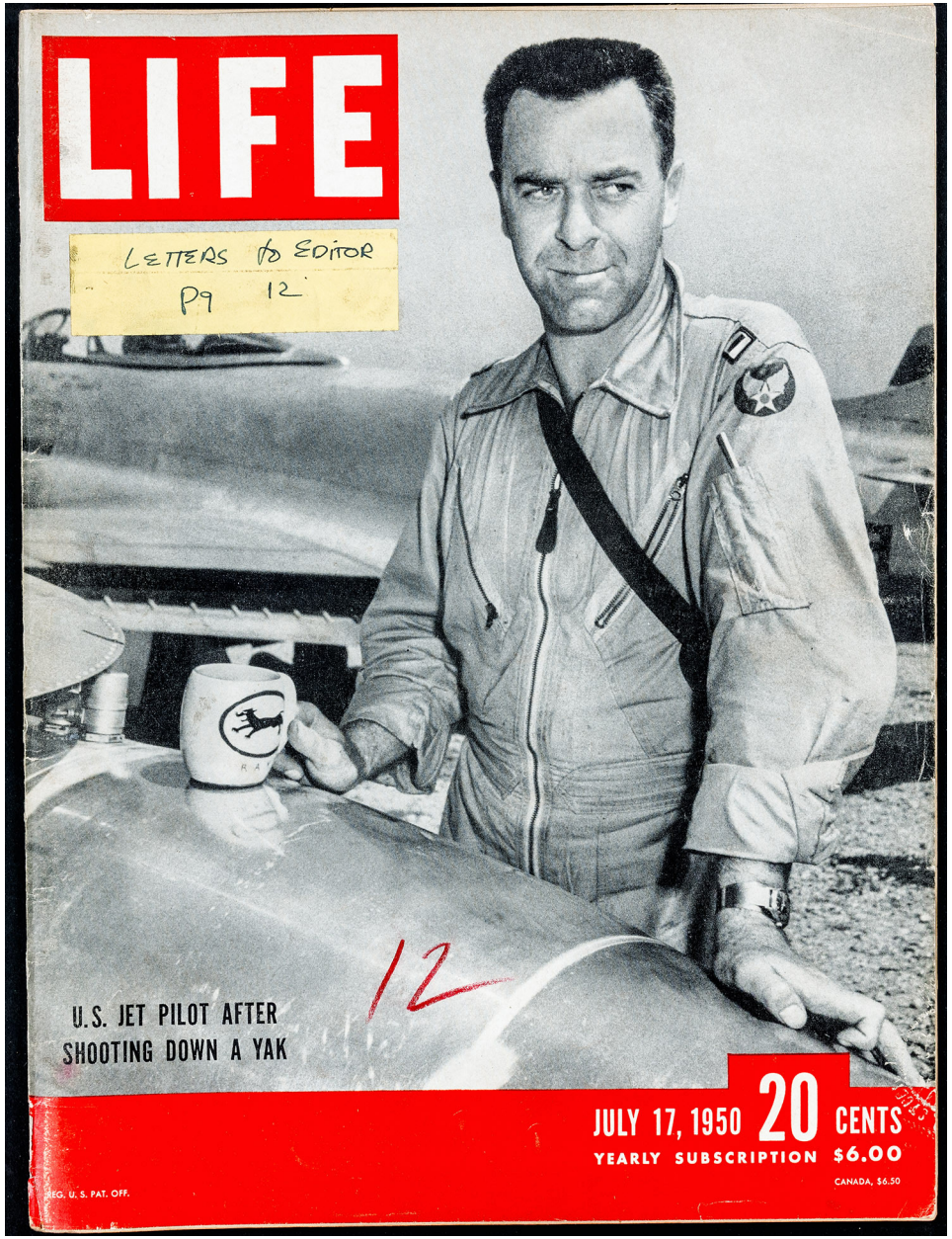
It helps protect the face against excessive dryness, daily blade scrape—even hot and cold weather conditions.

Enriched by this remarkable new substance, Williams Shaving Cream gives you the thorough facial preparation necessary for a good shave. Williams' heavy, wet lather reduces the hardness of each wiry whisker by as much as 60%! It makes whiskers so soft they come off with the minimum of pressure on your razor.

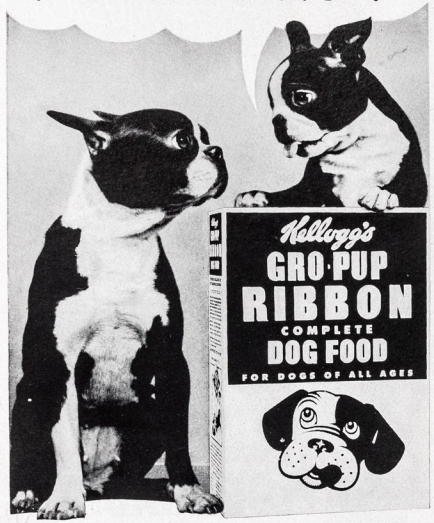
YOUNG-LOOKING SKIN

Now—every time you shave with the New Williams Shaving Cream—you give your face the benefit of Extract of Lanolin, which helps preserve the youthful qualities of the skin. *Williams is the only Shaving Cream containing Extract of Lanolin.*

If you're an executive, a salesman, a doctor, lawyer or actor—or hold any sort of responsible position calling for a well-groomed look from morning till night . . . or if your face is sensitive to the sharp cutting edge of your razor . . . you'll want to start using this remarkable new shaving cream right away. **You'll find the New Williams at better drugstores and toilet goods counters everywhere. Buy a tube today.**


LIFE
LETTERS TO EDITOR
P9 12
12
U.S. JET PILOT AFTER
SHOOTING DOWN A YAK
JULY 17, 1950 20 CENTS
YEARLY SUBSCRIPTION $6.00
CANADA, $6.50
REG. U. S. PAT. OFF.

I SAW IT FIRST!



Build a bouncy, happy dog with "COMPLETE DINNER" Gro-Pup!

SO COMPLETE YOU NEED ADD NO MEAT!

A REAL "NUTRITION WALLOP" in every bite of "complete dinner" Gro-Pup! So completely nourishing no other food need be added. Gro-Pup is rich in muscle-building *protein* . . . the right amount of wholesome fat for glossy coats . . . quick-energy *fuel foods* . . . every essential vitamin and mineral!

AND YOU SAVE UP TO 40% over most canned dog foods by feeding Gro-Pup Ribbon . . . as much as $1.00 a week! Saves work too, no mixing, no can openers, no refrigeration! For a healthy, sleek-coated, red-blooded pal—feed Gro-Pup!

TESTED AMERICAN VETERINARY MEDICAL AND ANIMAL HOSPITAL ASSOCIATIONS APPROVED

GRO-PUP IS THE FIRST dry dog food to be awarded this seal of approval as a *Complete Food*.

FOR DOGS OF ALL AGES, SIZES AND BREEDS
GREAT FOR CATS TOO!

LETTERS TO THE EDITORS

CONTINUED

LAZY MAN'S MOWER

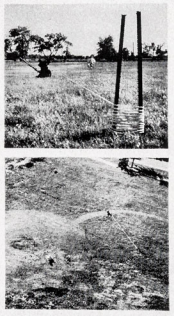
Sirs:

Cheaper by far than the electronic device for the "Lazy Man's Mower" (LIFE, June 26) is a long piece of cord, a couple of homemade wood or metal stakes and *any* power mower.

Procedure is as follows: Push your stakes into the ground in the center of the area to be cut, spacing them slightly less than half the width of swath which the mower cuts. Attach one end of the cord to one of the stakes, and the other end to the front of the mower just ahead of the centerline of its wheels. Start the mower and let her run. As these pictures show, the mower will run in a spiral, gradually winding itself up on the stakes.

ATHEL F. DENHAM

Detroit, Mich.



DENHAM'S MOWER

RIGHT OF PETITION

Sirs:

There is nothing illegal or improper in lobbying as such ("The Right of Petition," LIFE, June 26). Indeed, it is helpful to the Congress, so long as it is openly conducted with full disclosure of its financial supports. My questionnaire to representative business corporations, labor unions and farm organizations is to ascertain expenditures by such groups in connection with legislative issues. The committee is not out to "get" anyone. It is out to get the facts on a voluntary cooperative basis, and the responses for the most part are straightforward and conscientious.

FRANK BUCHANAN
(Rep., Dem., Pa.)
Chairman

House Select Committee on Lobbying
Washington, D.C.

FLYING SAUCER

Sirs:

My guess is that Farmer Trent (LIFE, June 26) told his boy to climb up the silo all the way to the top and then toss the can cover, kinda pebble-tossing-like, into the air. Then he shot the picture. Nothing dishonest about that.

RUDOLPH BARABAS

Footville, Wis.

CONTINUED ON PAGE 14

Year in and year out you'll do well with the HARTFORD

—all forms of fire, marine and casualty insurance and fidelity and surety bonds.

See your Hartford agent or insurance broker

HARTFORD FIRE INSURANCE COMPANY
HARTFORD ACCIDENT AND INDEMNITY COMPANY
HARTFORD LIVE STOCK INSURANCE COMPANY
HARTFORD 15, CONNECTICUT

TUMS for the tummy

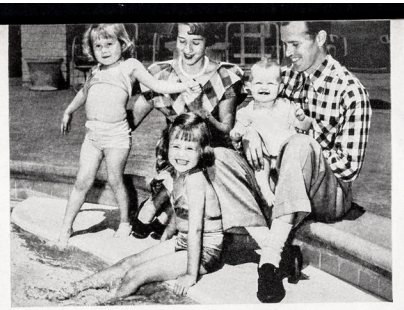
Help bring NATURAL SLEEP

Don't take sleeping pills or habit-forming drugs when you can't sleep. Take a couple of Tums before retiring. Tums neutralize heartburn, gas of acid indigestion that frequently cause sleepless nights. Soothe, sweeten stomach so you can go to sleep quickly; sleep all night—wake up in the morning feeling wonderfully refreshed. Get Tums from your druggist today. Only 10¢ a roll; 3 roll package a quarter.

EAT LIKE CANDY TUMS 10¢ STOMACH DISTRESS

NEED A LAXATIVE TOO?
Try a 25¢ Box Nature's Remedy NR TO-NIGHT TOMORROW ALRIGHT

TO WASHINGTON on business flies Bernard P. Day, New York real estate executive. He says, "We couldn't conduct our nation-wide business without flying. It's so fast, comfortable and economical!"



BESIDE THE POOL of California's world-famous Miramar Hotel, the Harold Lanhams of Watertown, New York, enjoy their vacation with daughters, Katie, Susie and Jamie. "Flying is the only way to travel with children," says Mrs. Lanham. "It's so easy, so clean and such wonderful fun!"

BACK HOME to Geneva, Illinois, fly the Athertons of Claremont, California. "We prefer the Douglas DC-6," says Mr. Atherton. "It's the finest transport of all—and flying means more vacation days."

S-T-R-E-T-C-H YOUR TRAVEL DOLLARS ... FLY!

PAA SPACE · NATIONAL AIRLINES · AA · UNITED AIR LINES · Delta · BRANIFF International AIRWAYS · Fama · LAI · SARENA · SAS

Get there sooner... stay longer...
flying saves you time, trouble and money, too!

No need to tell young folks that flying is the modern, swift, *economical* way to travel. And it's truly amazing how many older folks are now having the time of their lives going everywhere in the world by air.

It's so easy . . . so comfortable . . . so clean! None of that overnight fuss and nuisance of changing clothes in cramped quarters. No standing in line for meals—you get delectable, full-course meals *free!* And tipping is not allowed.

You're only a few hours from any place in the U.S.A. And the swift, four-engine Douglas DC-6 provides the utmost in luxury travel by air. Great soft armchairs and panorama windows . . . sweet, fresh air that's always the right temperature and pressurized for "sea-level" comfort.

No wonder more *experienced* travelers prefer the DC-6 to any other modern air transport. Plan now to go by air—to save time and money . . . to have the time of *your* life!

DOUGLAS AIRCRAFT COMPANY, INC., SANTA MONICA, CALIFORNIA

MORE PEOPLE FLY MORE PLACES BY DOUGLAS

30TH ANNIVERSARY YEAR

LIFE
STIR - OFF
15C - 160
TOP BACK
ON A TOP TEAM
KYLE ROTE
REG. U. S. PAT. OFF.
NOVEMBER 13, 1950 20 CENTS

KISSING GAME DELIGHTS BYSTANDERS

Stir-off Time in Tennessee

FUN STARTS IN HILLS AS MOLASSES BOILS

Sometimes the thin column of smoke rising in the clear autumn air of the eastern Tennessee mountains signals the start of a "stir-off." Other times the word simply gets around that the head-high sorghum on some farm has been cut and squeezed and the juice set aboiling to make molasses. This means it is time for a party.

As evening approaches and darkness surrounds the steaming sorghum pots, the neighbors begin to arrive. At first they just watch the stirrers churning the thick, heavy mass and ladling, or "stirring off," the impurities. Then someone with a guitar starts strumming and couples start hopping and skipping on the used-up sorghum stalks. To the God-fearing mountain people dancing as such is sacrilegious, but games involving singing and informal dancing are quite proper. Inevitably the older children start a kissing game, in which a circle is formed and a girl runs around it, tags a boy and then tries to get all around to his place again before he can catch her. If he catches her, he may kiss her. "Tennessee gals," declares one observer, "can run fast, but they can get their feet tangled up something terrific at the right time." Around the edges of the party the older people sit and swap stories, and the younger children dash about in the darkness spying on couples who have wandered off. Most of these pictures were taken at Fred Whitaker's farm about four miles southwest of Cumberland Gap, Tenn.

Around midnight the music suddenly stops and people drift home. The stirrers stay on to watch over the pots. If they are lucky, the rich, sticky solution will reach the right consistency by morning, and the molasses will be done.

GIGGLING GIRLS stand transfixed as they suddenly come upon a boy and girl kissing in darkness.

STIRRING OFF, Dolly Goins pours a ladleful of steaming molasses back into the sorghum pot as 7-year-old Douglas Clark casts a critical eye over the process. Ladle has holes in its bottom and works like a sieve, straining out sediment bit by bit. This picture was taken at farm belonging to Hugh Vancel, a Baptist preacher.

CONTINUED ON NEXT PAGE

New! CHOCOLATE MINT PATTIES *in miniature!*

Delicious and nibble-size!

Actual size

If you like chocolate covered mint patties, you'll love *tiny* Junior Mints . . . Creamy peppermint center, covered with S-M-O-O-T-H dark chocolate. M-m-m! M-m-m! So inexpensive, too!

Try Junior Mints real soon. In the 5¢ "Get Acquainted" box or in the large size "Economy Pack."

At most candy counters and food stores everywhere!

NOBODY MAKES THEM BETTER THAN **Welch!**

WAGONLOAD of kids arrives at stir-off site, usually a flat place near sorghum fields.

"SOP STICKS," used stalks dipped into the molasses vat, have a sweet taste and can be sucked like candy.

WALLFLOWERS, old enough to be kissed and young enough to worry that they are not, sit by glumly.

SOFT FIBERS, left on the ground after grinding, make a springy mat for acrobatics.

SINGING GAME, which is really a kind of square dancing, starts with the kids joining hands in a circle and dancing around singing mountain ballads.

CHASE in game starts as boy in circle (*left*) tries to trip another (*foreground*) for running after his girl.

CONTINUED ON NEXT PAGE

Chocolate Covered Cocoanut Bars

(SEE RECIPE BELOW)

Chocolate Covered COCOANUT BARS

1 cup packaged, sweetened moist cocoanut (chopped fine)
2 cups granulated sugar
¾ cup fresh sweet milk
1 tablespoon light corn syrup
1 tablespoon dairy fresh butter
1 teaspoon vanilla
2 tablespoons marshmallow
½ teaspoon salt
1 lb. semi-sweet chocolate

Stir sugar, corn syrup and milk in saucepan over fire till dissolved. Cover and cook to medium soft ball (240°). Remove from heat and add butter, stirring only enough to blend. Pour on cold wet platter. When lukewarm (110°) beat with spatula until thick and creamy. Mix in salt, vanilla and marshmallow. Knead in cocoanut and form into bars. When cool, cover with melted semi-sweet chocolate. Makes 16 bars.

NOTE: This is a special recipe for home use.

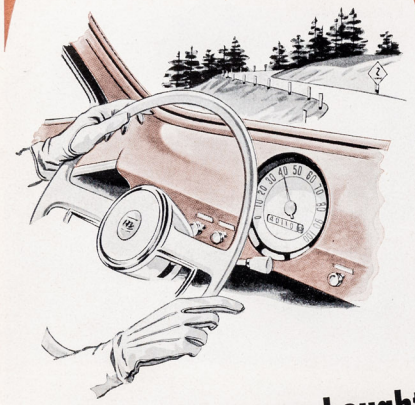
But why make them yourself when nobody makes Cocoanut Bars better than Welch!

S-M-O-O-T-H creamy cocoanut center, generously coated with thick, dark chocolate. Good? *You'll* say it is!

© 1940 JAMES O. WELCH CO.

NOBODY MAKES THEM BETTER THAN **Welch!**

as the miles
pile up and UP!



keep the power you bought

Forget the year your car was born . . . or the mileage you've piled up. How it runs today is what matters. That's up to the motor! Treat your motor to the world's best oil . . . 100% Pure Pennsylvania Motor Oil . . . and listen to its purr of thanks as the miles keep piling up! Wherever you go, you'll get there on less oil.

BUY 100% PURE
PENNSYLVANIA
MOTOR OIL

Guaranteed 100% PURE PENNSYLVANIA OIL — Made from the lighter grade crude oil in the world

For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our Association.

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania

SELF-PORTRAIT PLUGS HILLBILLY THEME

JOE CLARK, H.B.S.S.

Joe Clark, who lists himself in the Detroit telephone directory as "Clark Joe HBSS" (for Hill Billy Snap Shooter), was born and raised in the Tennessee mountains not far from where he photographed the "stir-off" on the previous pages. Joe's formal schooling was abruptly terminated after the fourth grade, when he and a friend, sent out of the school building to cut wood, inserted some gunpowder in a log which, when it exploded, burned down the schoolhouse. Joe then took a correspondence course in carpentry and worked several years on construction jobs in the mountains. But in 1932 he grew restless and moved to Detroit, taking a job as watchman. His first ambition was to be an author, but when some pictures he took with a borrowed camera on vacation were printed by the Detroit *News* he decided to become a photographer. Although he has since built up a profitable photography business in Detroit, he has never tried to be anything but a transplanted hayseed. Now and then he sends out a corny advertising shot of himself (*above*) which belies the fact that he long ago outgrew a Brownie. Last year Joe insisted on naming his newborn son June Bug, an old family name shared by Joe's brother, and it was only after several days of arguing that his Detroit-born wife persuaded him to settle on Joseph Wade June Bug Clark. Every chance he gets, Joe heads for the Tennessee hills to record the mountain customs before they die out. His kinfolk—the boy on page 157 is his nephew—and his old friends are usually glad to see him although they call him a city slicker and went along with his gag by having him thrown in the local jail for wearing shoes.

CLARK'S CAR is forced off a narrow lane near stir-off. Clark drove around mountain country for three weeks looking for stir-off parties to photograph.

"I lived in Milwaukee, I ought to know...

Blatz is Milwaukee's Finest Beer!"

says Osa Johnson
world-famous jungle explorer and director of "JUNGLE VOODOO"

"Yes, I've done a little 'exploring' in Milwaukee as well as in jungles all over the world," says Osa Johnson. "I summered there for eight years and, naturally, tried *all* Milwaukee's best premium beers. So I *know* Blatz is Milwaukee's *finest* beer. It's my favorite . . . and Milwaukee's favorite, too!" Yes, *official figures* show that Blatz is the *largest-selling beer in Milwaukee and all Wisconsin*, too. Try Blatz Beer, today!

Now planning her thirteenth trip to the jungle, Osa Johnson will make full-color motion pictures of big game. She also plans to explore the fabled Ituri Forest, which she was the first white woman ever to enter.

Take a tip from Osa Johnson. Ask for Blatz at your favorite club, tavern, restaurant, package, or neighborhood store. It's Milwaukee's *finest* beer!

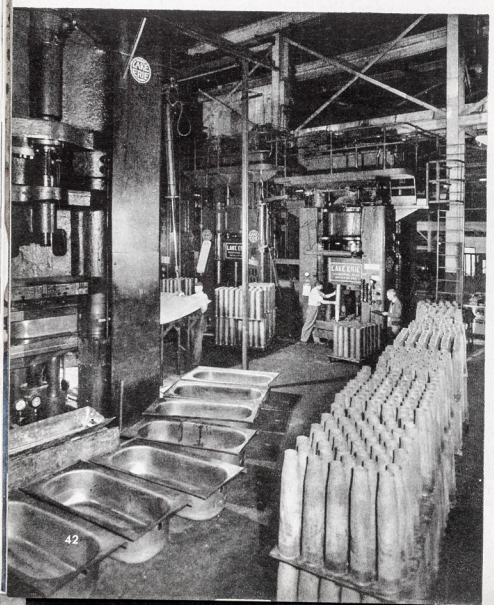
Blatz
BETTER TASTING BEER FOR THE 99th YEAR

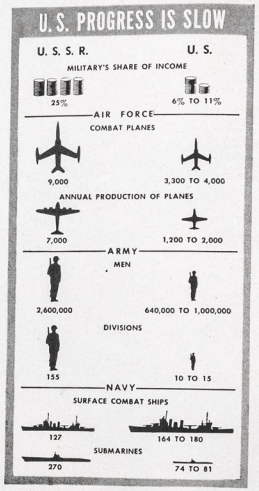
Blatz is Milwaukee's
First Bottled Beer!

© 1950, Blatz Brewing Co., Est. 1851 in Milwaukee, Wis.

LIFE
WHAT MOBILIZATION
Pg. 42
EVA PERON
LILLI PALMER
AND REX HARRISON
20 CENTS
DECEMBER 11, 1950
CIRCULATION OVER
5,200,000
REG. U. S. PAT. OFF.

WILLYS PLANT in Toledo (*above*), veteran jeep maker, turns out about 450 jeeps a day. Up to last Monday only five of these have been for the military. Now they are producing 50 military jeeps a day. The Norris Company near Los Angeles, which was one of the first companies to win its "E" in World War II, had held few military contracts up to last July. Its output is divided between bathtubs (*left, in the picture below*), shell cases (*right*) and some restricted war items.





COMPARATIVE CHART brings earlier estimates (LIFE, Feb. 27, 1950) up to date. Using best available data, it shows U.S. mobilization has long way to go.

WHAT MOBILIZATION?

Industry waits for orders which are few and slow

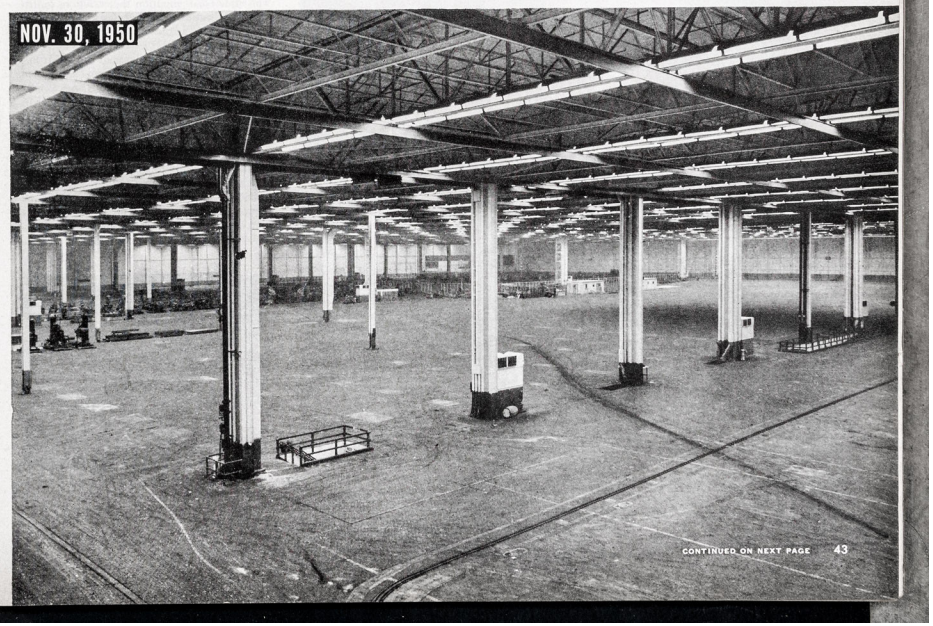
If war came, how ready was the great U.S. industrial machine? Last week the answer to this question became as critical as a life preserver when a torpedo strikes. And the answer was: the U.S. wasn't ready at all.

The nation's capacity to produce had doubled since Dec. 7, 1941 and it had a huge team of veteran production men. But only a comparatively small number of them had received explicit orders or letters of intent, because Washington's planners had not yet made up their minds what the national defense objectives should be. Although the U.S. appropriated $30 billion for arms immediately after the outbreak of the Korean war, it had committed less than half that sum through orders. It was producing 100 million tons of steel a year (against 67 million in 1940), but virtually all was being channeled into civilian production for lack of military orders. The U.S. now had synthetic rubber, but some of the plants still were inactive; a new 1,500 Liberty ship fleet, but it was largely in moth balls; some designs for new planes and missiles but mostly on the drawing boards.

Above all this loomed the sickening fact that before weapons spew forth they must be blueprinted, factories converted, machine tools built and installed, work crews trained. Strikingly illustrating that was the Cadillac tank program (*opposite page*), begun last July, which may not produce its first tank before next July.

Time was not the only U.S. shortage. Manpower was short. As of last September a third of the nation's industrial areas had no labor surplus at all, and the draft had not yet begun taking deep bites. Power was short; it was estimated at year's end electric reserves would be a scant 8% instead of a safe 15%. And while the government was trying to stock-pile quantities of war-vital materials like manganese, cobalt, tin and nickel (which are obtained almost entirely from other countries), it was still permitting greater quantities of most of them to be used up by civilian production. There was no question that Congress would give Harry Truman the $18 billion that he asked last week for additional defense. The question was whether, once provided, it would be spent quickly and efficiently enough to overtake the enemy's tremendous head start (chart, *above*).

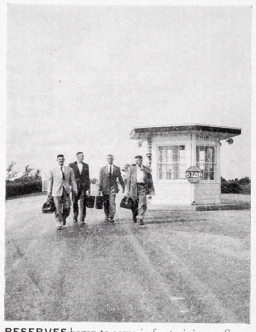
FISHER BOMBER PLANT in Cleveland, whose 1,673,000 square feet of work space was used for building B-29 components in World War II, was selected for fulfilling General Motors' first major war contract. Its Cadillac division, which had built tanks before in World War II, was designated last July 21 to make $110 million worth of new light tanks. At that time Commodity Credit Corporation had 19½ million pounds of beans stored in it (*above*). Cadillac assigned a crack production team to the job. In response to a plant hiring announcement on Aug. 21, a crowd of 8,000 besieged the plant, so eager for war jobs that military police had to restrain them. Six hundred suppliers were alerted. Presently the beans were cleared, production lay-outs planned, tools ordered. But because of the inevitable lag between planning and production, much of the floor space last week still yawned emptily (*below*) for machine tools that would not be available for weeks.



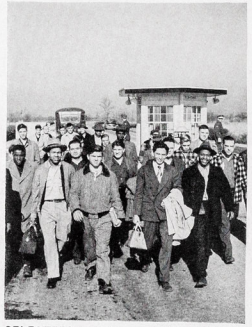
CONTINUED ON NEXT PAGE

SEPTEMBER

REACTIVATING CAMP in September machine at Breckinridge harvests the corn which farmers had grown on land leased from the government. Soldiers pitched in with machetes to speed up the process.



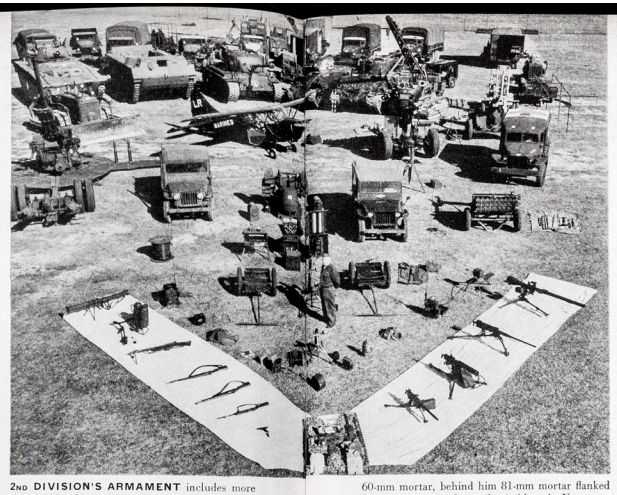
RESERVES began to come in for training on Sept. 19, four days after the camp had been made ready.



SELECTEES now arrive at rate of over 300 a day, but camp's capacity will not be reached for months.

NOVEMBER

ON DRILL FIELD selectees march to cadence, learning to form a company front. They constitute 2% of the trainees. At Breckinridge they get basic rifleman's training and then go on to a tactical unit.

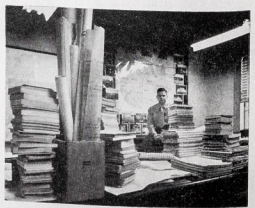


2ND DIVISION'S ARMAMENT includes more than 2,000 radios, 4,000 vehicles and 20,000 weapons. Above are samples along with division commander, Maj. Gen. R. A. Robinson. On V left to right are a 3.5 bazooka, flame thrower, Browning automatic rifle, two M-1 rifles (one with grenade launcher), a carbine with grenade launcher, .45 pistol, field clothing, light and heavy machine guns, .50-cal. machine gun, 75-mm recoilless rifle. Off edge of V are rolls of wire, telephones, radios. In front of general is 60-mm mortar, behind him 81-mm mortar flanked by mortar carts in front of switchboards. Next row: 90-mm AA gun, radio jeep, .50-cal. AA gun, jeep, rocket launcher. Next row: bulldozer, spotting plane, 155-mm howitzer, ambulance. Next to last row: armored amtrac, troop-carrying amtracs, Pershing tank, Sherman tank, tank recoverer, crane, 105-mm howitzer, shower, trailer generator. Last row: four 6x6 cargo and fuel trucks, a radio van, surgical trailer, two trucks, floodlight trailer, shoe-repair trailer.

MANPOWER IS LOW

The same bleak situation that exists in industrial mobilization also pervades military mobilization. In its current plan the U.S. will have produced by June 1951 only a handful of troops compared to those of China and Russia. It has not yet called up enough men and officers to fill its existing training centers. Camp Breckinridge (*left*) in Kentucky was reactivated in mid-September when the Army was permitted to accelerate slightly its mobilization program. Since then only 6,334 trainees have straggled into Breckinridge although the camp has the facilities to handle 22,000.

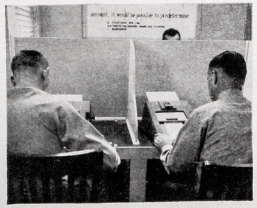
What makes the situation worse is the formidable length of time it takes to train and organize the manpower into divisions. The division is a sprawling complex of men and machinery, manned by from 18,000 to 20,000 troops,



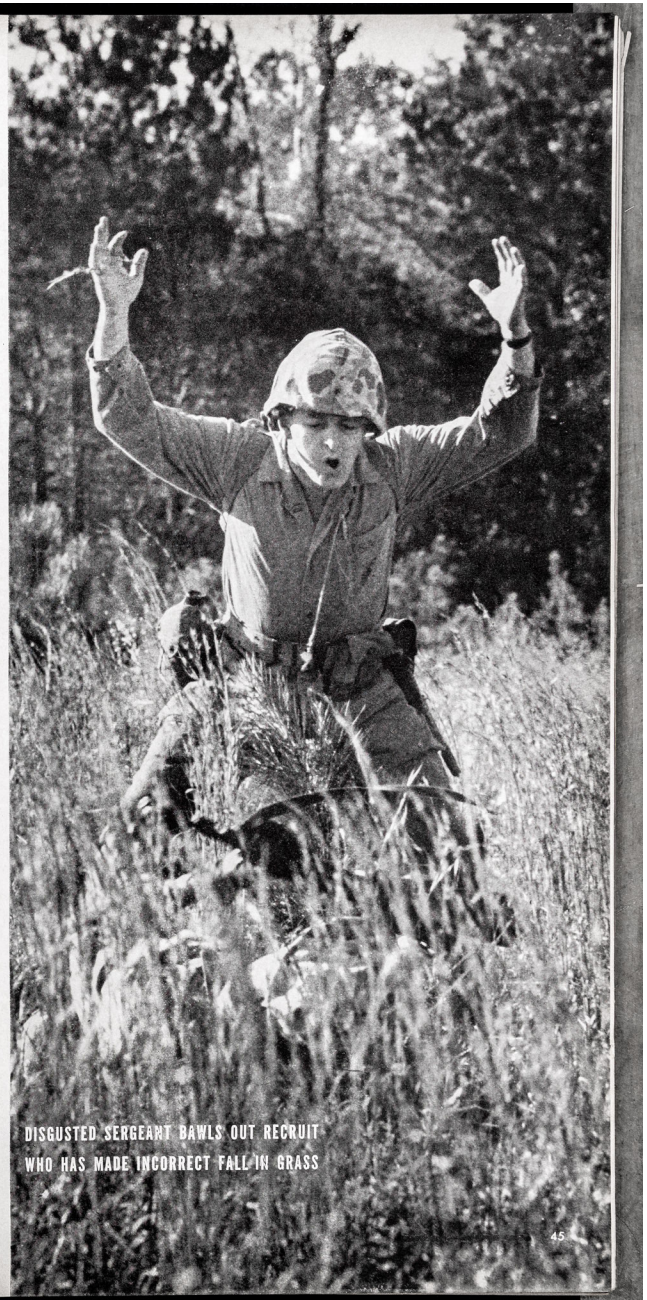
MAPS AND MANUALS in 2nd Marine G-3 office show the immense detail of paper work and planning.

TRAINING IS LONG

with a vast array of equipment ranging from shoelaces and sewing kits to thousands of weapons of all kinds and calibers. Even for a compact, efficient organization like the U.S. Marine Corps, the problem of molding these elements into a mobile fighting force is a tremendous job. At Camp Lejeune, N.C. the 2nd Marine Division is now in training. Staffed by regular officers, it has a high proportion of reserves, most of them World War II veterans. Its recruits have had a preliminary but notoriously effective eight-week workout at boot camp in Parris Island, S.C. More, the division has stepped up its training program to an emergency status. But, even under these conditions, the time necessary to ready the 2nd stands at a minimum of five months from the day that the last battalion of recruits was marched into the camp.



RAPID READING is learned by supply officers who must plow through reams of written material.



DISGUSTED SERGEANT BAWLS OUT RECRUIT WHO HAS MADE INCORRECT FALL-IN GRASS

EDITORIAL

THE PROSPECT IS WAR

THE FINAL INITIATIVE IS LEFT TO OUR REAL ENEMY, BUT IN ASIA WE STILL HOLD SOME TRUMPS

The news is of disaster. World War III moves ever closer. War with the armies of Communist China is a fact. Our forces in Korea are caught in a cruel trap. Our leaders at home are frightened, befuddled and caught in a great and inexcusable failure to marshal the strength of America as quickly and as strongly as they ought to have done in recent months (*pp. 42, 43*). Our principal allies in the U.N. are uncertain, unready, anxious to buy the appearance of peace at almost any price if only the enemy will make a deal. Our underlying policies, in the U.N. and in Asia, are exposed for what they have always been —fallacies born of the enormous fallacy that the Communists of Asia are not our enemies. Talk of using the A-bomb is heard as it has never been heard before.

The cold voice of hate

So says the news. But, in this hour of mortal choice, all that is not the heart of the news. The heart of the news is that at last we know —we really know—our enemy.

We know that our enemy is the Soviet Union. We know that the Chinese Communist armies assaulting our forces in Korea are as truly the armies of the Soviet Union as they would be if they wore the Soviet uniform. Maybe most of us thought that we knew this before. It has been said before. But never as it was said last week, by President Truman in Washington and by his spokesmen at Lake Success, with the knowledge and the certainty forced upon us all by the facts of Korea and by the enemy's cold voice of hate and purpose at the U.N. Overnight a little stranger named Wu, the leader of the Communist delegation from Peking, did for us what we could never quite do for ourselves. He made us see and acknowledge the truth about the Communists of Asia. With a single speech to the Security Council (*pp. 40, 41*), he laid naked the total enmity of Chinese Communism, its total purpose to seize all Asia, its total identity with Soviet Communism and its total dedication to the Soviet program of world conquest. Let thanks go out to General Wu Hsiu-chuan of Peking, who put it on the line for all to see.

For all to see? President Truman, naming our enemy and saying there would be no surrender, spoke as if he saw it. Secretary Acheson, sponsor and practitioner of the fallacies now exposed, permitted the Americans at Lake Success to speak as if they saw it. Our pallid Allies, the British, previously so sure that peace could be bought from the Communists in Asia, seemed to understand now that only time could be bought—maybe.

Whether our own leadership is equal to the task remains to be seen. If there be any among our leaders who still refuse to perceive the naked facts of conflict, let them go now. If they do not go, let them be driven out by dismissal, by impeachment, by any means required to fit our government for the struggle abroad and for the effort which must be made at home. If our Allies believe that time may be bought, let them try. But if they refuse to perceive the naked facts, if they propose again to buy the peace that cannot be bought, let them be left to the compelling pressure of events. Whatever our Allies may propose, the anti-Communist alliance depends as never before upon American power, American purpose and American leadership. If all three are provided and asserted in full measure, the alliance will not fail.

A gamble for time

Having recognized our enemy, what then? The answer offered by President Truman is, in effect: we do not let our recognition of the enemy draw us into unlimited war, which means atomic war, with the Soviet Union now. Instead we play for time to marshal our power and face the enemy where he has chosen to strike us—in Asia. No more than this may be expected of our government and of our Allies now. Granting this, let no one forget the immense gamble inherent in this position and let no one toy with any illusions about it. It is not a matter of morals, this decision to leave to the enemy the initiative in using the ultimate power of the A-bomb for ultimate purposes. It is a matter of fallible calculation, the calculation of our leaders that the A-bomb cannot be conclusive and that the principal effect of our using it now would be to start the final war before we and our Allies are set to win it. If this calculation is correct, any lesser use of the A-bomb taking unlimited risk for limited purposes, would be an inconceivable folly.

The immediate theater is of course Korea, and it may soon be mainland China. There is talk of refusing to undertake war with China, of refusing to "fight the proxies." All men of good will abhor the thought of war with China. But at this juncture Americans must keep the facts straight. First, there are no proxies in the armies of Communism. Second, we do not "want" war with China. The Communists force war upon us. Until and unless they cease to do so, there will be no possibility of peace with China. These are the facts, and the prospect is war.

We face the prospect with fear, a fear that is justified by all that we have been told of the Chinese Communists. We think of war with their mass armies as a profitless and fatal drain upon our capacity to fight elsewhere. The visible facts of Korea, past and present, would seem to justify these fears. To Americans, fed for so many years upon the pap of Communist invincibility and given little or no hint that war with Communist China does not necessarily entail involvement with its mass armies, any suggestions to the contrary may seem to be wishful optimism of the worst sort. Nevertheless there is reason to believe that the fears are unfounded, that we can sustain any war the Chinese Communists force upon us without being fatally weakened on other fronts. To do so will require a firmness of choice, a courage of decision, a kind of intelligence sadly missing from our past performance in Asia. But it will require nothing that is impossible for us if our leadership is up to the high mark now required.

Whether our forces continue to fight in Korea will be decided by events. In any case we must wage any war against Communist China principally from the greatest strategic asset we possess in Asia—the perimeter of islands provided by Japan, Okinawa, Formosa and the Philippines. Air attack and naval blockade based upon these positions have their limitations, of course; very probably they cannot be decisive. But these positions and the warfare to be waged from them also have advantages. Above all, and provided that we have the sense and courage to exercise it, we and not the enemy will possess the saving power of choice as to where we fight, what enemy moves and what situations we do and do not undertake to meet. Secondly—and this is the point for worried Americans and their military commanders to grasp now—mainland China under any regime is peculiarly vulnerable to air attack and to air and naval blockade. Parts of its internal economy rest to an important extent upon its coastal ports and communications, and upon the few thin lines of rail and river transport which connect the coast with the interior, South China with North China. In the judgment of authorities, military and civilian, who have studied the possibilities and the limitations of this form of warfare, the internal structure and military capacity of Communist China can be crippled and conceivably may be shattered by the kinds of action open to us from our perimeter. Finally, any war with Communist China will not be waged by us alone, nor by air and sea alone. There are the Chinese Nationalists and their sizable military forces on Formosa, toward whom our policy of restriction and hostility must inevitably change. There is in China the makings of a formidable resistance to the Communists—unassessed, untried, dispersed and ill-supported—but nonetheless there. It has been ignored, discouraged and all but starved out because of a general reluctance to "reactivate" the civil war which the Communists supposedly won in 1949. Given war with Communist China, it is now for us to recognize these anti-Communist fighters, support them and guide them and find out whether—as they claim and as some of our best observers in Asia believe—they can deprive the Communists of South China.

Our strength is at home

The American people and many of our leaders are not prepared for these possibilities and this warfare. But the warfare is upon us; the possibilities lie before us. We must never forget that the real war is with our real and now recognized enemy. We must never forget that what we can do in Asia and elsewhere depends first of all on what we do at home to prepare for the ultimate war that our real enemy seems determined to force upon us. Let no man say that whatever may be in store is too much for our country and for all who look to us now.

LIFE
the Long Count
Pg 25-26
LDREN
OLOR
20 CENTS
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CIRCULATION OVER
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25-26

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MICHIGAN STATE TROOPER STANDS GUARD OVER BALLOT BOXES (LEFT) CONTAINING DISPUTED BALLOTS AND PILE OF BIG KEYS REQUIRED TO OPEN THEM

THE LONG COUNT

Five weeks after Michigan voted, "Soapy" Williams learns he won

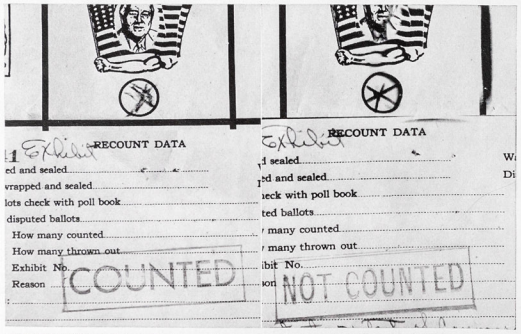
Five weeks after Michigan dutifully trooped to the polls and marked 1.9 million ballots to elect a governor, it found out who the governor was. First unofficial returns had indicated the winner was former Republican Governor Harry F. Kelly who departed, temporarily blissful, for a Florida vacation. But the final canvass showed the winner, by a microscopic 1,152 votes, was Democratic Incumbent G. Mennen ("Soapy") Williams. The Republicans, hoping they could invalidate an average of one Williams vote in each of Michigan's 4,361 voting precincts, demanded a recount. The theory proved right but the recount turned up another kind of boner (*next page*), as a result of which Soapy's lead lengthened steadily. Last week disconsolate Republicans called off the expensive, back-firing recount before it was finished.

CONTINUED ON NEXT PAGE

FACES OF ELECTION OFFICIALS, ABOUT TO OPEN A ROLL OF BALLOTS, REFLECT THE RECOUNT TENSION

HAIRS WERE SPLIT WITH VIOLENT EMOTION

For the recount Republicans assembled a $75,000 war chest and an army of 4,500 volunteer challengers on the theory that since many a Williams voter split his ballot, such ballots would contain many challengeable errors. They did (*below*). But as the tense, hairsplitting recount proceeded in Wayne County (*right*) and elsewhere, what Soapy lost by bad ballot marking he more than gained in the discovery of mathematical errors. One oleo-fingered election worker had included votes on a margarine measure in Kelly's total. As a result Soapy became the first Democrat in 36 years to win the governorship of Michigan in a nonpresidential year and—of enormous national importance—will appoint a replacement for Michigan's revered Republican statesman, Arthur Vandenberg, should he resign his Senate seat because of ill health.



TARGETS OF G.O.P. in challenging were ballots like these. Election rules say only an X can be marked within the circle. Vague X at left was accepted but mark at right was ruled a star and therefore invalid.

ONE ARGUMENT began over how ballots should be stacked on tables. What happened next is below.

ELECTION OFFICIAL (*center*) listens to Democrat argue (*left*) while a G.O.P. challenger glowers.

FLOOR MANAGER of recount is presently called in to arbitrate the trivial but loud and bitter dispute.

FINAL RULING is made by floor manager after which the ballots were gravely stacked on the table.

"This is the first time I ever liked listening to Crosby!"

says HOPE

HOPE:

For years, I've always stuck cotton in my ears whenever the Old Groaner opened his mouth. But now he's got something that sounds good. Really good. Let's hear it, kid.

CROSBY:

Thank you, Mr. Hope. You are kind, very kind. Ladies and gentlemen, this isn't a song. It's just a suggestion. This year, let's *all* give U. S. Savings Bonds for Christmas presents. They make wonderful gifts. Tell 'em about those bonds, Chisel Nose.

HOPE:

Gladly. It's all very simple—even Crosby understands how they work. In just ten years, they pay $4 for every $3 they cost. And they're appropriate for *everybody* on your Christmas list—young people, middle-aged people, and people as old as Crosby. Am I right, Bing?

CROSBY:

For once in his life the old Scene-Stealer *is* right. But seriously, folks, nothing makes a more welcome, more sensible present than U. S. Savings Bonds. And you can buy 'em in any bank or post office. So—

HOPE:

So why not give the very finest gift in America—U. S. Savings Bonds!

Give the finest gift of all... U.S. Savings Bonds

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LIFE
Great Churchies
pg. 81-82
TS
MORE THAN 50 PAGES OF PICTURES
CHARLES E. WILSON
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PRODUCTION
20 CENTS
JANUARY 1, 1951
CIRCULATION OVER
5,200,000

TOPEKA, KAN.

W. HARTFORD, CONN.

COLUMBUS, OHIO

FREISTATT, MO.

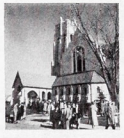
NEW KNOXVILLE, O.

AMES, IOWA

HOLLYWOOD, CALIF.

ORLANDO, FLA.

APEX, N.C.



MINNEAPOLIS, MINN.

MEMPHIS, TENN.

Great American Churches

'CHRISTIAN CENTURY' HONORS 12 PROTESTANT CONGREGATIONS

Just over a year ago *The Christian Century* magazine, an undenominational weekly, asked 100,000 Protestant ministers all over the U.S. to name the most successful churches in their area in 1) a large city, 2) a small city and 3) a village or open country. By adding up the votes and dividing the U.S. into four parts the editors produced 12 first choices. Then they sent a staff member to each church to find out what were the qualities that made each great. The results were published during the past year.

The 12 churches shown on these and the next six pages are astonishing testimony to the devotion of congregations and the leadership of ministers. More than this, they are heart-warming assurance of the nation's spiritual strength. The *Century*'s editors, pointing out that most U.S. churches have some of the qualities exhibited so fully by the 12, say, "Each serves the nation because it insists that the nation shall look beyond itself to those elements in its heritage without which it cannot be saved." There is no one formula which brings success to a church, although few succeed without a fine minister. The results of success are easier to measure: they are found everywhere in the community.

One of the 12, the Washington Prairie Evangelical Lutheran Church in Decorah, Iowa, is shown in its bucolic setting opposite. Serving a community of farmers of Norwegian ancestry, it encourages parents to bring their babies to church, requires children to face the congregation for questioning on the catechism, owns land which its pastor, Oscar E. Engebretson, helps farm. Most of its parishioners are quick to identify themselves with it. Said one of them, "It's like it was right here on my farm. It's the first thing I see every morning when I come out on my way to feed the hogs."

DECORAH, IOWA

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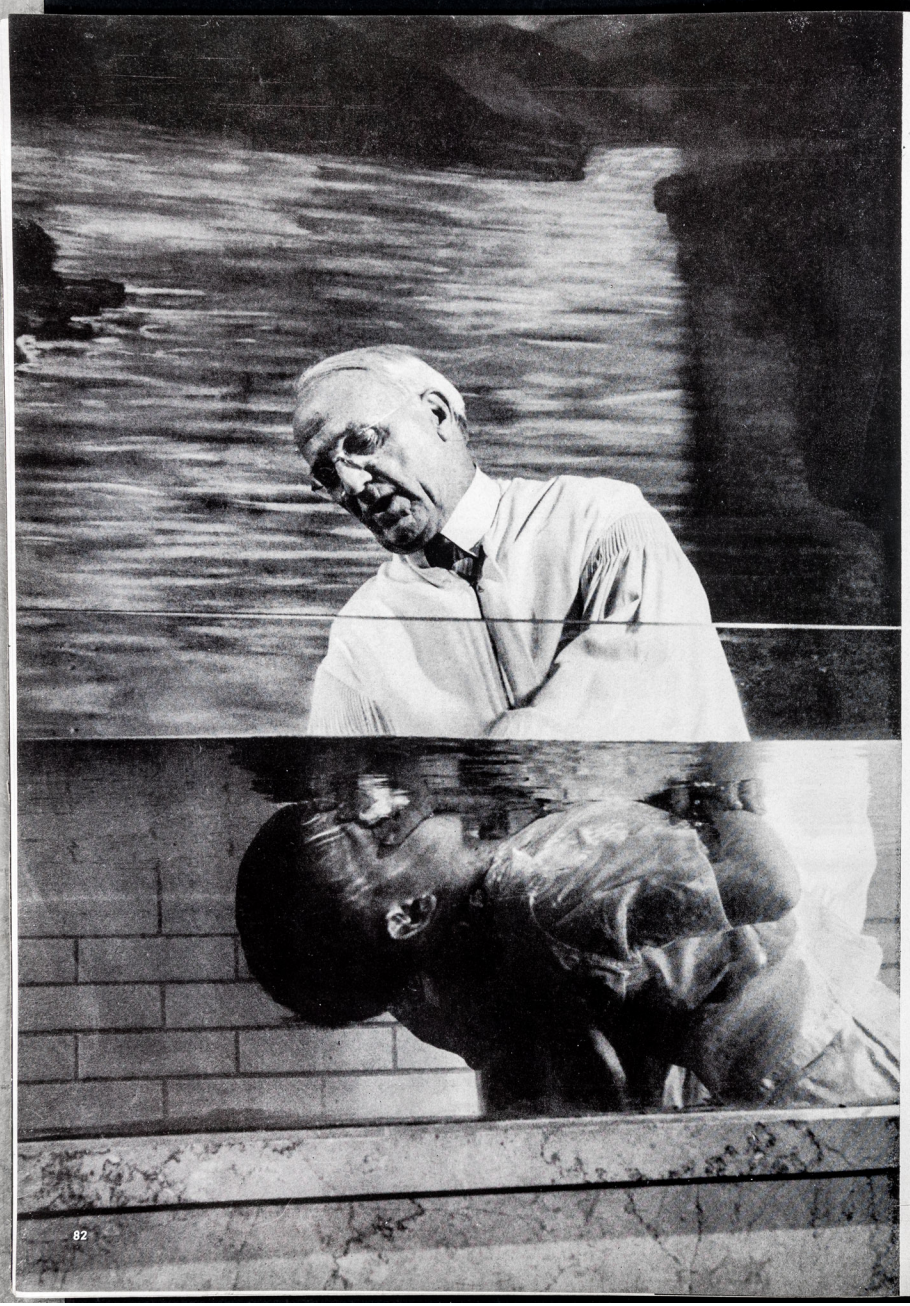
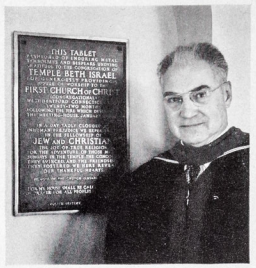


Olive Chapel Baptist
Apex, N.C.

Named for the Olive family which helped establish it a hundred years ago, Olive Chapel is in every sense the true rural church. Members help tend the park-like nine-acre church site. The Rev. Garland A. Hendricks (*above*), who left two months ago to take another post, is an outspoken advocate of contour plowing and soil testing and is currently chaplain of the state grange, whose local chapter meets in the church's community house. Its prosperous members sent Mr. Hendricks to Europe in 1947, once gave him an automobile as a present. Not long ago it gave its choir director a grand piano in recognition of two decades of service.

Bellevue Baptist
Memphis, Tenn.

There are so many activities at Bellevue Baptist in Memphis that *The Christian Century* gave up trying to work out a chart showing how they relate to each other. The church now has 8,266 members; new people have been added to the rolls for the past 22 years at the average rate of 12 a week. Dr. Robert G. Lee, who was born in a log cabin and preaches a hell-fire brand of fundamentalism famous in the South, is also president of the Southern Baptist Convention, turns back half his church salary to Bellevue. Here, in front of a painting of the River Jordan, he immerses 7-year-old Charles Fitzgerald in the church's glass-walled baptistry.



First Church of Christ (Congregational)
West Hartford, Conn.

When West Hartford's Congregational Church needed a new minister in 1937 it called an Indiana Quaker named Elden Mills. Mr. Mills, whom the *Century* calls "an informal whirlwind," often changes the printed order of service at the last moment, usually includes in the service a typically Quaker five minutes of silent meditation, otherwise follows orthodox Congregational practice. Under him a once-divided congregation has flourished, notably in its Sunday school (LIFE, Apr. 7, 1947). A tablet (*above*) pays tribute to a Jewish congregation whose temple First Church once used for 22 months when its own building had burned down.

Collegiate Methodist
Ames, Iowa

Fifteen years ago Collegiate Methodist was worse than bankrupt; it was $140,000 in debt and could not even pay to have its furnace fixed. Then, after other men had turned it down, the post of minister was taken over by "Reverend Nick," as students from Iowa State College across the street call 57-year-old Dr. George S. Nichols. Today the debt has gone, and the church is expanding. A spellbinding preacher, Dr. Nichols says, "The unpardonable sin of the pulpit is dullness." He is also a firm pacifist but, though the church board disagrees with him, it proudly protects his right to speak out. Above, he leads a high school discussion group.

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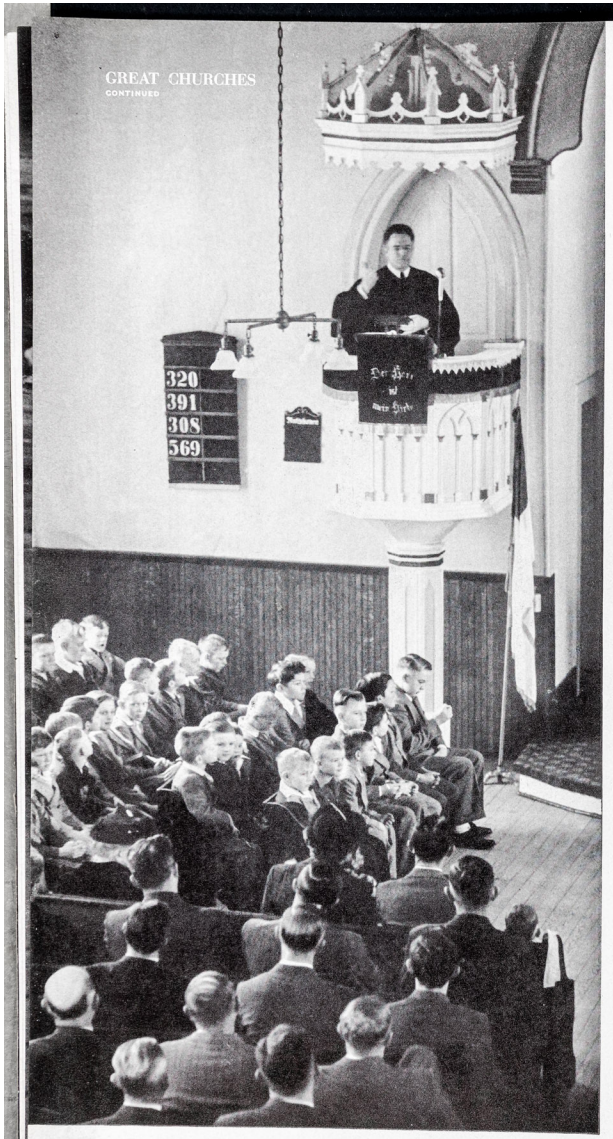
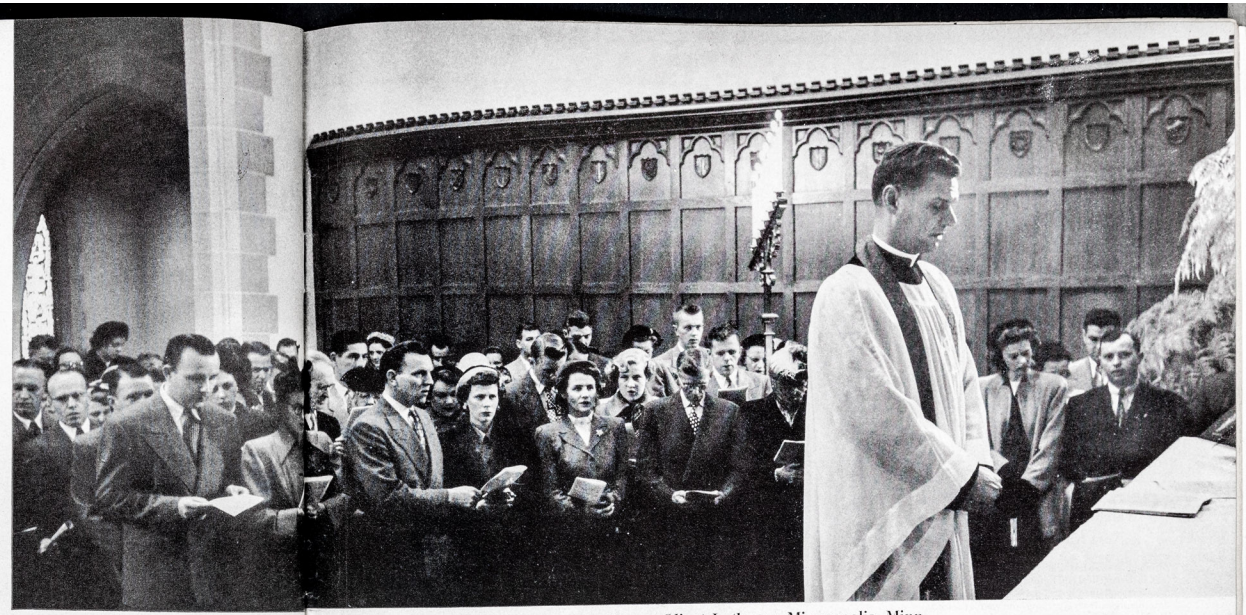


Trinity Lutheran, Freistatt, Mo.

So well grounded in the lives of its German-descended parishioners is Trinity Lutheran Church (membership: 800) that Freistatt has no public school; almost all the children in the community go to the church's Christian day school. Twice a month Pastor W. J. Stelling (*above*) gives a German-language service in addition to the English. In the past 20 years there have been no arrests in Freistatt, only one divorce.



Mount Olivet Lutheran, Minneapolis, Minn.

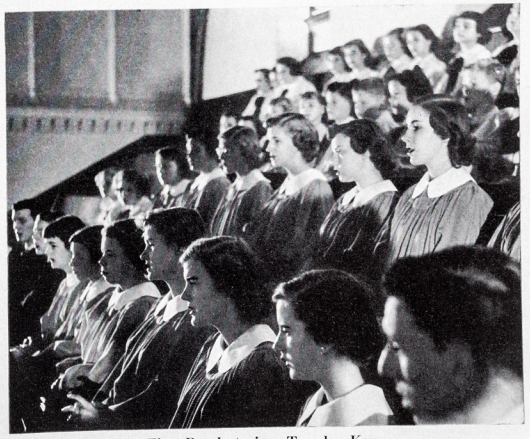
In the 13 years in which Reuben Youngdahl has been its pastor, Mt. Olivet has seen its membership catapulted from 331 to more than 6,000. Above are some of the 583 people who were received into the church as members at a special All Saints' Sunday service. Thirty-nine-year-old Pastor Youngdahl, a brother of Minnesota's governor, is supposed to time sermons by popping a cough drop in his mouth; when it dissolves he stops (according to legend he once ran overtime, discovered he had popped a button in by mistake). Members are urged to turn in names of prospective parishioners; attendance records are kept and persistent stay-aways are dropped from the rolls.

First Community,

The membership (4,488) of First Community comprises 36 denominations. Under Dr. Roy Burkhart, shown above (*center*, with book) at a television rehearsal, it is one of the most progressive churches in

Columbus, Ohio

the U.S. It uses psychological tests to aid in adjusting teen-age problems, gives premarital counseling, tries to foster understanding by encouraging young members to visit synagogues and Catholic churches.



First Presbyterian, Topeka, Kan.

Resisting the fate of many downtown churches whose members have moved away, First Presbyterian under Pastor Orlo Choguill has successfully appealed to young couples recently moved into town. Said one man, "If someone had told me five years ago that I'd be breaking my neck to hear a regular Sunday sermon each week, I'd have said he was crazy. But that's just what I do." Above: one of the three choirs.

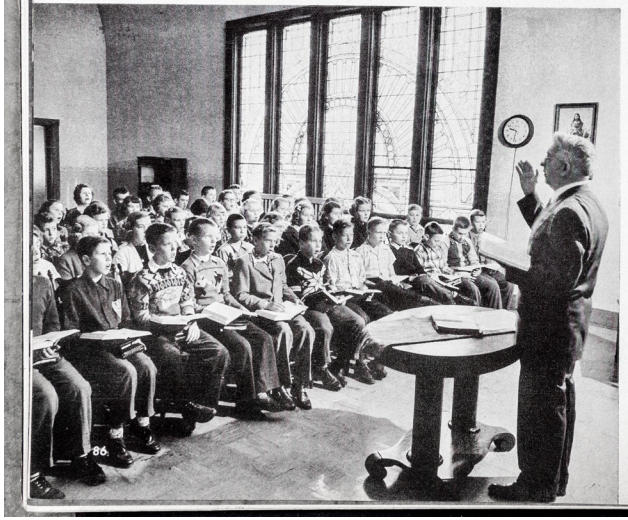
CONTINUED ON NEXT PAGE

First Methodist
Orlando, Fla.

Because it is located in a town where many people go to spend their declining years, Orlando's First Methodist has some special problems. It maintains a thorough church school program for its young members but finds it must also devote increasing attention to its more elderly parishioners who, having plenty of spare time, like to spend a good deal of it at church. Adults make up more than half the total attendance at Sunday school classes. Its Businessmen's Bible Class (*right*) starts off Sunday mornings with a few lustily sung hymns accompanied by its own orchestra. The older men's Wesley Bible Class occasionally holds get-togethers at which members cook for each other. Over the past three years the church has annually given more than $25,000 to Methodist missions.

Evangelical and Reformed
New Knoxville, Ohio

Although New Knoxville's population is less than 800, its Evangelical and Reformed Church has 1,365 members, and since most of these show up every Sunday, this presents a real parking problem for the town. The church's membership, most of whose ancestors came over from Germany in the early part of the 19th Century, are mostly devout, prosperous farmers, who expect to be held morally responsible for the religious upbringing of their children. If as many as three pupils are absent from a catechism class like the one below (in which Pastor Dietrich A. Bode leads a responsive reading), the situation is viewed with alarm. Since farm income is irregular, church members do not use the familiar envelope to fulfill pledges but pay as they can at the local hardware store, whose proprietor is church treasurer. Since its founding, the church has sent 42 men and women into the ministry.



First Presbyterian
Hollywood, Calif.

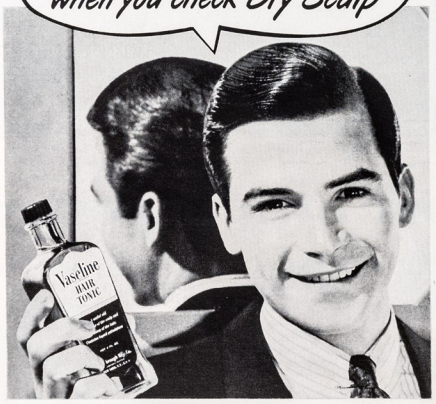
The five robed choirs of the Hollywood Presbyterian Church (*right*), shown with their director Dr. Charles Hirt, indicate the monumental size of this church, which LIFE described in an essay two years ago (Jan. 10, 1949). With almost 6,000 members, it is the largest Presbyterian church in the U.S. Applicants for membership are asked not whether but *how* they would like to work for the church; more than 25,000 file cards keep track of what each member is doing. The Sunday school enrolls more than 4,000 and has spilled over from the church and its own building into half a dozen residences, which the church has bought, and a public school building, which it rents for Sunday use. Parishioners crowd into the 1,700-seat auditorium three times Sundays to hear the preaching of Dr. Louis H. Evans, whose son just married Colleen Townsend, the movie star who gave up a career to serve the church (LIFE, Dec. 4). Although he is generally considered responsible for the church's solid growth, Dr. Evans says, "This isn't something I have done. This is something that has happened. I find myself standing completely off from myself while I watch in this church what the Lord is doing."

LIFE
LETTERS to the EDITORS
"LITTLE CROIX"
P - 14
11 PAGES OF COLOR
14 Croix
CHILD
CHOIR SINGER
20 CENTS
MARCH 26, 1951
CIRCULATION OVER
5,200,000
REG. U. S. PAT. OFF.

oh-oh, Dry Scalp!

"DAN has his eye right on the target, but he'll never score with me until he learns how to check Dry Scalp. His hair looks too dull and mussy for words. Oh-oh, loose dandruff, too! But when I tell my friend about 'Vaseline' Hair Tonic, Dan Cupid will be the archer!"

Hair looks better... scalp feels better... when you check Dry Scalp



IMPROVE YOUR LOOKS! To keep your hair and scalp in the right condition, use a few drops of 'Vaseline' Hair Tonic every day. Makes your hair look wonderful . . . checks loose dandruff and those other annoying signs of Dry Scalp. Contains no alcohol or other drying ingredients. It's double care for scalp and hair. It's economical, too!

Vaseline HAIR TONIC

TRADE MARK ®

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

LETTERS TO THE EDITORS

"LITTLE ORVIE"

Sirs:

You stated that Orville L. Hubbard ("'Little Orvie' Rides Again," LIFE, March 5) is the most clownish mayor in the U.S. Noted you failed to mention that the city of Dearborn is one of the cleanest cities in the U.S., for which we credit our mayor.

ARTHUR L. KELTERBORN

Dearborn, Mich.

Sirs:

Orville L. Hubbard has meant all things to all people during his long tenure of office. My father, who headed the recent recall movement, is the same man who defended Hubbard when the city council passed its ill-advised "gag" law limiting the mayor's right to talk to the people.

In the last few years many people and groups that formerly admired Hubbard have become appalled at his increasing abuse of office.

CHARLES WAGNER

Cambridge, Mass.

Sirs:

The half-truths you printed are malarky. Dearborn's taxes are way below those of its "suburb" Detroit.

The hospital Orvie opposed without the outpatient clinic would be another hospital for the elite.

The main reason Orville Hubbard isn't liked by the "big wheels" of Dearborn is that he can't be pushed around.

STAN KUKAWKA

Dearborn, Mich.

● Dearborn's tax rate is low because about 60% of its total taxes are paid by the Ford Motor Co. Hubbard opposed the Ford hospital plan largely out of pique because the company contributed the money through the Greater Detroit Hospital Fund rather than directly to Dearborn and the Hubbard administration.—ED.

Sirs:

Those of us who are thoroughly ashamed of the antics of "Little Orvie" think your article was priceless.

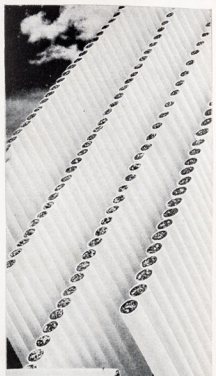
Orvie's reaction to LIFE's story was set forth in the Dearborn *Guide*, March 8: "The mayor showed his contempt for TIME and LIFE by tearing them to shreds in front of LIFE Correspondent Don Wilson. However the old copies of LIFE and TIME the mayor carefully preserved. He spread them on the floor of his outer office. 'Everybody who comes in to see us will have to step on them,' he confided."

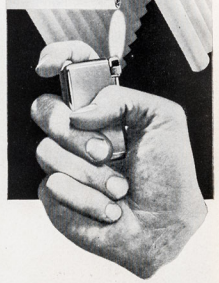
HARRIET B. WOOLFENDEN

Dearborn, Mich.

ORVIE'S OFFICE FLOOR

CONTINUED ON PAGE 16





NEW KIND OF LIGHTER GIVES

6 MONTHS OF LIGHTS*

WITHOUT REFUELING!

No fooling with liquid fuel
—no fiddling with wicks.
Just a clear, clean, hot flame from cold butane gas.

It's the new Parker Flaminaire—only butane gas lighter made in America, under the original French patents—with the precision you'd expect from Parker—makers of the world's finest pens. The only butane gas lighter proved by more than 200,000 users the world over—who cheerfully paid up to $5.00 more than this newest, greatest of lighters now costs you. At smart dealers everywhere. *Buy it now—it'll need no refueling till next fall! Only $12.50 (no F.E. tax). Includes smart gift case.*

*The only pocket lighter, regardless of fuel used, that gives 6 months of lights without refueling (even for pack-a-day smokers).

PARKER FLAMINAIRE

MADE BY THE PARKER PEN CO., U. S. A.

© 1951—The Parker Pen Co.

Here's a Dependable Spring Tonic For Your Car

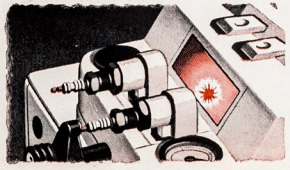
NEW

CHAMPION

Spark Plugs

BE A CHAMPION DRIVER . . . *Re-Vitalize Your Car's Performance!*

When your car gets the green light does it really get up and "GO"? Follow the experts and install a new set of clean, crisp, hard-hitting Champion Spark Plugs!



See with your own eyes how your old plugs compare to new Champions! Have your Champion dealer check them on his scientifically designed cleaner and tester the next time you stop for service.

Your best assurance that Champion represents the ultimate in quality, value and dependability is the powerful fact that it has been America's favorite for over a quarter century!

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

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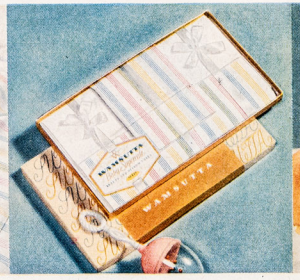
ON LIFE'S 15TH ANNIVERSARY:
32 PAGES OF PRIZE PICTURES
FROM THE YOUNG PHOTOGRAPHERS' CONTEST
LABOR HELPS OUT BOSS
105-106
REGINA FISHER
A CONTEST WINNER
20 CENTS
NOVEMBER 26, 1951
CIRCULATION OVER
5,200,000

Mm-m-m . . . Candy Stripes! Wonderful how just two pillowcases can brighten a bedroom—when they're prized Candy Stripe Supercale®! Pink, blue, yellow, or green on white; all-striped or white with striped borders. Set of two . . . $4.95

Beautiful bandbox look. Get a breathless "thank you" with Candy Stripe Supercale . . . most delightful sheets that ever be-decked a bed! All-striped or white with striped borders. 1 sheet, 1 pillowcase, twin size, $10.95. Double size, $14.95

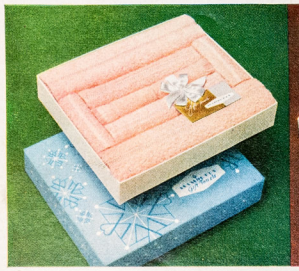
Christmas every month. Send a Wamsutta "Sheet of the Month" gift certificate to your favorite couple. Your store then sends out one or more sheets a month for as long as you like; you are charged each month at the price prevailing.

Give a sweet night's sleep. Anyone at *any* age sleeps blissfully on silken-soft Wamsutta Supercales. In baby stripes—or in any other style you choose—you give *quality* so superlative that this Christmas will be remembered for years and years!

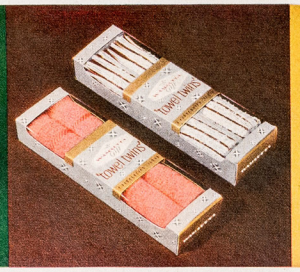


Rainbow over the crib. Gift set of Wamsutta Baby Supercale, soft and sweet as a baby's cheek. New, pencil-line stripes in multicolors on white. 1 crib sheet, 1 pillowcase, all-striped or white with striped borders. Set $6.95

Wamsutta towels a la carte. Your pet store will show you a variety of gift sets, little and large, mixing and matching those heavenly Keynote colors. In any set, any size, Christmas time and always, Wamsutta towels are pure luxury!



Big splash for the bath. Lavish 8-piece set of Wamsutta towels: 2 bath towels, 2 face towels, 2 fingertip towels, 2 wash cloths, in distinguished Wamsutta gift box. Choice of eight beautiful Keynote colors. Each matching set $10.95



Stocking stuffers de luxe. Wamsutta Towel Twins®, ideal for those dozens of big-little gifts you need. Solid color or Candy Stripe fingertip towels in a wonderful color range. Pair, approx. $1.00. Also in boxes of 6, approx. $2.75.

Bath be-dazzlers. Deep, thick, luxurious new Wamsutta towels in a 4-piece set, beautifully gift-boxed. Set includes 1 bath towel, 1 face towel, 2 wash cloths. In 8 smart Keynote colors, dyed-in-the-yarn for lasting brilliance. Set $5.95

Dreamy answers to Christmas wishes

with the magic label Wamsutta

WAMSUTTA Sheets and Towels

At fine stores from coast to coast . . . Wamsutta Mills, New Bedford, Mass.

WAVING UNEXPECTED PAY CHECKS, THESE HAPPY PACKING-HOUSE WORKERS CELEBRATE A GAMBLE THAT PAID OFF

LABOR HELPS OUT THE BOSS

Packing workers offer to give up nine weeks' pay to help company get on feet

Last summer, when the 92-year-old Detroit meat-packing firm of Hammond Standish was at the height of a costly modernization program, it was caught, like many other packers, in the squeeze between the low OPS ceiling price on pork products and the high non-ceilinged price of live hogs. For eight weeks it shouldered increasingly heavy losses and then was forced into receivership. But the workers, whose pay checks bounced that last week, wanted to keep the firm going. There was little demand in Detroit for their specialized skills. They liked Hammond Standish and many had worked there years, accumulating high seniority ratings they would lose if they went elsewhere. The union held a meeting with management and devised a plan whereby the workers would donate up to nine weeks' labor free, and management members would give up their salaries. If, after nine weeks, the company was still in the red, at least everybody would have given it a try. The international union thought it foolish for the employes to work for nothing, but despite this disapproval the local voted 235–0 to go ahead. After only three weeks the company was doing well enough to pay its workers their first week's wages, and the hog butchers were hopeful about the future.

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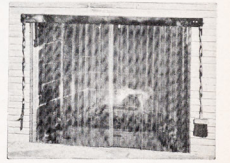
IS YOUR FIREPLACE SHOWING ?

the Beautiful **meyerscreen**

Built-in Curtain Screen

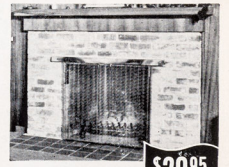


Fits a Wide Fireplace

It's new! It's adjustable!

meyerscreen

Can be installed in 3 minutes!



Fits a Narrow Fireplace

$29.95 COMPLETE

BRUSH AND POKER SETS $10.00 EXTRA

The revolutionary new Meyerscreen adjusts to fit any fireplace opening from 27" to 32" high and from 29" to 42" wide . . an amazing new extension device enables you to fit the Meyerscreen to your particular fireplace in only three minutes! So easy to install even a child can do it! No holes to drill or special installation needed, yet the Meyerscreen is custom designed for your fireplace. Choose yours in hand polished brass finish, brass with black mesh, or copper with black mesh.

SOLD IN AMERICA'S LEADING STORES

DEALER INQUIRIES INVITED

made by meyer

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AMERICA'S LEADING MANUFACTURER OF MODERN FIREPLACE EQUIPMENT

1458 San Bruno Avenue

San Francisco 10, California

Please send me free folder and name of my nearest dealer.

Name _____

Address _____

City _____ State _____

AN IDEAL HOLIDAY GIFT!

YOU leave the gang behind when you take the hills on a lightning-fast Flexible Flyer. And how you take the turns! Your Super-Steering "Flexy" turns twice as sharp as the other sleds . . . without skidding or upsetting. The finest sled in your dad's day . . . and still the unquestioned leader.

★ Patented Super-Steering for sharper, safer turns
★ Raised side rails help prevent slipping off
★ Spring steel runners are grooved for smooth tracking
★ Airline* Safety Runners—streamlined and safe
★ Heavy steel bumper gives strength and protection
★ Strong! Even smallest size can support two tons!

Write for free Flexible Flyer puzzle for fun

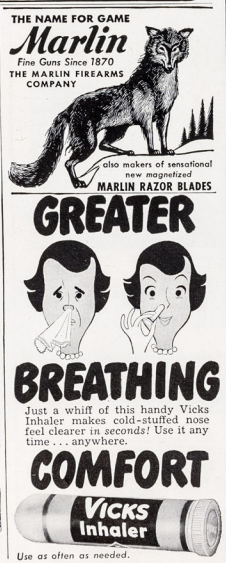
LOOK FOR THE FAMOUS FLYING EAGLE

FLEXIBLE FLYER

S. L. ALLEN & CO., INC.
489 Glenwood Ave., Phila. 40, Pa.

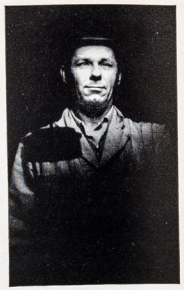
No Snow Where You Live?
Then get Flexible Flyer on wheels—The Flexy Racer! Real sledding thrills *all year round!* Easy control with balanced spring steering and safe two-wheel brakes.

*T.M. Reg. U.S. Pat. Office



TRUCK DRIVER, Harold Brock, worked for Hammond Standish 28 years. "I like it," he says, "because it's like home." Before company reopened, 35 workers gave three days of their time to clean up the plant.

"SNOOT" CLEANER, Helen Lupei, gets $1.44 an hour for removing hair and bones from hogs' snouts. She has been with firm 24 years. It is only job she has held since she arrived in this country from Romania.

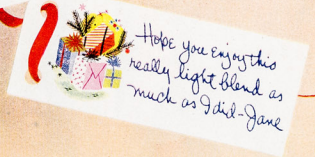


MEAT SCALER, Walter Zawada, started work for the company when he was 16, has been with it for 20 years. As president of the local union he fought for the nine weeks' plan. "We felt it was a sure thing," he said.

BUTCHER, Allen Ivory, had accumulated so much seniority in his 25 years with the company that he did not want to move to another plant. "We didn't mind helping," he says. "We'd do it over again if we had to."

STICKER, Martin Shupinski, is covered all over with the blood of hogs he knifes in the jugular vein. "This is the only job I like," says Shupinski, who has spent 16 of his 60 years with Hammond Standish.

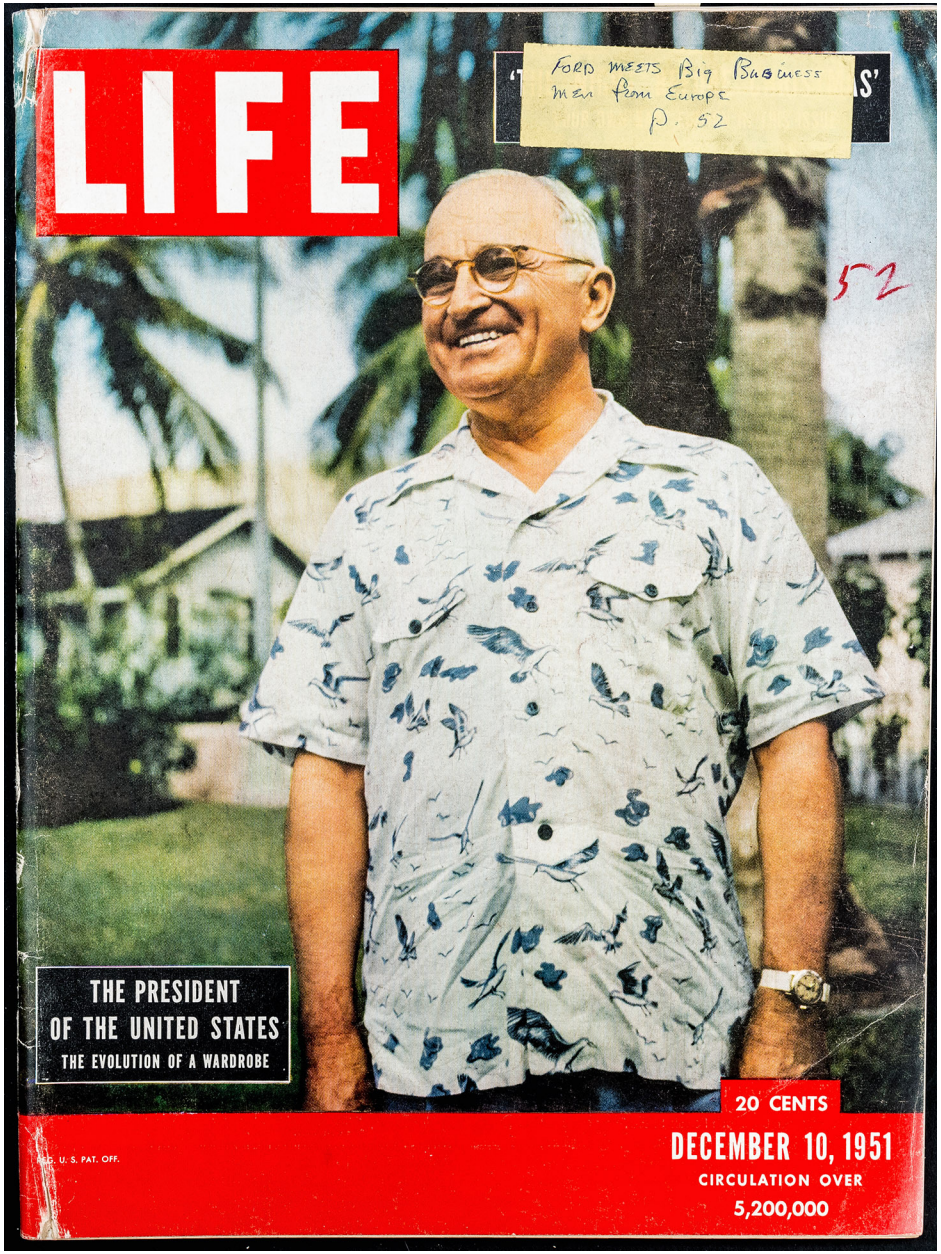
Give the KING of Blends to Your Best of Friends!



If you're dreaming of a *right* Christmas—make it a really *light* King Christmas for everyone on your list! Today's King looks lighter, tastes lighter because it's taste-*engineered* to be smoother, finer than blends costing far more!

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES, 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF.

BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY


LIFE
FORD MEETS Big Business Men From Europe P. 52
52
THE PRESIDENT OF THE UNITED STATES
THE EVOLUTION OF A WARDROBE
20 CENTS
DECEMBER 10, 1951
CIRCULATION OVER 5,200,000
REG. U. S. PAT. OFF.

Fruit of the Loom fine nylons have a Christmas Gift for you!

It's an expensive handkerchief in every 3-pair box of finest holiday stockings, priced from $1.19* a pair.

To get yours, visit your favorite hosiery counter or write for the name of the store nearest you.

*America's only budget-priced FINE nylons from 99¢ to $1.69 pr.

fruit of the loom fine nylons • empire state bldg. • new york 1

Robert Bruce KNITWEAR FOR MEN, BOYS AND JUNIORS

FLEXELF is the miracle shoulder construction! What a difference this patented feature makes in fit, in smartness, in comfort, and in extra years of wear! See how it g-i-v-e-s with every body movement, yet always springs back into shape.

AT BETTER STORES EVERYWHERE

THE ONLY SWEATER WITH THE PATENTED FLEXELF ELASTIC SHOULDER

ROBERT BRUCE KNITWEAR COMPANY • PHILADELPHIA 33, PENNSYLVANIA

FORD MEETS BIG BUSINESSMEN FROM EUROPE

Man-to-man discussion was order of the day as Henry Ford II showed heads of big European industrial combines, Georges Villiers of France and Fritz Berg of West Germany, over the River Rouge plant. Visitors were in group of businessmen invited to U.S. by ECA to look at American production methods and free competition in order to help raise Europe's productivity. What most impressed visitors were U.S. methods of management training, the scale of research and "the climate and atmosphere that exists in your factories among your workers."

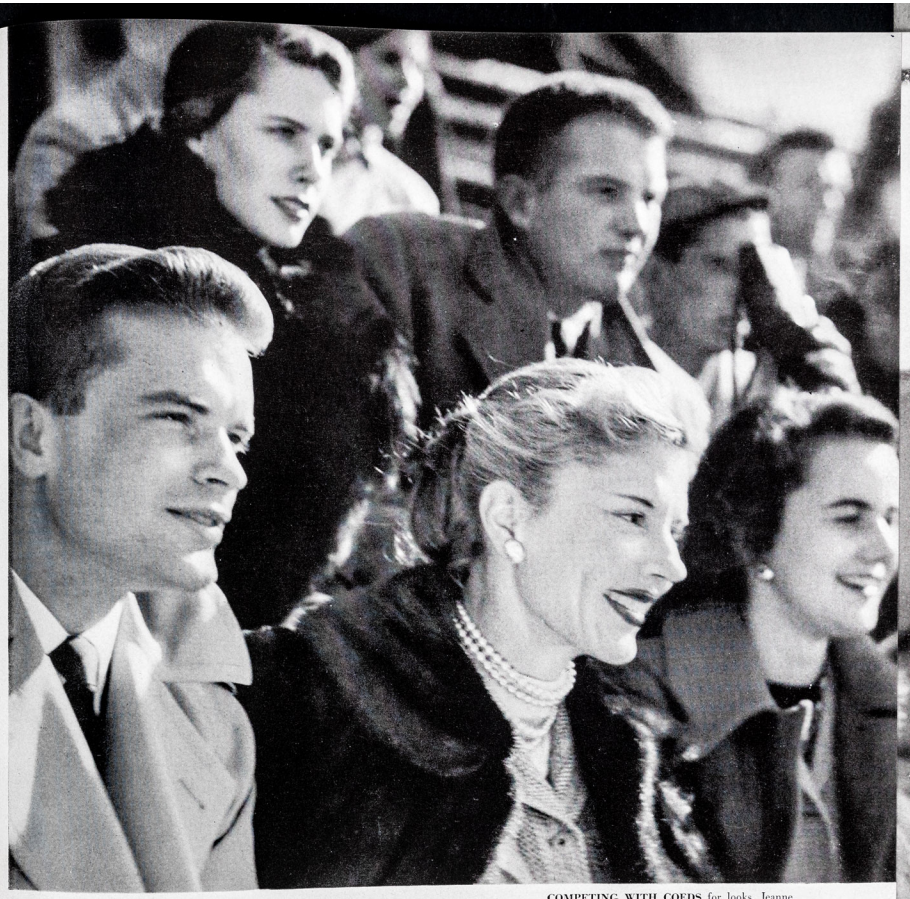
U.S. BANKER MEETS BRITISH ECONOMIST

Nose-to-nose conference between Geoffrey Crowther (*left*), editor of London magazine *The Economist*, and Laurence Marks, president of U.S. Investment Bankers Association, occurred at convention in Hollywood, Fla. Crowther told bankers Churchill was more interested in restoring confidence between nations than in getting more U.S. money.

LIFE
Mrs Jogan IS 41
Page 117
Bearskin Rug
VIVIEN LEIGH AND
LAURENCE OLIVIER
20 CENTS
REG. U. S. PAT. OFF.
117
DECEMBER 17, 1951
CIRCULATION OVER
5,200,000

"What could be nicer at Christmas?"

BLACK & WHITE • BLENDED SCOTCH WHISKY 86.8 PROOF • THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK • SOLE DISTRIBUTORS



COMPETING WITH COEDS for looks, Jeanne Logan attends football game with son Ken behind her.

Mrs. Logan is 41

SHE AND HER GENERATION LEARN TO LOOK AND ACT YEARS YOUNGER

Since the second half of the 20th Century began, Gloria Swanson, 52, made a glamorous theatrical comeback; Marlene Dietrich, 46, played a convincing *femme fatale* in her 26th movie; a New Yorker named Doraine Liebson, 48, was sued for annulment by her husband who said he married her under the mistaken belief that she was 26; and on a Manhattan bus Photographer Sharland, on the lookout for attractive fashion models, approached a blond girl and asked if she would pose. It turned out that the girl was a woman of 41, Jeanne Logan, a suburban housewife and the mother of five children.

Even more than Swanson or Dietrich, Mrs. Logan—along with her contemporaries across the country—represents a new generation of American women, the still-young woman over 40. In the U.S. 40 has always been just about synonymous with middle age, and glamour at that age is still an occasion for comment, especially if it happens outside of Hollywood. But it is becoming more and more common.

The woman of 40 today has a life expectancy about 20% greater than it would have been in 1900. They have added this extra time to their younger years, stretching the period in which they can look and act like women in their 30s. In Jeanne Logan's mother's day a woman of 40 with five children would very likely have taken a size 40 dress. Mrs. Logan is a snappy size 12. The change is due partly to more exercise and better diet, partly to a new approach to pregnancy by women who no longer find it necessary to choose between a family and a figure. Along with their general improvement in looks, the new past-40 generation shows a significant rejuvenation over previous ones in activity and attitude, the result of a determination not to be set in its ways and not to grow old by default.

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HAIR CARE consists of weekly visit to local beauty shop for shampoo and set. She grew it when wartime gas shortage curtailed trip, has kept it long since then.

THE LOGANS: (*front*) Mr. and Mrs. Logan, Trudy, 8; (*back*) Ken, 21; Ronnie, 20; Spike, 4; Jamie, 15.

HER FAMILY KEEPS HER FIGURE SLIM

Having five children has actually improved Jeanne Logan's figure, reducing it from a size 18 to a size 12. In her career as a mother ideas on how to have a baby have changed radically. For the first two she took it easy, "ate for two," gained 40 pounds and stayed in bed two weeks after delivery. It took her three months to regain her shape. For the next three babies she kept up exercise, went on a high-protein, low-calorie diet, gained only 17 to 20 pounds. She got out of bed in the hospital the third day and later walked out in her normal clothes.

Mrs. Logan, whose husband is a plastic toys manufacturer, keeps her figure by keeping up with her family and running her eight-room house in Rumson, N.J. with only part-time help. She makes housework the equivalent of a course in physical culture, does deep knee bends and long stretches while dusting, sweeping, making beds. She gardens and bicycles, but on her 40th birthday she gave up tennis singles and now sticks to less strenuous doubles.

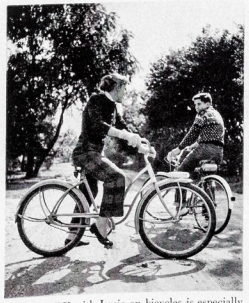
SHARING LUNCH with young children is daily habit. She does all the cooking for her family of seven.

RAKING LEAVES stretches waist, stomach muscles, should be done with rhythmical deep breaths.

NEW YORK TRIP from Red Bank, N.J. station with friends for matinee is a monthly diversion.

BALLET PRACTICE encourages Trudy, who likes dancing but gets lazy, to keep up her lessons. Mrs. Logan studied dancing as a girl, had a brief summer vacation job in Earl Carroll's *Vanities* in 1929 before she met and married her husband. Having a daughter after three sons got her interested in taking up ballet again.

RED CROSS takes two mornings a week. Here she enrolls a Fort Monmouth private as blood donor.



ROADWORK with Jamie on bicycles is especially good all-over exercise for leg and stomach muscles.

BREAKFAST, usually 6:30 a.m. on weekdays, is later Saturday when she takes a tray back to bed.

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NIGHT OUT is Saturday when Mrs. Logan dresses up to go dining and dancing. Trudy dresses up to stay home. A teen-age sitter (*foreground*) stays with younger children and, when they are home from college, the two older boys get their own dinner. Mrs. Logan is 5 feet 8½ inches tall. Her weight never gets over 130 pounds.

"JUNIOR IS A SIZE AND NOT AN AGE"

Being queen bee of her family and a local glamour girl means a little extra hustle on Jeanne Logan's part. But the upkeep is inexpensive. She touches up her hair herself, using the $2 home kits that have appeared in recent years, and tries all the latest tricks like putting silver streaks on her hair. These she brushes on for a party and washes out the next day. She reads fashion magazines avidly for such ideas and for clothes which she orders from New York stores by mail since shopping facilities in her small town are limited. The slogan, "Junior is a size, not an age," applies to Jeanne Logan. In the junior sizes she takes she finds plenty of styles that are youthful but not juvenile, suitable for a woman her age. This would have been difficult years ago when fashions were designed for arbitrary age groups from debutantes to dowagers, and anybody over 40 who went shopping for ready-made clothes was inevitably confronted with a matronly assortment. Most of the styles that Mrs. Logan wears—trim suits, gray flannels, full skirts, bare-topped evening clothes—could be worn equally well by a college girl.

VELVET PANTS ARE COCKTAIL COSTUME

GROOMING TIME is Thursday night. While her husband watches wrestling matches on TV, Mrs. Logan plucks her eyebrows, applies two coats of polish to her toe- and fingernails. As nails dry Mrs. Logan raises and lowers her chin, which is good for her throat, does some reading, which is bad for her eyes in this position.

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LOS ANGELES: Mrs. Leonard Firestone is 42, size 10, has three children (two sons, 18 and 16, a daughter, 12). She is a local fashion plate, prefers sportswear and evening clothes. The wife of the president of Firestone of California, she works for Los Angeles hospitals and dabbles in interior decoration for friends.

TULSA: Mrs. Edward C. Lawson is 43 and a size 10. She has three children (sons, 18 and 12, daughter, 16), is active in musical and welfare work, flies with her husband in their own plane to hunt in Mexico and Canada. Last June she received a master's degree in English literature from the University of Tulsa.

HER CONTEMPORARIES PROVE SHE IS NO RARE EXCEPTION

Mrs. Logan is no isolated phenomenon among U.S. women. A casual sampling of U.S. cities turned up the contemporaries shown here. None of them are career women with professional reasons to keep up their appearance. All except one have two or more children. Without trying to ape youth, they look young and attractive in the casual American way that goes with sweaters and skirts rather than with the more mannered and artificial European standard of mature beauty. Their new generation has benefited in health since childhood from the revolutionary improvements in pediatric techniques, protection from infectious diseases and better diet. With their slim figures, they have more energy as well as longer life expectancy than women who are overweight. Instead of succumbing to the idea that their most vigorous years are behind them, they take up new careers and interests—or resume old ones—once the responsibility of young children is behind them. Many go back to college to take additional courses and sometimes get degrees. And instead of lying about their age, they brag about it. It pleases almost any woman to be taken for an 18-year-old son's older sister, then to announce proudly that she is past 40.

WILMINGTON: Mrs. Preston Lea Spruance is 41 and a size 14. The daughter of Admiral William F. Halsey, she is herself an old hand at sailing. She has two sons, 18 and 13, and two daughters, 16 and 6.

DALLAS: Mrs. H. Stanley Marcus is 42, size 14, has a daughter, 15, and a twin son and daughter, 13. She met her husband, the president of Neiman-Marcus, while working there as a sportswear buyer.

ST. LOUIS: Mrs. Thomas Pettus is 43, size 12, has three sons, 18, 16, 10. She plays golf several times a week, paints as a hobby, works in settlement houses and changes the color of her hair to suit her mood.

DETROIT: Mrs. William E. Johnston, 42 and size 12, shot the bear on whose skin she reclines. A 1,500-pound Kadiak, it was brought down by 125-pound Mrs. Johnston in Alaska last year and is now a 12-foot-long rug. Just back from goose-shooting in Canada, she is practicing quick firing for big-game hunting expedition in Africa next year. She also ice-skates, plays golf in the 90s and swims winter and summer. Childless, Alice Johnston is active in civic affairs such as the Detroit Opera, a club for working girls and Goodwill Industries. She met her husband, chief surgeon of a Detroit hospital, when he performed an operation on her.

LIFE
Center Spread
Pg 2
to's
hrist
20 pages in color
The Holy Family
20 CENTS
DECEMBER 24, 1951
REG. U. S. PAT. OFF.

"JERIS rates an Oscar" for greaseless good grooming, and healthier, handsomer hair

says Ray Milland

star of "SOMETHING TO LIVE FOR" A George Stevens' Production for Paramount Pictures

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*Pityrosporum ovale, which many authorities recognize as the cause of infectious dandruff.

LETTERS TO THE EDITORS

MRS. CALLEN READS HER MAIL

NURSE MIDWIFE

Sirs:

Your picture story, "Nurse Midwife," by W. Eugene Smith (LIFE, Dec. 3) is one of your great ones.

DONALD DUNCAN

New York, N.Y.

Sirs:

A truly inspired piece of reporting. Eugene Smith has captured without fanfare the quiet compassion of this noble woman.

KATE CONDIT KERN

Burlingame, Calif.

Sirs:

No other photographer ever worked with such tender, loving care as W. Eugene Smith. His "Midwife" is another immortal story.

JOE CLARK

Detroit, Mich.

Sirs:

. . . One of the greatest pieces of photo journalism I have seen in years.

DICK WOLTERS

New York, N.Y.

Sirs:

Enclosed you will find a dollar bill which I hope will be one of 7,000 that you will be asked to forward to Maude Callen for her badly needed clinic. . . .

JAMES S. SCULLY JR.

Oakland, Calif.

Sirs:

Returning home, as I thought tired after a week's (37½ hours) work (well paid), plus 28 hours overtime (at time and a half), I ran across your story of Maude Callen. After finishing it, I felt a little mean about my own delusions of weariness and self-pity for my stupendous efforts. By midnight when I retired, I was refreshed in spirit by the heroism and unselfishness of this fine woman, who is so truly her brother's keeper.

I am enclosing a note and a small check from my wife and myself to Mrs. Callen to be used in any way she desires.

T. R. BRAITHWAITE

Boston, Mass.

Sirs:

I suppose you will receive many and more substantial contributions for the clinic Mrs. Callen wishes to build, but will you kindly add this little check with my very great respect for this wonderful woman.

VICKI BAUM

North Hollywood, Calif.

Sirs:

I have been saving for a new rug, but after I read about Maude Callen the rug no longer seemed important. The enclosed check will not build a clinic, but she will find use for it. . . .

LUCILE HULTQUIST

Bound Brook, N.J.

Sirs:

You have a circulation of over 5,200,000. It occurred to us that if each one put a single cent into an envelope, your Mrs. Maude Callen might have, not the $7,000 she has "small hope of getting," but an astronomical $52,000 to further her magnificent endeavor. Here are three pennies representing three avid LIFE readers.

EDITH K. BROWN

Woodmere, N.Y.

Sirs:

You have solved my shopping problems in a way that really defines Christmas. This year each of my family and close friends will get a note explaining Mrs. Callen's work and informing them that a donation has been made to her on their behalf.

L. K. DAGGETT

Anniston, Ala.

Sirs:

I am secretary of the Chi Rho Youth Fellowship of the Ashland Federated Church; our ages are from 11–13. We read about the nurse midwife, and we would like very much to help her. What would you suggest we send her?

LOIS TREMERE

Ashland, Mass.

Sirs:

Maude Callen deserves to have her dream of a well-supplied clinic come true. If 69 persons besides myself would donate $100 her dream could become a reality. A note from you that 69 others have responded will bring my $100.

G. B. BEVAN

Frackville, Pa.

● Mail, money and gifts from readers in all 48 states have been pouring in to LIFE and to Maude Callen. So far, she has been sent a total of $3,689.03 plus a pair of rubber boots, a sewing machine, a portable incubator, a wrist watch and many boxes of clothing. The 100 employes of the Marion McCoy dress company in Los Angeles are donating one day's work to making dresses and pajamas for her patients. The gifts will be distributed at a community Christmas tree on Dec. 26 at Maude Callen's home in Pineville. Contributions of money or clothing may be sent to Mrs. Maude Callen, Berkeley County Health Center, Moncks Corner, S.C. All money not otherwise earmarked will go toward a clinic. Mrs. Callen is overwhelmed by the response. Halfway through a recent day's mail, she said to her husband: "I'm too tired and happy to read more tonight. I just want to sit here and be thankful."—ED.

IT'S USUALLY RABBIT

Sirs:

Your concise coverage of the fur industry ("It's Usually Rabbit," LIFE, Dec. 3) could not have been more accurate. It is the first clear-cut beneficial publicity given the reputable furrier since the government started footballing the excise tax. We as furriers warmly thank you.

DAVID G. TARLOW

Baltimore, Md.

Sirs:

. . . The article is a harsh indictment of the fur industry, but it should not hurt the legitimate dealer. I hope it hurts the other kind.

ALFRED MIELZINER

Cleveland, Ohio

Sirs:

. . . People lucky enough to own chinchilla may be a bit perturbed to find it classed with rabbit. If I had a mink and a chinchilla coat, I would wear my mink over my chinchilla to keep it clean.

MRS. H. A. FAVERTY

Spearfish, S. Dak.

FATIMA PHOTOGRAPH

Sirs:

Since you devoted a page to a photograph showing the blackened sun ("Vatican Paper Publishes Photo in Proof of Fatima Miracle," LIFE, Dec. 3) which the Vatican paper *L'Osservatore Romano* said was caused "by its very rapid rotation," I feel you should tell your readers something about the Sabatier effect, known more commonly to photographers as "solarization."

I quote from a photography magazine: "Normally we expect to have a white object appear white in a picture, and a black object to appear black—but there are a few interesting processes in which this does not always hold true. . . . Strictly speaking, 'solarization' actually means complete reversal due to extreme overexposure. This phenomenon is observed occasionally in making a picture in which the sun appears—not as a white disk in the final print, as we would expect, but as a black one." . . .

J. HYYPIA

Glenville, Conn.

CHIMP THAT TALKS

Sirs:

The paintings by Viki the chimp ("Chimp That Can Talk Lives Among Humans," LIFE, Dec. 3) are the best abstract art I have seen. She should have a one-chimp show. She has one great advantage over all the other surrealists—nobody can ask her what her paintings mean.

UPTON SINCLAIR

Monrovia, Calif.

Sirs:

It's a crime the way those psychologists, Dr. and Mrs. Hayes, are trying to pass off their daughter as a chimp. It isn't so important while she's young, but it will leave an indelible mark on her personality in later life. Please print no more of these lies.

SOULIE TURNER

York, Pa.

SOLDIER'S SEQUEL

Sirs:

You might be interested in Cpl. Ronald Ostergard, for LIFE's David Douglas Duncan took his picture ("Christmas in Korea," LIFE, Dec. 25, 1950). He was one of the GIs who reached the Yalu, looked across to Manchuria and was caught behind the lines at the Reservoir. He came home in October, was married in November and had his 20th birthday this month. Here is a snapshot of his wedding. He is now at Fort Jackson, S.C. teaching techniques of combat warfare. Corporal Ostergard did not own up to LIFE's picture until he came home. He did not want to worry his folks when he thought he would never see home again. He thought it a horrible picture of him, but this is no offense to Mr. Duncan. I think he will be more surprised to see it on your Christmas gift announcement card than when he first saw it in LIFE.

BARBARA ANN EASTERBROOKS

Swampscott, Mass.

KOREAN CHRISTMAS

NOVEMBER WEDDING

TOYS

Sirs:

The Carnegie Institute of Technology may know its toys ("Best Toys to Give the Younger Child," LIFE, Dec. 3), but it certainly doesn't know its animals. The animal called a guinea pig is really a Syrian golden hamster.

STEPHEN LEE TALLER

Oberlin, Ohio

● Carnegie Tech meant to show a guinea pig but an attendant reached into the wrong cage and came up with a hamster.—ED.

PLAYFUL PLATES

Sirs:

There are quite a foo initial plates in Connecticut ("Playful Plates," LIFE, Dec. 3), but I'll bet mine arouse more comment than any others. . . .

SELWYN MILES

Wethersfield, Conn.

MORE FUN IN CONN.

FAST FEEDER

Sirs:

Your pictures on President Truman's table manners ("Fast Feeder," LIFE, Dec. 3) are more impolite than you imply him to be. A man's right of privacy certainly extends to mealtaking, and I deplore the needless "snooping" with which you filled a valuable page in your otherwise sensible magazine.

ALEXANDER FLANDREAU

Noroton Heights, Conn.

LETTERS FROM KOREA

Sirs:

Never have I read a more interesting article than "I Saw the Bullet That Hit Me" (LIFE, Dec. 3). The fact that these letters were not flowered to create a feeling of security on the Korean battlefront makes them small masterpieces.

PVT. OWEN J. CAFFREY

Fort Belvoir, Va.

Sirs:

On June 2 a helicopter evacuated me from "H" Company—Lieut. Harper's outfit—and 10 months of the Korean war. After a short hospitalization in Japan I returned to the U.S. Lieut. Harper's letters not only represented a personal communication with my former outfit, but their erudite description of war brings back, with vivid impact, the "facts" of war and its existence. The explosive message jolted me from a complacent attitude recently acquired in the environment of a complacent citizenry.

1ST LIEUT. C. R. STILES, USMC

Camp Lejeune, N.C.

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When you have a good time planned, there's no need to call it off because a sudden headache strikes

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and be prepared to get real relief fast. Compounded by registered pharmacists, this instant effervescent fights headache *all* 3 ways: Relieves headache pain, soothes upset stomach and calms your edgy nerves. Follow the label, avoid excessive use. To keep *ahead* of a headache, always keep Bromo-Seltzer handy.

BROMO-SELTZER FOR SIMPLE HEADACHES AND NEURALGIA

Bromo-Seltzer

fights headache all 3 ways

LIFE
UPPER LEFT
"WHO CARES ABOUT ASIA?"
PG 12
SPECIAL ISSUE
ASIA
Its Troubles and Opportunities
20 CENTS
DECEMBER 31, 1951
REG. U. S. PAT. OFF.

DETROIT: Levi Minter and his wife are photographed at moment they receive official notification that son Donald, an artillery sergeant, is named as a prisoner.

SOMEWHERE IN KOREA: American prisoners, all of whom may or may not have been reported in the Communists' list, are marched through North Korean territory under Chinese guard. The caption for picture released by Reds said: "A group of American army officer-prisoners are brought in from the front line."

FULLERTON, Calif.: Mrs. Patricia Hedlund signs for telegram saying that her pilot husband Harry is on Red list. His light bomber was shot down March 24.

WHO CARES ABOUT ASIA?

MEN IN KOREA AND THEIR FAMILIES DO—AND THIS ISSUE DEALS WITH STAKE AMERICANS HAVE IN A NOT-SO-REMOTE CONTINENT

When the war began in June 1950, the corner of Asia called Korea was almost unknown to Americans. By last week Korea had become sadly familiar to every American. But even more than this, Americans generally had begun to understand that the vexing, costly problem of Korea was only one of the many gravely pressing problems of American relations in Asia.

For decades this vast, remote and complex continent seemed to lie beyond the farthest horizon of any average American interest or comprehension. It was known only hazily as the land of rajas and the white man's burden, of Confucius and Mahatma Gandhi. Day in and day out, the only things most Americans could feel sure they had in common with Asians were the sun, which lights up both their worlds, and the moon, which controls the tides and inspires the poets of all lands impartially.

For the Americans on these pages, Korea and its continent are an immediately personal concern. The soldiers (*above, center*) are prisoners of the Communists—some of the 3,198 names which were listed as American prisoners of war last week by Chinese and Korean negotiators at the Panmunjom truce tables. The civilians are the relatives of some of those named. They wept with joy and offered prayers of thanks as the names of sons and husbands were given to the nation in an urgent, steady, 26½-hour flow of newspaper, radio and television bulletins. There were other next-of-kin whose hope was blighted by the news; the names of some 8,000 missing Americans were not on the lists.

While the nation hoped that the prisoners in Korea might soon be freed, they knew that Americans would never again be able simply to bring their prisoners home and forget Asia. More than half a century has passed since the U.S. rashly reached across the Pacific to take the Philippines from Spain and thus opened the era of American political and military involvement in Asia. This era came to its greatest crisis 10 years ago at Pearl Harbor, and in the troubles of each new hour it is often forgotten how well America met that crisis. Now the U.S. is inextricably involved in Asia—both as the chief force of the free world defending itself against the new aggressive force of Communism, and as a global good neighbor.

Asia's troubles are told in daily headlines, but the opportunities which the continent presents are not always apparent. For the West, the opportunity is no longer purely selfish exploitation. It is the chance to improve, as a matter of intelligent self-interest, both the lot of Asians and the West's reputation on the continent. This will require moral strength and a better understanding of Asia and Asians than Americans have yet acquired.

This special issue of LIFE is devoted to Asia and to the increasing of America's understanding of that mighty continent. The first thing to understand about it is that the old Western habits in Asia are dead—as LIFE's David Douglas Duncan reports on the next two pages.

WEST POINT: Cadet Bill Dean, son of General William Dean, is congratulated by his roommate after a newspaperman phoned his father was listed as a prisoner.

LAS CRUCES, N.Mex.: The first word that Pfc. Francisco Garcia is safe is received with grateful tears by his worried mother. Photographer brought the news.

SANTA MARIA, Calif.: The George C. Bells reread the telegram telling that son Richard, missing since July, is reportedly in Communist prison camp.

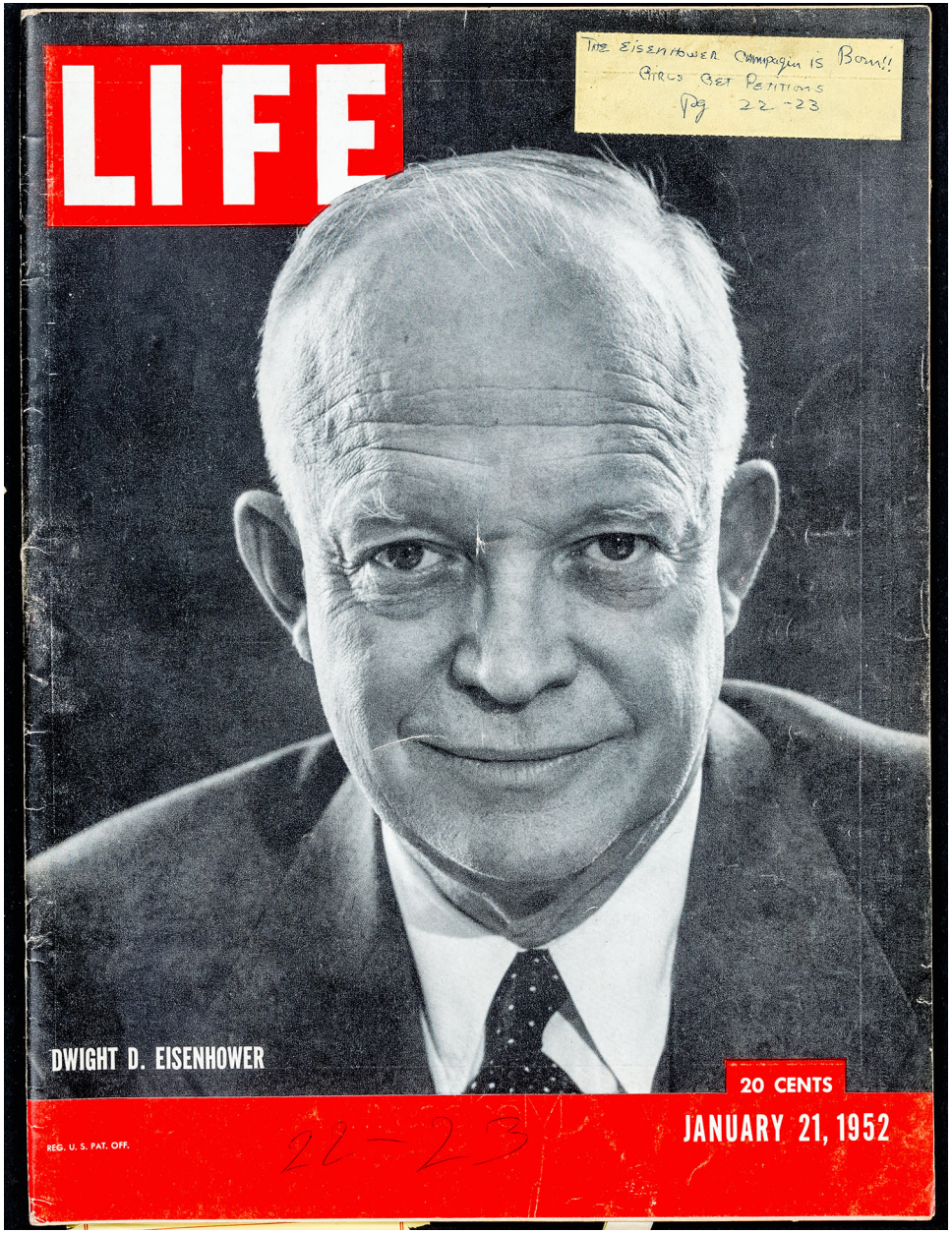
ROCKVILLE, Md.: Betty Morar watches son play with a toy sent by his father, unofficially "dead" until now.

DALLAS: His mother says prayers of thanks for news that Manuel Vasquez, missing a year, is on prisoner list.

SAN FRANCISCO: Gilbert Calvillos happily hawks the newspapers carrying the picture of his mother after she got the report son Robert is a prisoner.

WINNETKA, Ill.: After official word husband Roy is on prisoner list, Nancy Byrd, 21, studies the letters and pictures she had sent him and which came back.

LOS ANGELES: Mrs. Rudy Hovatich and Nita Mershon, sisters of missing Pfc. David Mershon, wait in a TV station for his name to be read from list. It never was.


LIFE
The Eisenhower Campaign Is Born!!
Girls Get Petitions
pg 22-23
DWIGHT D. EISENHOWER
20 CENTS
JANUARY 21, 1952
REG. U. S. PAT. OFF.
21-23

THE EISENHOWER CAMPAIGN IS BORN

To provide the general with his 'clear-cut call to duty' his friends set out to win him the delegates

No sooner was the news of his declaration announced than a nationwide presidential campaign for Eisenhower (*see cover*) boomed into life. His statement that he was a Republican, that he awaited only a "clear-cut call to political duty" and his backers' assurance that he was in this fight as much as the law allowed worked like a starter's gun on the people's imagination. Because the Eisenhower movement came from the people rather than politicians, the first signs were amateur. San Diego marshalled a "Volunteers for Eisenhower," Harrisburg a "Mothers Club for Ike," New Hampshire a "Democrats for Eisenhower." Everywhere new clubs sprang into existence and Ike's Washington headquarters was besieged by calls from befuddled citizens who had thought they headed their local Ike club only to find there were several others in town. Overnight there were Ike buttons, banners, toys and slogans—"I Like Ike," or "Aft with Taft." In the South many strung along with enthusiasm. Miami appointed a "Miss Florida-for-Eisenhower."

The press moved quickly too. In Alabama the Montgomery *Advertiser* came out for Ike—the first Republican it had backed in its 124 years. The independent New York *Times* already had its name on the list, as had the normally Democratic *Sun-Times* of Chicago. A survey of 35 papers showed 26 for Ike, nine for Taft. One reader, spotting an omen, wrote the New York *Times* that while Stalin if literally translated meant "Steel," Eisenhower meant "Iron Chopper."

The practical politicians who, in most conventions, choose the candidate and might be expected to favor a known political quantity like Taft, were moving more cautiously. They were active behind scenes but remaining publicly noncommittal. Taft, told the news, still claimed more than half the delegates. Warren said Ike was a good man. Truman was more talkative; he found in the news a chance for a few wily stabs at the general. One low blow (to Republicans) was that he said he was fond of Ike. He added that Ike must from now on expect plenty of rotten eggs and tomatoes. He said he had heard that Ike as a youth had worked for the Democrats, a story that was later disproved. And he let the reporters think he was comparing Ike to "Old Fuss 'n Feathers" General Winfield Scott who was defeated by Franklin Pierce, a professional politician, in a mud-slinging campaign just 100 years ago.

So far Ike's name was only entered in New Hampshire's primaries, but there were still six months before convention. The campaign was launched and Ike's backers, Senators Lodge, Duff and Carlson, had a difficult job ahead: to translate into practical political strength the spontaneous enthusiasm he has aroused.

THE PROFESSIONALS GET TO WORK

LODGE TRIED but lost in Senate trial of strength. Taft forces helped Styles Bridges (*right*, with Taft and Lodge) get the job of minority leader.

IN NEW HAMPSHIRE Sherman Adams (*left*) and Robert Blood, present and past governors, open new office in Concord before the primaries.

IKE BACKER Golfer Bobby Jones (*left*), recently a Democrat, confers with Rep. Hugh Scott (Pa.), who is Eisenhower missionary in the South.

IKE DELEGATE, Senator James H. Duff (*right*), of Pennsylvania sits beside uncommitted delegates Gov. Fine, Committeewoman Murdock.

THE GIRLS GET THE PETITIONS SIGNED

ON COUNTER doctor signs up for Verna Olson of the Detroit Ike club.

ON BACK Verna offers, a workman signs petition. In basket are Ike pins.

IN BAR a voter signs up. Club was holding a signature-getting contest.

AT BARBER'S man signs petition as an Ike girl puts pin on his covering.

CAMPAIGN BEGAN WHEN SENATOR LODGE (REFLECTED IN MIRROR) MADE FIRST ANNOUNCEMENT THAT EISENHOWER WOULD ENTER NEW HAMPSHIRE PRIMARY

IKE SONG GETS NEW WORDS

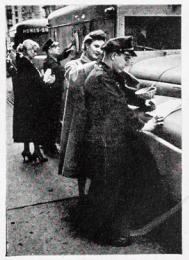
THE SONG plugging Ike was written by Irving Berlin. It is from Broadway hit musical comedy *Call Me Madam* which has run since October 1950.

IN IKE ACT players representing a Republican congressman (*left*) and two Democratic Senators discuss the 1952 election. In the original lyrics the Republican sings, "They like Ike." Then one Democrat sings, "But Ike says he'll reject it."

NEW LYRICS made necessary by Ike's acceptance are handed by Berlin (*right*) to Arthur Vandenberg Jr. at rehearsal for New York rally. Song, revamped for occasion, now says, "Why even Harry Truman says: 'I like Ike.' "

IN SHOP Connie Taylor approaches three women. One in middle signed.

IN CAR Connie signs up man who said, "He'll make a good President."



ON STREET Marguerite O'Connor (*foreground*) corners Brink's guard.

THE WINNER of name contest was Marguerite, who got 70 in 90 minutes.

CONTINUED ON NEXT PAGE

TWO AMATEURS TURN IN A PROFESSIONAL JOB

WORKERS FOR IKE, Charles Willis, 32 (*left*), flying service operator, and Stanley Rumbough, 31, metal products man, built a nationwide organization. From Hoboken office they help new Ike clubs, put out club manual used by 400.

OUT ON THE JOB Willis and Rumbough discuss the new Eisenhower toy with Manufacturer David Marx who says he will sell it to Ike clubs at cost. They plan to advise the clubs. Toy is a small elephant which waddles slowly down a ramp.

IN LOS ANGELES Rumbough confers with ex-ECA head Paul Hoffman who is promoting Ike in California.

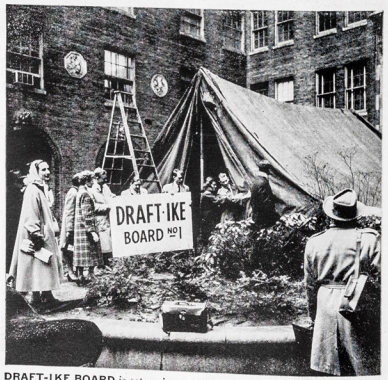
IN NEW YORK Rumbough talks to Arthur Vandenberg Jr., son of late senator, who will soon be the new leader.

AT LONG BEACH, CALIF. AN ELEPHANT-FOR-IKE SPILLS BAG OF POPCORN

HIS RETICENCE MAKES IT HARD

Not all of the Eisenhower boom was the spontaneous reaction of amateurs. Behind the scenes some solid work had been done. Good men, like Paul Hoffman, late of the ECA, were in the field working for him. Practical professional organizations were already set up like the Citizens for Eisenhower committee which goes into action in New York this week with a chairman chosen, Arthur Vandenberg Jr., son of the late senator. And some of the amateurs themselves had behaved like professionals. In New Jersey Charles Willis and Stanley Rumbough (*left*) were ready to hand the committee a smooth-working coordinating organization which they had built in four months, with $4,000 of their own and half their time.

But while these machines set their wheels in motion, the general himself became more silent than ever, which made the job of his backers even harder. In his headquarters near Paris he went about his military and diplomatic assignments, permitting no reference to politics, leaning over backward to tend strictly to his duties as NATO's supreme commander.



DRAFT-IKE BOARD is set up in a tent in the courtyard of New York City's Hotel Marguery. This group, sponsored by Radioman Tex McCrary, calls itself "Youth For Eisenhower" and plans to start getting signatures and hold rallies.

LETTING POLITICS WAIT, SUPREME COMMANDER HEADS FOR THE OUTDOORS DOWN A SHAPE HALL IGNORING AN OVERCOAT HELD OUT BY HIS AIDE

LIFE
GREATEST HOCKEY GOALIE
PG 103 - 104
LONG LIVE
THE QUEEN
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FEBRUARY 18, 1952

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Fights Dandruff!

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Lucky Tiger grooms your hair perfectly. But it does a lot more besides. Lucky Tiger kills on contact the dandruff germ, pityrosporum ovale, removes loose dandruff and gives your scalp a clean, wide-awake tingle. Treat your hair to all this, plus natural, greaseless grooming. Ask your barber, he knows.

LUCKY TIGER 3-PURPOSE Hair Tonic

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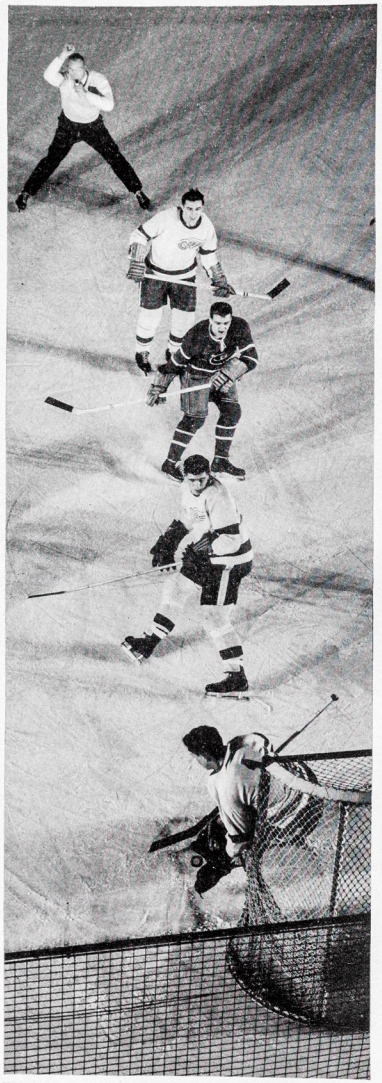

TANDEM DEFENSE sandwiches Montreal's Geoffrion (dark jersey) as Sawchuk jumps to deflect puck. With quick moves depending on sharp eyes, Sawchuk rests his eyes the day of game, staying away from books, movies and TV.

COUGH RELIEF STARTS in 5 swallows

Swallow 5 times as an F&F Cough Lozenge melts on your tongue. Just **feel** that cough*-relieving, throat-soothing action!

*for coughs due to colds

Try the delicious NEW CHERRY FLAVOR!

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Re-Colors Hair IN 17 MINUTES

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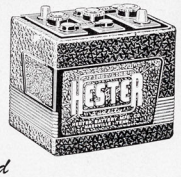

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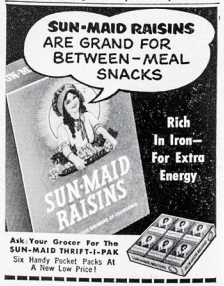

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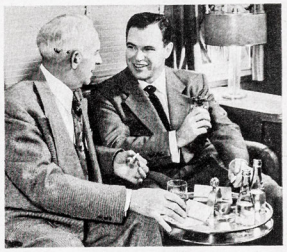

3. If anything can tempt you away from your Roomette, it's the companionship of the lounge car. Here you meet new people, learn new things, make new friends.

4. Ready for bed time? Just pull a good night's sleep out of the wall: a full-size bed with a comfortable mattress and fresh, laundered linens.

5. Hot and cold water, towels, and complete toilet facilities are right in your Roomette. It's easy to look as bright as you feel when you arrive downtown.

You may not always be able to get a Roomette. But you can always get information from your railroad ticket agent about other wonderful ways to go Pullman.

Take it easy

GO PULLMAN

COMFORTABLE, CONVENIENT AND SAFE

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LIFE
SHOTS ECHO IN HILLS OF OHIO
Pg 33
TO EVA PERON
JOAN RICE
ROBIN HOOD'S NEW GIRL FRIEND
20 CENTS
REG. U. S. PAT. OFF.
Cover See Page 33
Feud in the Hills of Ohio
AUGUST 11, 1952

NOW GIN HAS COME OF AGE...

Prove it with these

SEAGRAM SEA*BREEZES

The perfect summer gin drinks

GOLDEN COLLINS * GOLDEN GIN AND TONIC

made with Seagram's Ancient Bottle Gin

COOL AS A SOFT SEA-BREEZE! Try one of these delicious summer drinks today. They're smooth and *golden* . . . and, with Seagram's Gin, you can make yours as hearty as you like and really *enjoy* it.

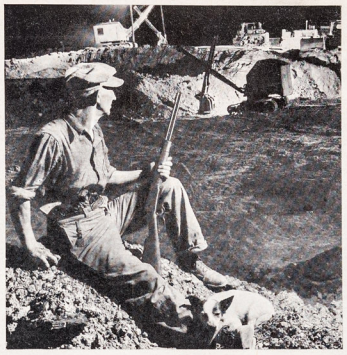
Seagram's, you know, is the *modern* gin . . . made with patience and leisurely care . . . the original American *Golden* Gin, first basic improvement in gin in 300 years.

AS MODERN AS TOMORROW

GOLDEN GIN AND TONIC: Here's that new gin drink the smart clubs and bars are featuring. *It's different . . . it's golden . . . it's easy to make!* Just add quinine water and ice to 1½ oz. *Seagram's Gin*. It's a brand new taste thrill!

GOLDEN COLLINS: *Like 'em tall, cool and delicious?* This recipe makes that popular *Golden* Collins you've heard so much about. To the juice of ½ a lemon, add 1 teaspoonful fine granulated sugar and 1½ oz. *Seagram's Gin*. Shake with cracked ice and pour unstrained into a Collins glass. Fill with carbonated water. Then sit back and enjoy a *perfect* Collins.

DISTILLED FROM AMERICAN GRAIN. 90 PROOF. SEAGRAM-DISTILLERS CORPORATION, NEW YORK, N. Y.



ARMED DEPUTY GUARDS POWER SHOVELS AGAINST NEW VIOLENCE

SHOTS ECHO IN HILLS OF OHIO

But it is a strike, not a feud, which causes outbreak of violence

The hills and hollows of southern Ohio, which share the feuding spirit of adjacent Kentucky, rang last week with shooting and shouting, but the brand-new trouble was a 115-day strike. In April, 240 Cambria Clay Products employes walked out in protest against the firing of 17 fellow employes. As the strike wore on, some men returned to work and the dismal company town of Black Fork split violently, strikers *vs.* nonstrikers.

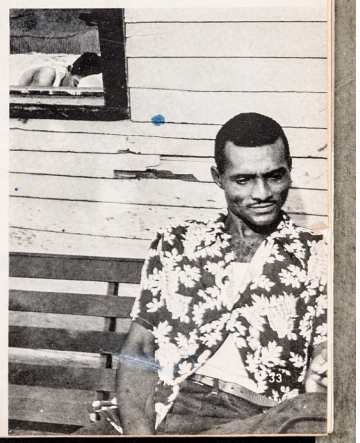
While the understaffed sheriff's office ignored the trouble, strikers and workers took turns peppering each other with gunfire. Shots punctured a pickets' tent and dynamite jarred two homes. Jumpy citizens floodlit their property and stood armed guard. Homes, speeding cars, company trucks and even a man watering horses in a field were fired on. Someone blew up the company's gas line and a 15-minute pitched battle took place when armed men (the company estimated there were 30 or 40) ambushed the workers leaving the plant. Not one of some 500 shots landed, but a judge in nearby Ironton decided things had gone too far. He forbade the picketing, fined six union men. A striker and a nonstriker were charged with assault with intent to kill each other and, temporarily anyway, the hollows quieted down.

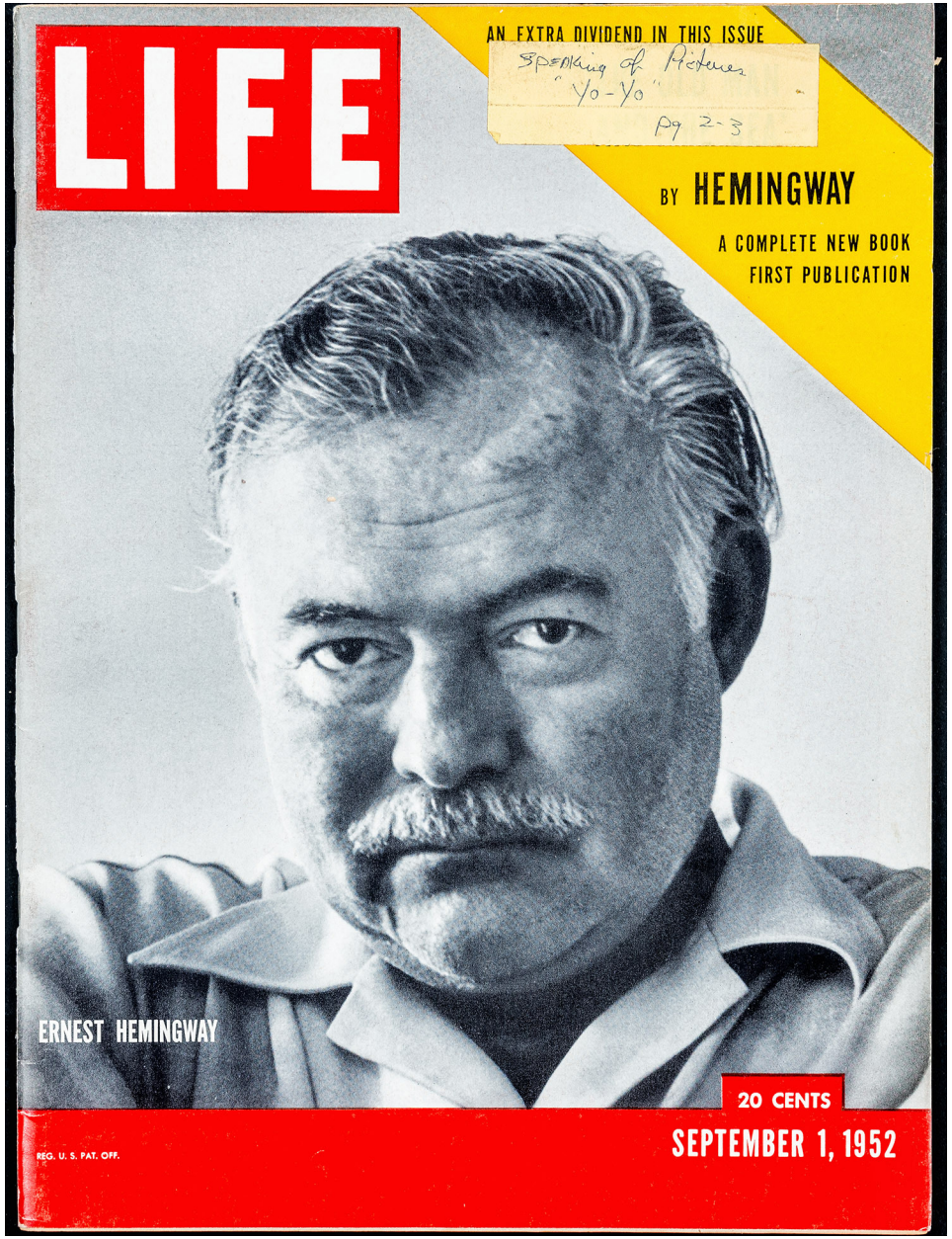
ONE DEFENDANT, nonstriker Nelson Howell, has been fired on four times, got 14 pellets in arm. He is charged with trying to kill Robinson (*right*).

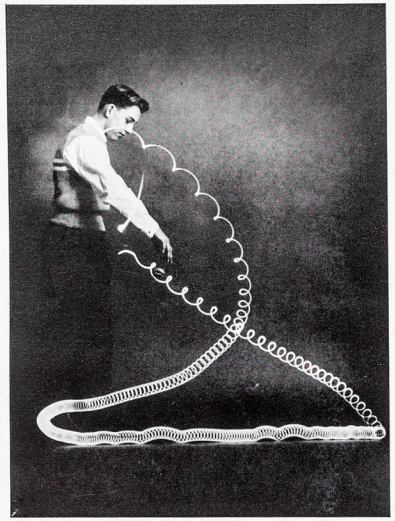
OTHER DEFENDANT, striker Larry Robinson, was fired on once while on porch. Bullet hit sill. He is charged with trying to kill neighbor Howell.

STRIKER Leslie Rister's bedroom window was hit by rifle bullet fired near struck plant (*top*). Another bullet hit front of house but caused no damage.

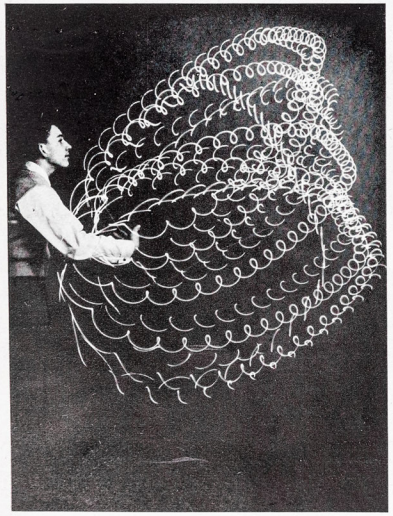
DEPUTY SHERIFF Walter Smith, who remained neutral and inactive in the strike, holds his truck's windshield, shattered by two shots from ambush.



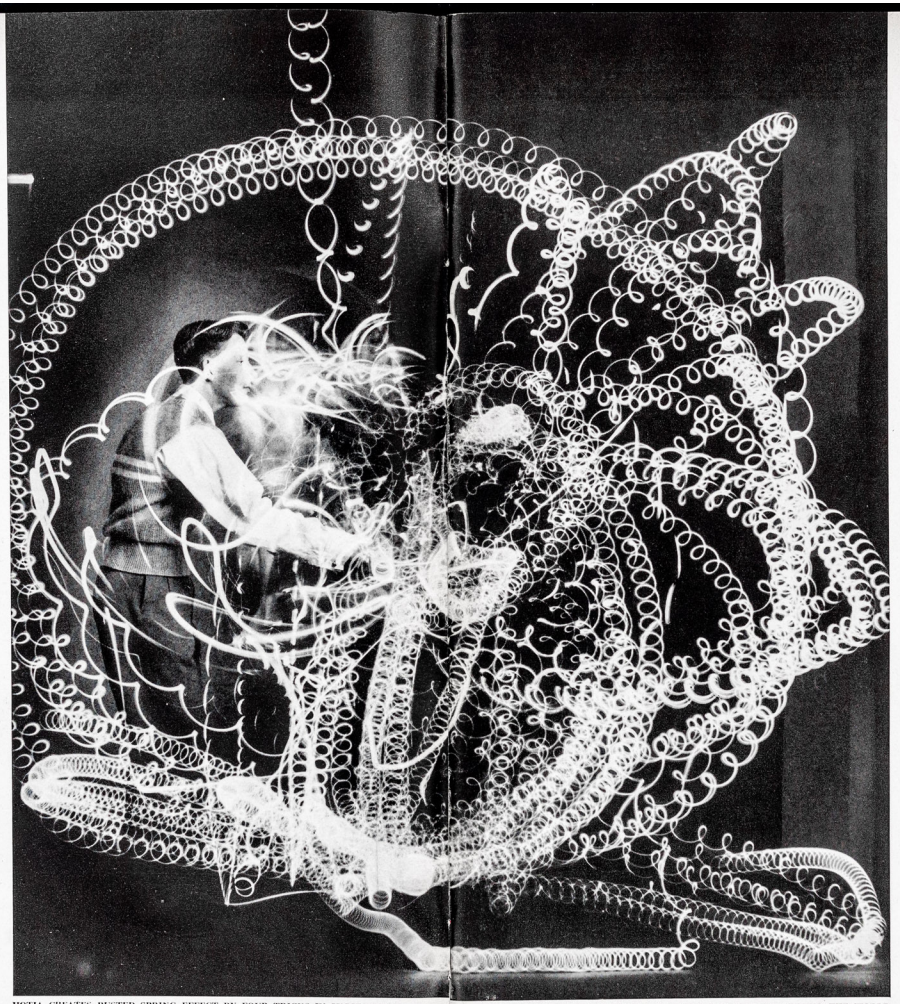

LIFE
AN EXTRA DIVIDEND IN THIS ISSUE
Speaking of Pictures
"Yo-Yo"
Pg 2-3
BY HEMINGWAY
A COMPLETE NEW BOOK
FIRST PUBLICATION
ERNEST HEMINGWAY
20 CENTS
SEPTEMBER 1, 1952
REG. U. S. PAT. OFF.



"WALKING THE DOG" is executed by throwing Yo-yo down hard, so that it spins around fast, then letting it hop gently across the floor before hauling it in.



"LOOP THE LOOP" is done by twisting the wrist in a continuous circular motion. Barney Akers, of Huntington, W. Va., holds world's record with 1,269 loops.



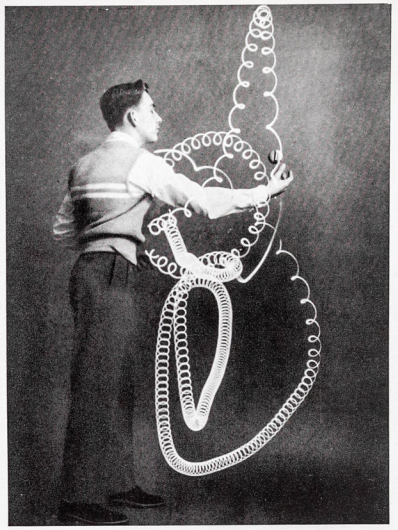
HOTIA CREATES BUSTED SPRING EFFECT BY FOUR TRICKS IN SUCCESSION:

LOOP THE LOOP, PINWHEEL, WALKING THE DOG AND ROUND THE WORLD

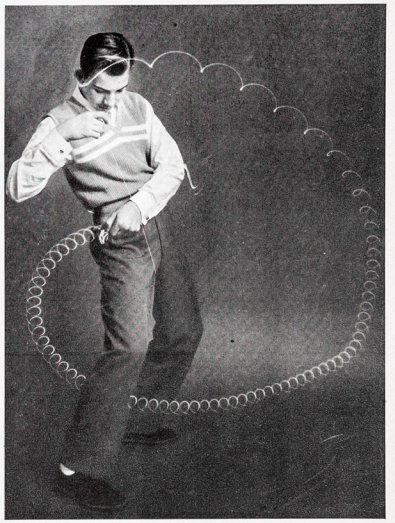
SPEAKING OF PICTURES . . .

Detroit 15-year-old lights up a Yo-yo to show how an 'old pro' stays on top

When it was invented in the Philippines, the Yo-yo was a simple weapon with which a native perched in a tree could bop a passing leopard cat. When it came to the U.S. in the 1920s, it was a harmless toy which children simply bobbed up and down to amuse themselves. As these photographs by Joe Clark show, the Yo-yo has come a long way from its simple origin. The 1952 model wielded here by 15-year-old John Hotia of Detroit was especially rigged up with a tiny battery and light bulb. As Hotia went through intricate maneuvers in a dark room, Clark opened his camera to record the patterns traced by the light. To perfect this repertoire Hotia practices all summer. Then, during the Yo-yo "season," beginning in September, he works for a Yo-yo manufacturer, performing in front of dime stores. In return he gets all the free Yo-yos he can use.



"ATOMIC BOMB," Hotia's most difficult trick, involves both hands, with the Yo-yo being swung around the player and then up into the air for tower of smoke.

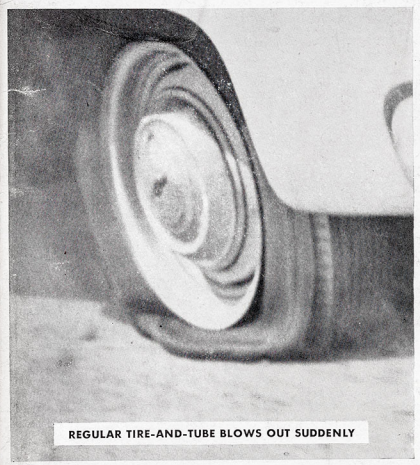


PICKPOCKET is done by a flick of the wrist, which sends the Yo-yo in a flying circle before it lands in either the open pocket of the player or that of a friend.

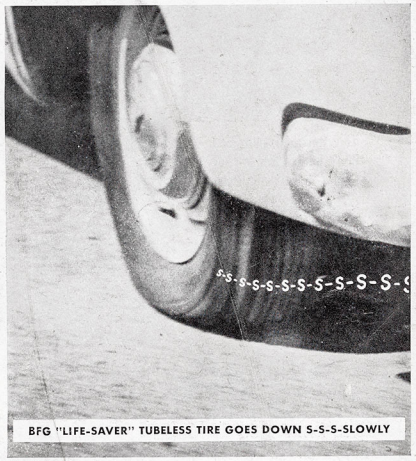
Sept 15, 1952
Candidates are not Teams
only stars
Top pg 31

B.F. Goodrich Tubeless Tire

PROTECTS AGAINST BLOWOUTS! HERE'S HOW:



REGULAR TIRE-AND-TUBE BLOWS OUT SUDDENLY



BFG "LIFE-SAVER" TUBELESS TIRE GOES DOWN S-S-S-SLOWLY

TESTED AND PROVED!

Most blowouts start when you don't know it. From a sharp blow—for instance, against a curb or chuckhole—that bruises cords inside the tire.

As the tire flexes, the weak spot grows until the inner wall is broken. With a regular tire and tube, the tube bridges the break. Finally, miles or maybe months later, the tube is pinched and blows out through the tire.

CHANGES BLOWOUT TO SAFE "SLOWOUT":

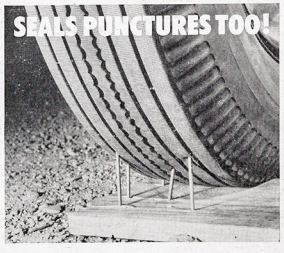
The B. F. Goodrich "Life Saver" Tubeless Tire has no tube. Instead, it has an air-retaining lining that's part of the tire itself. If a bruise does occur, the tire's flexing action eventually causes pin-hole leaks in this lining at the point of the bruise.

Instead of a dangerous blowout, all you get is a slow leak, with time to stop safely. A sealant layer under the tread seals punctures too, with no air loss.

The blowout and puncture protection of B. F. Goodrich Tubeless Tires has been tested and proved by thousands of users in the past four years.

And the "Life-Saver" defies skids too! It has a new kind of tread with 10,000 tiny "grip-blocks", spaced 16 to the inch. Wet road tests at 30 MPH show it stops up to a car-length sooner than regular tires.

In the popular 6.70-15 size, the B. F. Goodrich "Life-Saver" Tubeless Tire costs $7.11 *less* than the same size regular tire and any blowout-protecting tube. See it at your BFG retailer's. Look for his address in the Yellow Pages of the telephone directory. The B. F. Goodrich Company, Akron, Ohio.



LIFE
September 15, 1952

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Volume 33
Number 11

THE ENTHUSIASTS give proof of the candidates' appeal. Here are a latter-day Barbara Frietchie who leaned out a flag-decked Hamtramck, Mich. window to cheer Stevenson, a Pontiac, Mich. girl who let herself get rain-soaked to see him, and a Philadelphia lady who twice fought off cops to press Ike's hand personally.

CANDIDATES ARE NOT TEAMS' ONLY STARS

While the two presidential candidates were busy gaining ground, a number of well-known blockers and unsung linemen were also busy. One of the latter was Interior Secretary Oscar Chapman who duplicated the yeoman service he performed for Harry Truman in 1948 by running interference for Adlai Stevenson in 1952. Chapman quietly visited (and refused to be photographed in) towns where the Democratic candidate was shortly to appear, in order to appraise local political sentiment and factionalism. This information he then promptly passed on to Stevenson. The Republicans matched Chapman with a group including enthusiastic citizens for Eisenhower who also traveled from city to city to make sure crowds turned out for their candidate. Relatives of both nominees also were pressed into many public appearances. Meanwhile, as the spectators strained toward their idols (*above*), the first-string substitutes and an old grad (*below*) strove mightily for their respective causes.

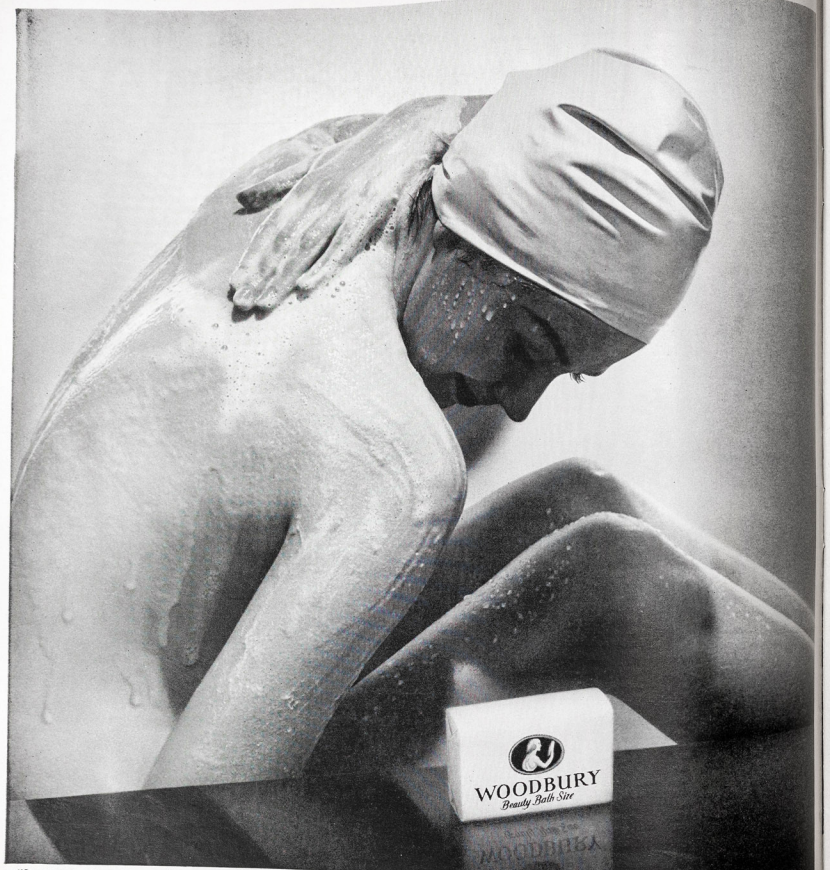
CANDIDATE'S SONS accompany Stevenson to Grand Rapids, Mich. Adlai III, a Marine, shakes hands with Mayor Paul Goebel as brother, Borden (*left*), watches. Stevenson addressed 4,000 there.

THE AUXILIARIES in the campaigns included G.O.P. Veep Nominee Nixon, extricated from a lobster in Maine by his wife (*left*); whistle-stopping Harry Truman, shown at Crestline, Ohio; and Democratic Veep Candidate Sparkman, who, on arrival at Long Beach, Calif., spontaneously autographed cast on boy's arm.

← CANDIDATE'S WIFE, MAMIE, CLUTCHING "BETTER TIMES" ROSES, FACES CROWD IN PHILADELPHIA

CONTINUED ON NEXT PAGE

LIFE
Ike Lions Beard Dan'l
Pg 18-19
BY JAMES A. MICHENER
FIRST PUBLICATION, COMPLETE IN THIS ISSUE
College Boy Built
Big Biceps
26-21
Joe Clark H.B. SS
(Jane)
TERRY MOORE
HOLLYWOOD'S SEXY TOMBOY
20 CENTS
JULY 6, 1953
REG. U. S. PAT. OFF.



"Let your own mirror show you..."

Now Bathe with New Woodbury Soap Lather Enriched with Face Cream Oils

Yes, *seven* fine oils and emollients used in costly face creams are blended right into New Woodbury Soap. And now you can get this exquisite complexion soap in a big beauty bath size cake, too!

The softening oils in New Woodbury Soap are intended to help *replace* natural oils — oils your skin needs to be fresh and young-looking. *Think* what that means — specially to dry skin!

And this wonderful New Woodbury Soap is a new joy to use in several ways! It gives much richer and more abundant lather. The new cake itself is a clear, sea-spray green. And the delicate new fragrance clings delightfully.

Look for the lovely lady and her mirror on both facial and bath sizes of New Woodbury Soap in its new blue-and-white wrapper. It's the symbol of the cleanest, most radiant complexion of your life —of new loveliness all over!

Now better than ever! "Woodbury Soap for the skin you love to touch!"

LIFE

Vol. 35 No. 1 — July 6, 1953

REG. U.S. PAT. OFF.

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AN OLD IRON BRAVE, MICHENER'S HERO FLYING OVER KOREA, A WELL-FED MILWAUKEE BRAVE

JULY FOURTH IS ALWAYS SPECIAL

It is quite likely that many of LIFE's readers will be going through this issue on the Fourth of July, a day of significance to Americans wherever they may find themselves.

They probably will have been celebrating the Fourth with a pleasant swim, an auto tour, a visit to a historic spot, a ball game, a picnic topped off with evening fireworks. You will find a certain amount of such Americana in this issue. There is a pretty girl at the beach on the cover and on pages 94 and 95. On pages 2, 3 are 29 U.S. places of special historic interest which are worth some moments of solemn appraisal. For baseball turn to pages 39 through 42 where you will find a report emphasizing not the players but fan reaction. For a dash of old-fashioned American political heat see pages 18, 19. A rich store of older Americana, collected by Mrs. J. Watson Webb into a village museum in Shelburne, Vt., is revealed in color on pages 46 through 53. Maybe you will find the most typical midsummer American on page 31. He is a reasonably prosperous looking shirt-sleeved man and he is standing with a half-finished cooling Coke in his left hand while he keeps a sharp eye on a filling station attendant who has been activated by his easy command to "fill 'er up."

But many Americans are far from home, in places like Korea and the sea and air around it, seeking to obtain for others the kind of independence from oppression which set the day July 4 apart in the first place. Like other Americans we at LIFE like to celebrate the Fourth with something both special and pertinent. In this issue we present a short novel by James Michener which plumbs the human emotions involved in the three-year Korean War in a way the news accounts seldom can. What Michener learned about the spirit of Americans is told in his poignant story, *The Bridges at Toko-ri*, which starts on page 58.

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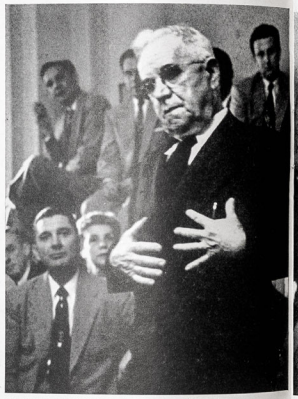
RAGING REED thunders his opposition to Rules Committee action in taking bill from his committee. "This may be the destruction of representative government. If that's true, this is no place for me."

IKE'S LIONS

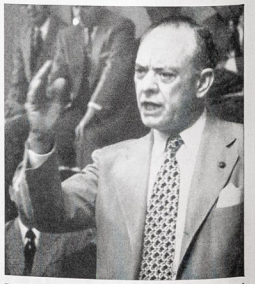
Excess profits bill is gestured

It was the hottest scene in the biggest fight on the greatest issue of the 83rd Congress. The issue had two parts: 1) whether the Administration program of reducing the budget before reducing taxes was to proceed in orderly fashion and 2) whether the congressional leadership should take the extreme step of overruling one of Congress' oldest and most cherished prerogatives—the right of committee to keep a bill from coming to the floor for a vote. Athwart this issue stood the aged figure of the dean of congressional Republicans, his face red with rage, his neck tendons standing out like steel cables, his arms waving.

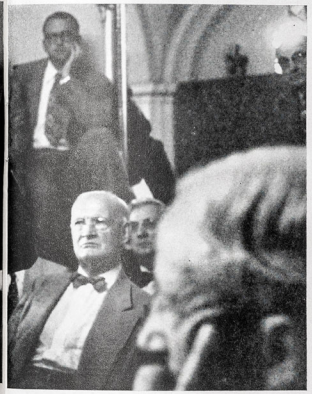
Seventy-seven-year-old Representative Daniel Reed of New York was violently opposed to Eisenhower's proposal to extend excess profits tax six months. As chairman of the powerful House Ways and Means Committee he refused to let his committee vote on the bill, which it had to do before the bill could go to the House floor. For months Administration leaders including the President pleaded with Reed. When old Daniel remained immovable, desperate congressional leaders turned reluctantly to a rarely used measure, asked the Rules Committee to take the bill away from Ways and Means and bring it to the floor. Rules met in a teeming session (*below*). Shouted old Dan: "What have I done in my 35 years that you would do this to me?" But after three hours of debate Rules voted the action, paving the way for a critical vote in the House on the procedure—and if this passes, on the tax extension itself.



"EVEN THE WHITE HOUSE could be shaken" by repercussion from the committee action, said



DEMOCRAT, Jere Cooper of Tennessee, attacked Rules Committee action as a dangerous precedent.

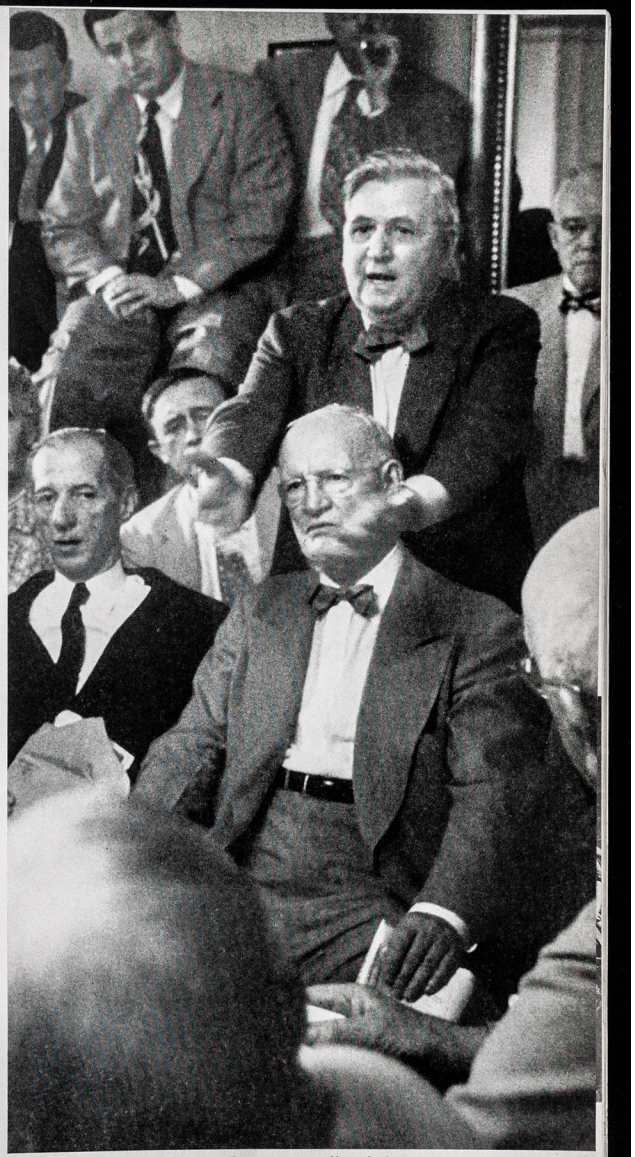


Reed backer, Representative Noah Mason (R., Ill.). Behind him congressmen sit on cabinets to listen.

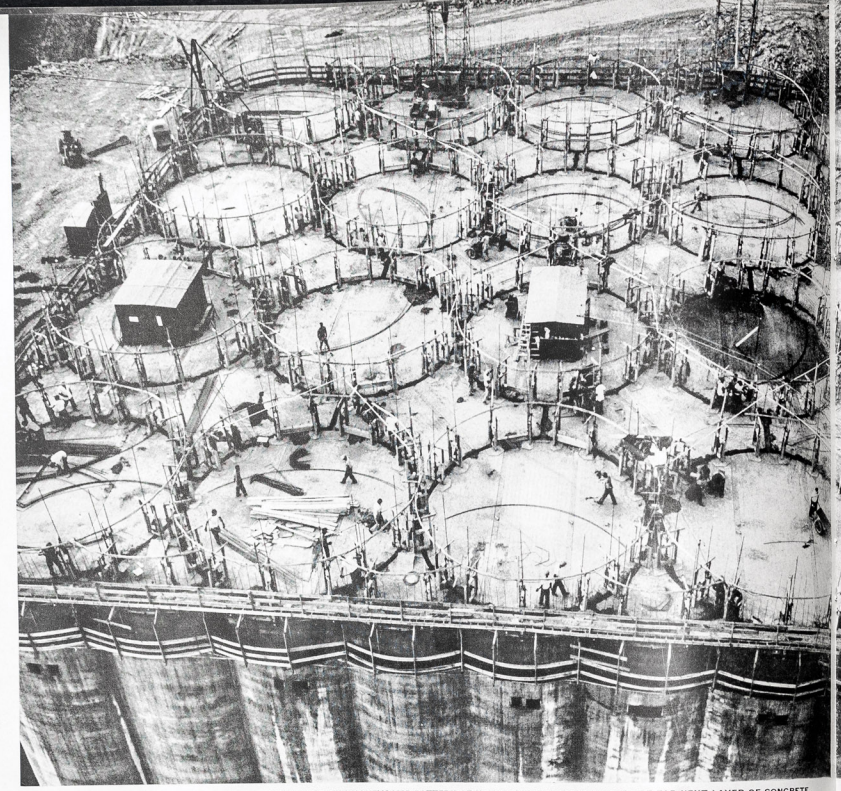
MAJORITY LEADER Halleck backed Rules action: "The most difficult thing I've ever had to do."

BEARD DAN'L

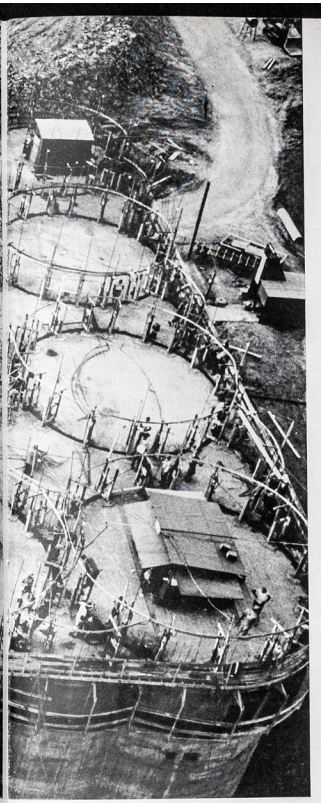
out of Chairman Reed's pocket



REED ROOTER, Representative Tom Jenkins (R., Ohio) scolded committee: "The bill is evil, wicked, iniquitous. If you do this you can run any committee and then we don't need anybody but you."



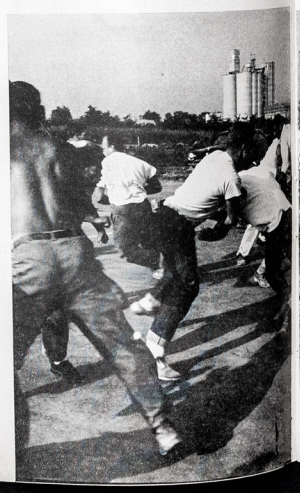
STUDENT WORKERS STAND ON TEMPORARY PLATFORMS AMID THE HONEYCOMB PATTERN OF HALF-BUILT ELEVATORS TO PREPARE FOR NEXT LAYER OF CONCRETE.

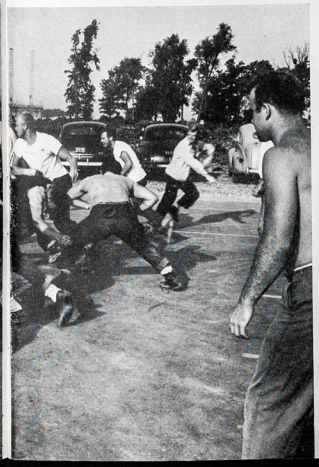


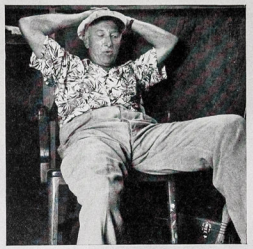
SHEDS HOLD TOOLS, FOOD FOR ON-THE-JOB SNACKS

LOADING STEEL, students get ready to hoist reinforcement bars to workers above on elevators.

WORKING JACK, Arnold Younkman and Marvin Reau joke as they raise molds for concrete pouring.







ANDERSON WHISTLES WATCHING OTHERS WORK

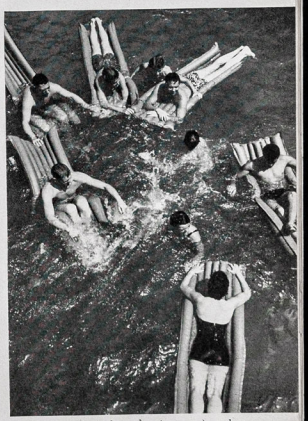
COLLEGE BOYS BUILD BIG BINS

Lured by food and football, students finish 20 granaries in 13 days

Harold Anderson decided to add 20 huge concrete bins to his Toledo grain elevator, enough to make it the largest in the Midwest, but he ran into snags. He wanted union men to do the job, but there were not enough available. He thought of hiring farmers, but they were all busy in their fields. Finally he placed an advertisement in 80 college newspapers, offering wages, free room and board and extra collegiate inducements like swimming, golf and football practice. He even hired a college football coach to organize athletic contests and offered trophies to the winners.

This worked fine. From the avalanche of 600 who applied, Anderson picked 225 of the huskiest and set them to work. When the A. F. of L. protested the use of nonunion labor, one boy backed out. The rest stayed on. Working in shifts around-the-clock, they got the huge job done in 13 days and still had enough energy left for scrimmages. The boys each got $291 for their work. They were paid 42¢ an hour less than union wages, but they all agreed the free meals and recreation more than repaid the difference. Their boss was happy too. Watching the students consume his food—also round-the-clock—Anderson smiled: "To get work out of a boy you've got to stoke the furnace."

EATING, members of Miami University football squad who worked together on job share same cafeteria table.



SWIMMING in Anderson's private pool, students splash with local college girls after end of shift.

← IN SIGHT OF ELEVATORS (BACKGROUND) STUDENTS KEEP IN TRIM FOR COLLEGE TEAMS

LIFE
Life Goes to a Friendly Fued
19- 108 - 115
AS
THE PRETTY WITTLINGERS
20 CENTS
AUGUST 17, 1953

PROMINENT POLECAT Wilbur Moyer, carrying a pike and banner, marches at the head of the Polecat parade. A Kaiser-Frazer engineer who organized this year's Newberry Street attack, Moyer and his wife came dressed in burlap tunics to illustrate the song *Side by Side*. All paraders were supposed to represent hit songs.

BIDDLE STREETER PROTECTED BY DARK GLASSES DEODORIZES A POLECAT →

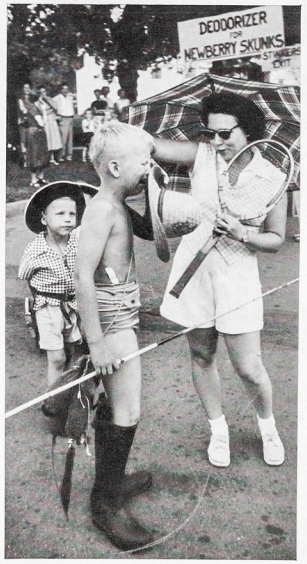
BOLD POLECAT pulls his 2-year-old brother past the hostile Rat Flit guns protecting Biddle Streeters' anti-skunk barricade.

Life Goes to A Friendly Feud

TWO STREETS KEEP UP RIVALRY BY ADDING INSULT TO REVELRY

For three days in Wayne, Mich. residents of Biddle Street openly insulted residents of Newberry Street and the people of Newberry Street made public mock of the people of Biddle Street. The two neighboring streets were celebrating their annual feud which began 10 years ago as a softball rivalry and has been growing ever since. This year the Biddle Streeters, called the Rats, opened with a parade down Newberry where Polecats set up a barricade and sprayed the Rats with rodenticide. The Polecats answered with a parade and were deodorized by "skunkicide" made of vinegar or dime store perfume mixed with water. Next day the Polecats won the ball game, but since the Rats took the peanut scramble event nobody could be sure which side had come out on top in the feud this year.

EXCITED RAT SPRAYS PERFUME ON SKUNK WHO CAME DRESSED FOR TROUBLE ←

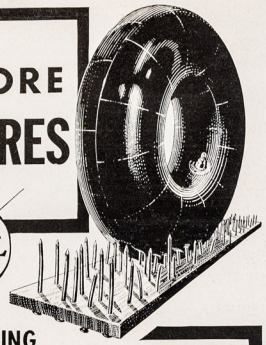


HOLDING NOSES and wearing clothespins as an insult to the Polecats, Biddle Street wives jeer at the Newberry Street paraders.

RUBBING EYE full of vinegar squirted from Rat Flit gun, Jimmy Renaur, 10, sobs, "Those skunks, they got me in the eye."

CONTINUED ON NEXT PAGE

NO MORE
FLAT TIRES



THE GENERAL TIRE

PUNCTURE-SEALING
SAFETY TUBE

- Prevents punctures because it seals as it rolls.
- Safer—absorbs shocks. Protects against blowouts.
- Adds security for women drivers.
- Retains correct pressure. Aids tire mileage.
- Cool running. No internal heat.
- 100% natural rubber. Outwears several casings.

SEE YOUR GENERAL TIRE DEALER

At your dealer's now!

PRO
TOOTH BRUSHES

REGULARLY 59¢
SPECIAL LABEL SAVES 10¢
WHILE THEY LAST
YOU PAY 49¢

STOCK UP THE FAMILY

LADY RATS STEP LIVELY

INVADING POLECAT TERRITORY, "Hep Rat" band with pie-plate hats marches up Newberry clashing potlids and thumping on tin washboards.

BREACHING THE BARRICADE, a rope strung up by Newberry Streeters, Violet Barry holds it up high so that sister Biddle Streeters can scoot under.

CONTINUED ON PAGE 113

Better than bitter cake

Just add cream to Bisquick
Betty Crocker

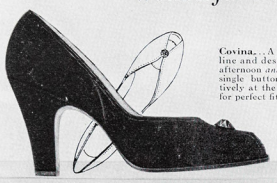
Quick main dish

Now-look at the little pictures
(Bisquick makes 'em all) ... because Bisquick is basic. It's the ready-to-use blend of the very things you'd have to measure out and mix to start almost anything you'd choose to bake. But we do the tricky part for you ... give you a headstart on all twelve of the good things around this page. And Betty Crocker put her directions on the Bisquick box for you to choose from. For instance, peaches are ripe ... and the Bisquick is handy. Go ahead, get 'em together and see what we mean ... for feeding a family, you can't beat **Bisquick**

12 good things from 1 good mix!

LIFE
ARCHERY EXPERT AIMS AT AN EGG
pg 87-88
GHT
FROM HERE TO ETERNITY
DONNA REED
AS JAMES JONES'S ALMA
20 CENTS
AUGUST 31, 1953
REG. U. S. PAT. OFF.

Wonderful way to become a well-dressed woman



Covina...A pump that's all line and design...perfect for afternoon *and* evening wear! A single button winks provocatively at the vamp. *Elasticized* for perfect fit at the instep.

Savoy...Reflects exciting fashion news in the slender toe and square throat-line. Wonderful with full skirts at home...with suits on the street! *Elasticized* for perfect fit at the instep.

Roxbury...Traces of braid on velvety suede make a smart sandal...mid-high heel and platform for walking, working, shopping comfort!

Vitality SHOES

famous for **fashion** *and* **fit**

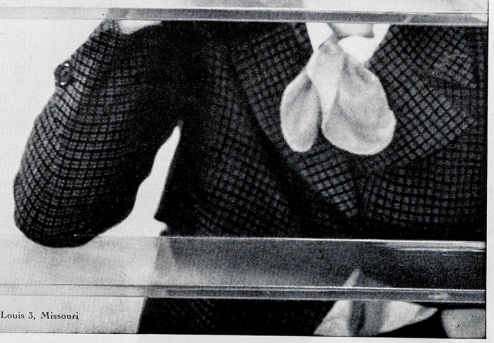
Jeanelle...A lovely afternoon pump, scooped low to reveal a pretty foot...poised on a shapely mid-high heel. Touches of braid at the vamp add excitement to knits, casual dresses. *Elasticized* for fit.

$10.95 to $12.95

Complete range of sizes and widths

Vitality **wanderlust** Shoes from $8.95

Virgie...Soft toe, platform, wedge heel...equal a wonderful daytime shoe! Stays home, makes a social call, shops in excellent taste!



Vitality Shoe Company, Division of International Shoe Company, St. Louis 3, Missouri

BEFORE SHOOTING, ANN MARSTON EYES THE EGG

ARCHERY EXPERT AIMS AT AN EGG

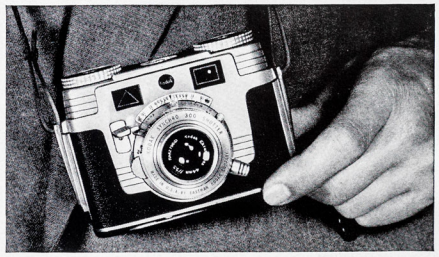
Girl champion tries out a new type of target

The pretty blond disciple of William Tell above is the best young archer in the U.S. As an 11-year-old Ann Marston of Detroit won the national cadet target championship and a year later added the intermediate target championship. Now a seasoned competitor of 15, she has a room full of assorted cups and medals. When she is bored with shooting at regulation archery targets, Ann likes to use odd objects like beer cans and bottle tops. Last month, with Photographer Joe Clark on hand to picture the results, she took dead aim at some eggs. To see what happened, turn the page.

QUIVERING IN FLIGHT, ARROW APPEARS BENT AS IT FLIES TOWARD EGG

CONTINUED ON NEXT PAGE

Now you can own a camera with one of the finest lenses ever made



KODAK *Signet 35* CAMERA only $92.50

Any camera is only as good as the pictures it makes. And the key to the finest pictures, particularly color, is lens quality. That's why the Signet *can challenge any camera in the world, regardless of price.*

SEE WHAT YOU GET IN A *SIGNET*:

★ **The finest color pictures...**

BECAUSE the *Signet's f*/3.5 lens is Kodak's finest — the *Ektar*. And *Ektar* Lenses are famous in professional photography for unsurpassed color purity and sharpness. With the *Signet*, you can get professional quality in your personal pictures.

★ **With push-button ease...**

BECAUSE, if you can use a box camera, you can use the *Signet*. You simply set lens, shutter, and distance indicators at three points marked in red. Then aim and push the button. Yet the *Signet* is an expert's camera, too—with range-finder focusing, 1/300 synchro shutter, automatic film stop, exposure counter, and guard against double exposures. Everything about the *Signet* spells good pictures with push-button ease.

★ **A lifetime camera...**

BECAUSE the *Signet* is rugged and simple in design. Its mechanical accuracy is unrivaled at anywhere near its price—a result of Kodak's 65 years of camera-engineering experience. It's so sturdy, a man could stand on it without affecting its operation. So compact, beautifully machined and finished, you'll be proud to take your built-for-a-lifetime *Signet* wherever you go.

★ **At a sensible price...**

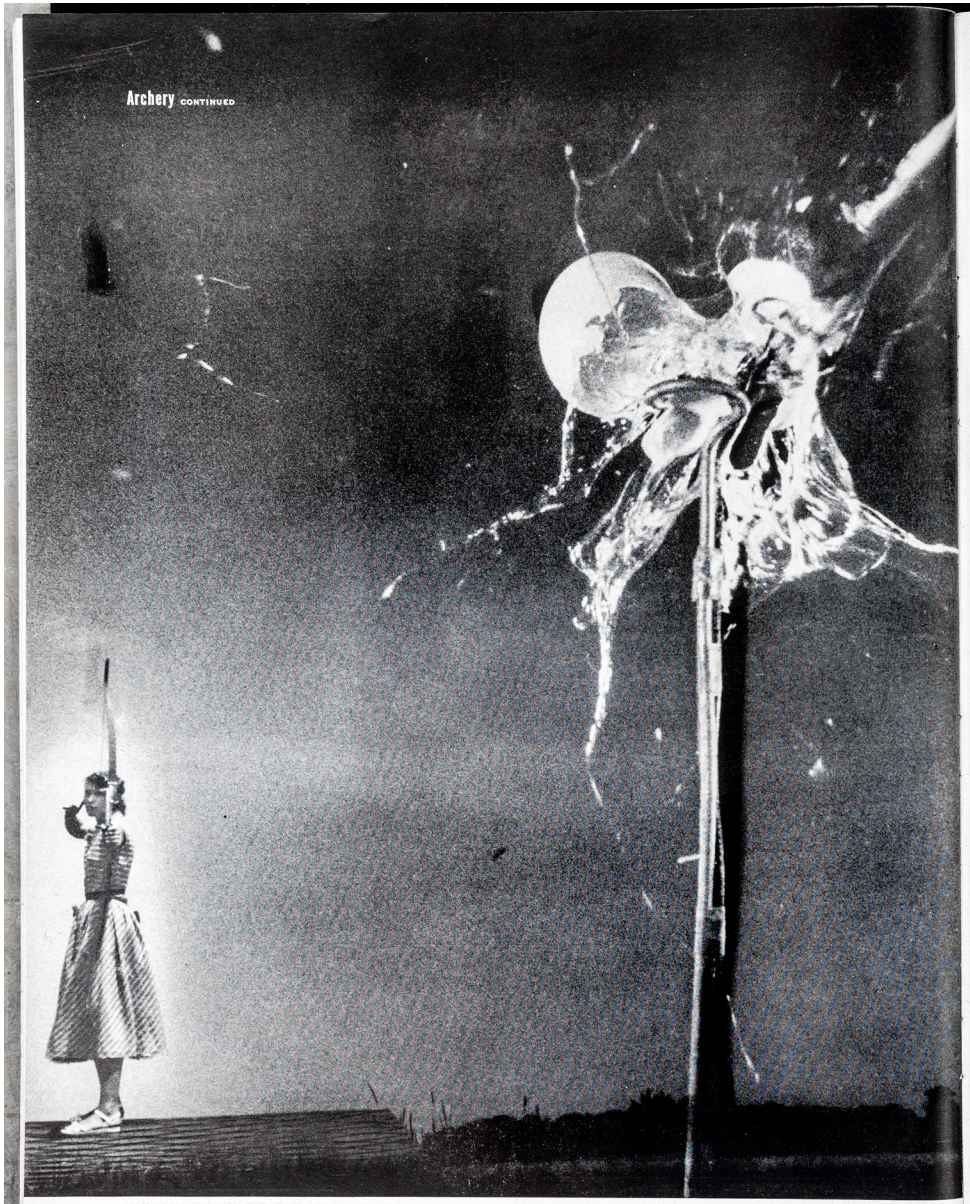
HOW MUCH should a good color camera cost? You can pay $300 and more if you wish. Or you can pay only $92.50 for the *Signet*—with its famed *Ektar Lens*—and get pictures the equal of those made with cameras costing much, much more.

Price includes Federal Tax and is subject to change without notice

See the SIGNET 35 Camera today at your favorite photo dealer's

Eastman Kodak Company,
Rochester 4, N. Y.

Kodak
TRADE-MARK



YOLK DROPS THROUGH THE STAND AND THE WHITE IS SPLATTERED AS ANN MARSTON'S ARROW PIERCES THE EGG. IN 13 TRIES SHE SCRAMBLED 12 EGGS

Any toothpaste can mask *the odor of morning mouth—for a while. But Chlorodent toothpaste actually gets rid of it!*

Smart girls don't mask "morning mouth" —they get rid of it...WITH CHLORODENT

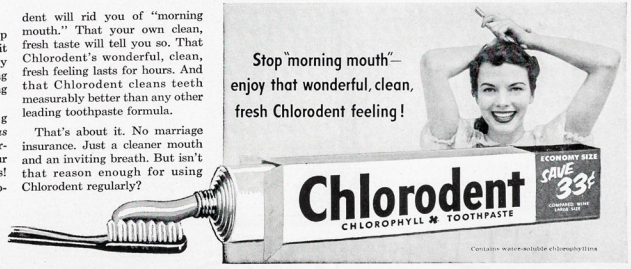
Let's be honest.

You know when you wake up your breath is not as fresh as it might be. That stale and furry taste first thing in the morning is a sure warning of "morning mouth" and bad breath.

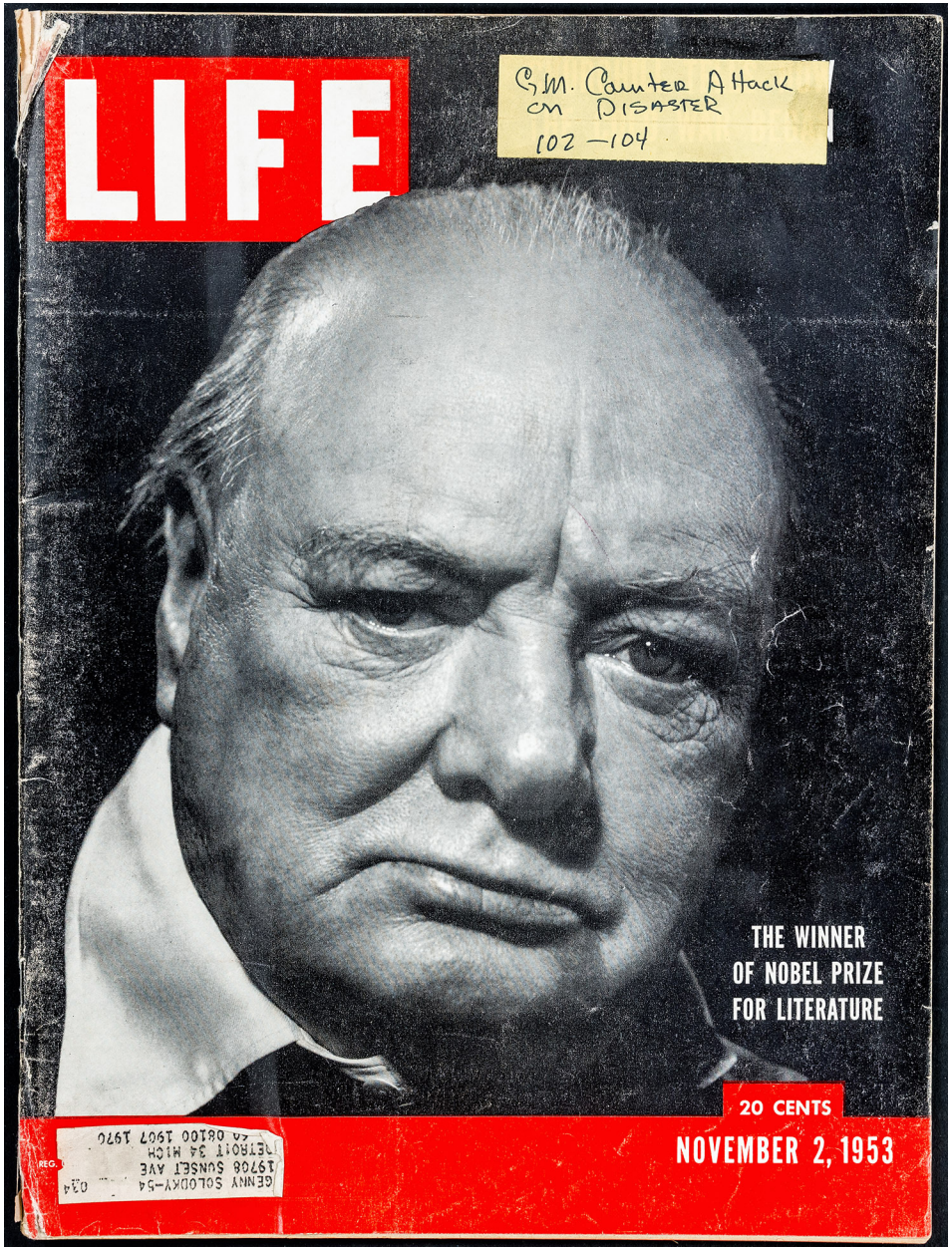
And we know simply using Chlorodent, our *chlorophyll-plus* toothpaste, won't get you married in a week . . . or make your husband shower you with orchids!

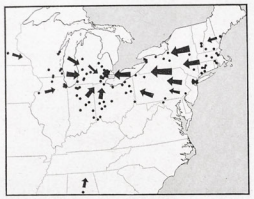
But we do promise that Chlorodent will rid you of "morning mouth." That your own clean, fresh taste will tell you so. That Chlorodent's wonderful, clean, fresh feeling lasts for hours. And that Chlorodent cleans teeth measurably better than any other leading toothpaste formula.

That's about it. No marriage insurance. Just a cleaner mouth and an inviting breath. But isn't that reason enough for using Chlorodent regularly?



Copyright 1953 by Lever Brothers Company


LIFE
G.M. Counter Attack on Disaster
102 — 104
THE WINNER OF NOBEL PRIZE FOR LITERATURE
20 CENTS
NOVEMBER 2, 1953



NETWORK OF PLANTS in 18 states supplied tools for new Hydra-Matic operation at Willow Run.

COUNTERATTACK ON DISASTER

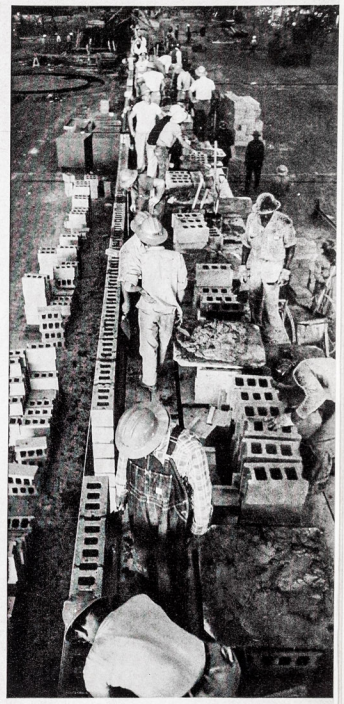
Hydra-Matic has a fast recovery

In itself, last August's fire at General Motors' Hydra-Matic plant in Livonia, Mich. was a major disaster completely ruining a $50 million plant. But the aftermath looked even more disastrous. All production of the transmissions, used in three GM cars and in several others, was concentrated at Livonia. Resumption of activity looked far off. For want of this one part Livonia made, the whole structure of one of the world's largest corporations was shaken.

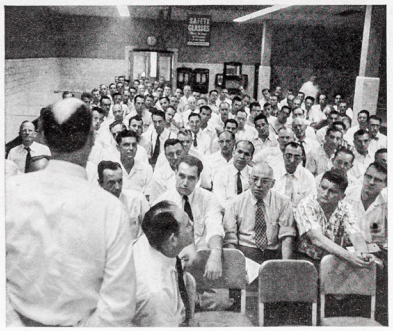
GM summoned all its resources. From widely scattered plants it gathered machines and parts (map, *above*), toolmakers and machinists, planners and expediters. It leased 34 acres at giant Willow Run. There, and in a small reactivated plant in Detroit, it began its race against time to get Hydra-Matic back in production.

ON AUG. 13, THE DAY AFTER THE BIG FIRE, THE 34-ACRE PLANT AT LIVONIA, MICH. LOOKED LIKE THIS

SIX WEEKS LATER THE DEBRIS HAD BEEN CLEARED AWAY LEAVING ONLY THIS VAST CONCRETE FLOOR



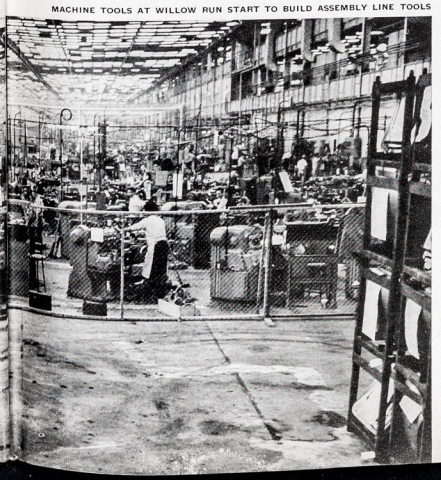
AT WILLOW RUN area leased from the Kaiser Corp., masons build wall around final assembly area.



EMERGENCY MEETING of GM production men is called at Livonia while fire still smolders. They had to find quickest way of getting back into production.

BEHIND FENCE MARKING BOUNDARY BETWEEN GM AND KAISER CORP. AREAS,

MACHINE TOOLS AT WILLOW RUN START TO BUILD ASSEMBLY LINE TOOLS



48-TON FURNACE for heat-treating transmission parts is towed slowly into Willow Run on wooden rollers. Getting it in position took more than five hours.

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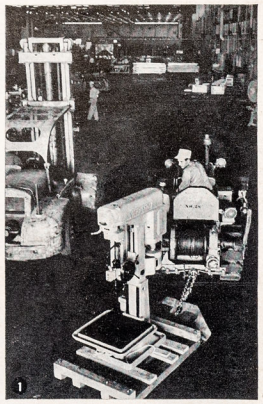
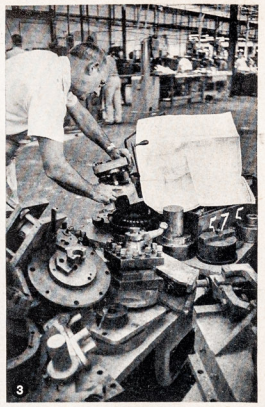
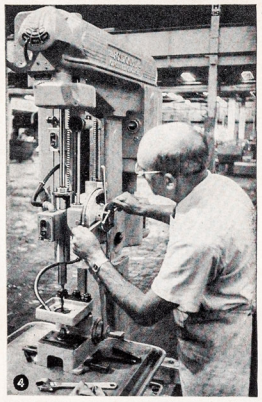
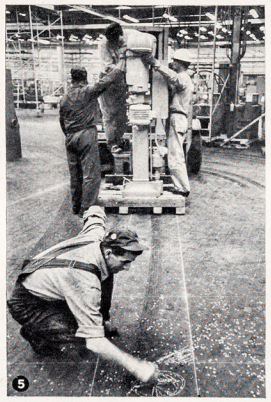
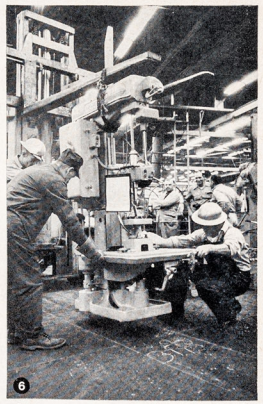






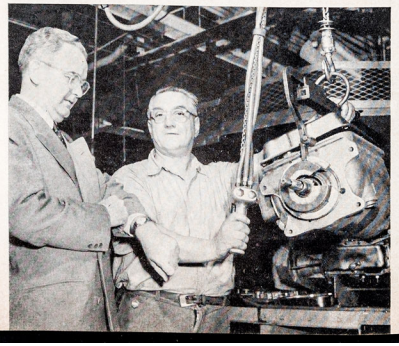




OLD PARTS ARE SALVAGED for new machines at Willow Run. A drill press is pulled in by tractor (1). It passes a pile of parts salvaged from the Livonia shambles (2). Larry Touzeau, a veteran toolmaker, consults blueprint (3) as he finds jig to fit the drill press. He attaches jig (4). Hauled on a forklift (5), the press moves to its final location which is chalked on floor. Press is carefully lowered (6) into spot where it will produce small levers for Hydra-Matic.

SPEED, SALVAGE AND SUCCESS

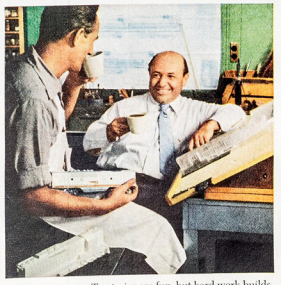
GM had to work fast in many directions—substitute other transmissions for Hydra-Matic in cars coming off the assembly line, move workers from one plant to another, salvage what it could at Livonia. From machines still usable in whole or in part, it established a large pile of spare parts at Willow Run where workers put them in machines en route to the assembly line. The small Riopelle plant at Detroit was first to get into production, and last week it finished its first Hydra-Matic transmission. In a few weeks, only four months after the fire and an estimated GM production loss of only 50,000 cars, Willow Run will start turning out Hydra-Matics.



THE FIRST HYDRA-MATIC comes off Riopelle assembly line two months after fire. Manager D. L. Boyes (*left*) checks unit hoisted by John Wisniewski.

THINK BETTER!...Famous toy train manufacturer Lawrence Cowen, President of The Lionel Corporation, talks over new models...and takes a "Coffee-break!" Coffee's gentle stimulation aids clear thinking, makes planning more fun. Building toys or buying them, working or shopping, you'll be more alert after a "Coffee-break!"

—give yourself a "Coffee-break"!



WORK BETTER!...Toy trains are fun, but hard work builds them. That's why designers relax with fragrant coffee! Coffee's pleasant lift helps efficiency on every job. When *your* work is going slowly, take a break — for coffee!

FEEL BETTER!...Trains are fun for everyone—and a cup of delicious coffee adds to the pleasure! At work or play, at any hour of the day, enjoy coffee's hearty flavor. Pour yourself a cheerful cup. Give yourself a "Coffee-break!"

There's a welcome lift in every cup!

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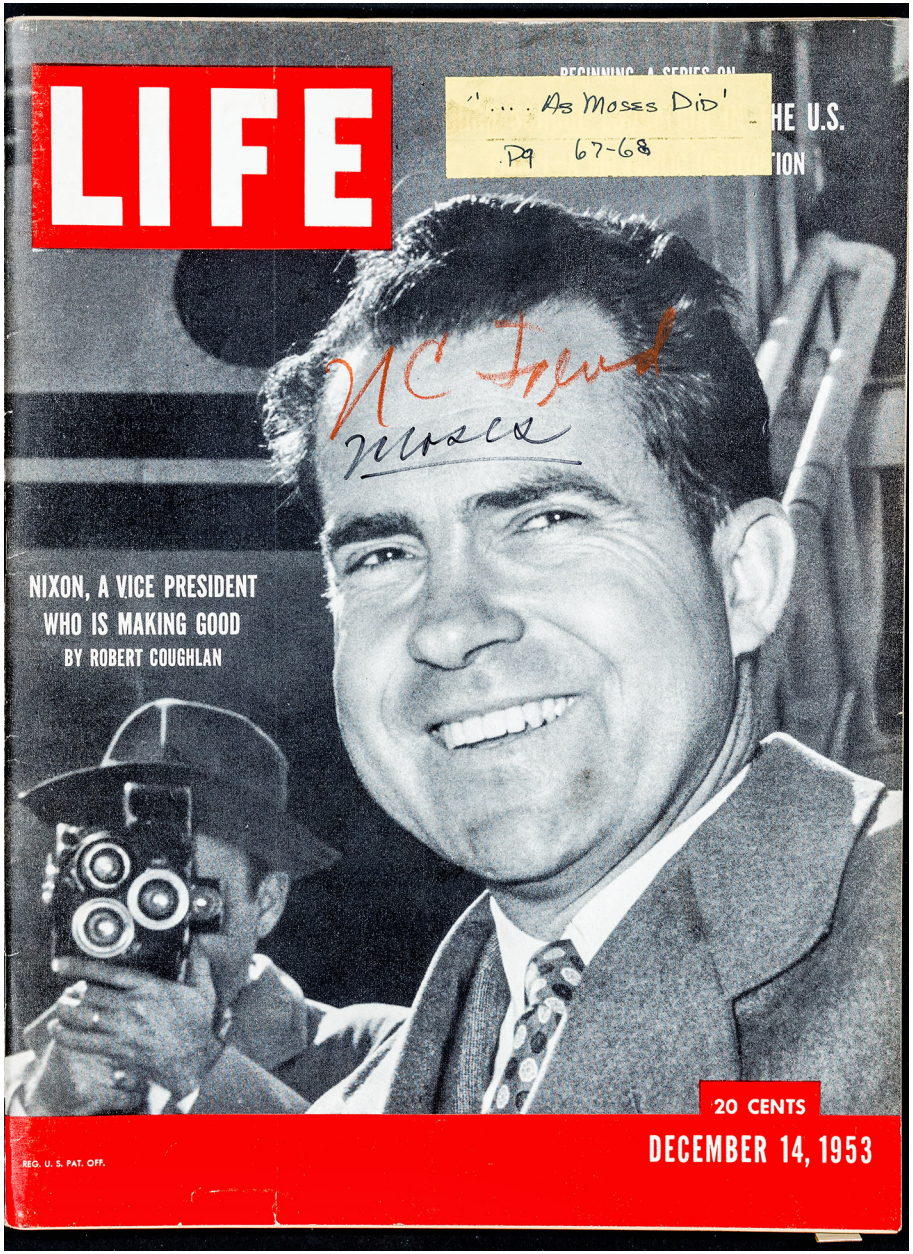
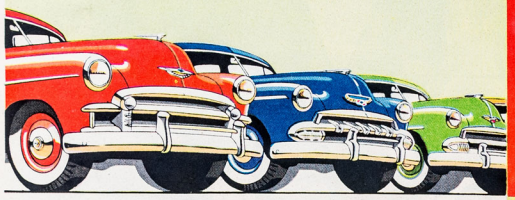

LIFE
'. . . . As Moses Did'
P9 67-68
HE U.S.
TION
NIXON, A VICE PRESIDENT
WHO IS MAKING GOOD
BY ROBERT COUGHLAN
20 CENTS
DECEMBER 14, 1953
REG. U. S. PAT. OFF.

Here's your Buy-Guide to the best in Used Cars exclusive with Chevrolet Dealers



This is an OK USED CAR

AUTHORIZED CHEVROLET DEALER

Here's the easy, thrifty answer for *anyone* who wants a good, late model car without paying new-car prices.

For you can buy an *OK* Used Car with confidence. The OK Tag tells you it's been thoroughly inspected and reconditioned by your Chevrolet dealer. You know it's a good, honest value backed by your Chevrolet dealer's written warranty. And you know your Chevrolet dealer is a responsible businessman whose present and future success depends on satisfied customers.

Only Chevrolet dealers offer you OK Used Cars. And only their best used cars carry the OK Tag.

So let the OK Tag guide you to the car you've been looking for. Maybe it's for your own personal or business use. Maybe it's the *second* car your family has been needing and wanting to solve a lot of problems about who gets the car—and when.

Because Chevrolet dealers sell the most new cars, they can offer you the widest selection of late-model used cars. Drop in and look them over. You can count on finding the model you want . . . and you can count on thousands of comfortable, dependable and enjoyable *un*-used miles in the OK Used Car you buy.

6 Ways Better

1 Thoroughly Inspected

2 Reconditioned for Safety

3 Reconditioned for Performance

4 Reconditioned for Value

5 Honestly Described

6 Warranted in Writing

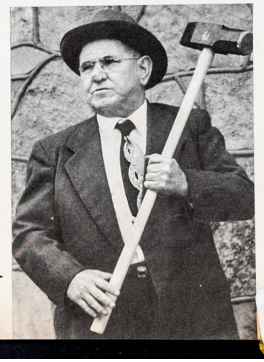
See Your Chevrolet Dealer for All Your Automotive Needs

HOMER WITH HAMMER HEADS UP MOUNTAIN TO SMASH TEN COMMANDMENTS FOLLOWED BY POLICE WHO CAME TO SEE IF HE WOULD CARRY OUT THREAT

'. . . AS MOSES DID'

Sect leader tries to break brother's concrete Ten Commandments

In the beginning, in 1903, there was only one Church of God, a fundamentalist sect founded by A. J. Tomlinson on top of a mountain near Murphy, N.C. On the side of the mountain Tomlinson's flock sketched in lime the Ten Commandments. In 1943 Tomlinson died and the church was soon sundered, one part led by the founder's eldest son, Homer, the other by the younger son Milton. Milton took over the church's mountain and remade the Commandments in concrete letters six feet high. Homer had moved his own headquarters to New York City but brooded over his brother's "desecration" of the mountain. Recently he said, "I shall have to destroy the Ten Commandments . . . as Moses did" when he found his brother Aaron worshiping the golden calf. With a hammer Homer set out for Milton's mountain.



HOMER HEFTS 12-POUND HAMMER IN FRONT OF HIS BROTHER'S CHURCH →

. . . As Moses Did' CONTINUED

IN PRELIMINARY ACT Homer (*right*) lifts a Commandment tablet before his march to mountain.

IN RIGHTEOUS FURY Homer pounds broken tablet to bits in front of his brother's headquarters.

SAD DUTY is performed by Homer (*left*) confronting brother to depose him as sect leader. "I still love you," he said, "but I can't see you go into idolatry."

SADDER END comes for Homer who was jailed after chipping a letter of the Eighth Commandment.

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LIFE
"Speaking of Pictures"
Little Ornie - Think
Pg 14-15
Little Ornie
Pages 14-15
HOW DISNEY MAKES
AN UNDERSEA MOVIE
JULES VERNE CHARACTERS
20 CENTS
FEBRUARY 22, 1954
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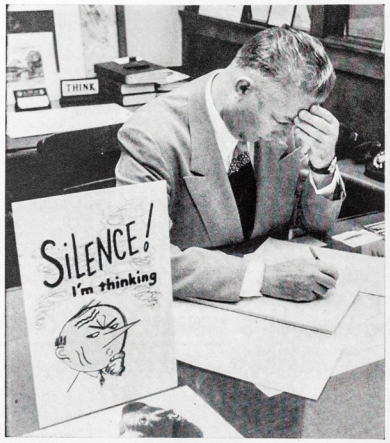


MAYOR'S ASSISTANT, Bert Schlaff, jots down idea that came to him during thinking time. He thought of a traffic control improvement which will be used.

DEPARTMENT HEADS, meeting with Mayor Hubbard (shuffling his papers, *background*), offer their opinions of the THINK program. At first some timidly offered objections. But the mayor was firm and the department heads unanimously voted to continue what Hubbard calls "the morning hour of meditation."

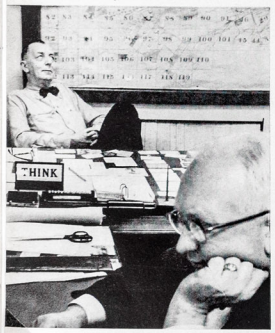
MAYOR HUBBARD writes down an idea thought up in his bed at home. Although he thinks all day, he claims the best ideas come to him late at night.

SPEAKING OF PICTURES . . .

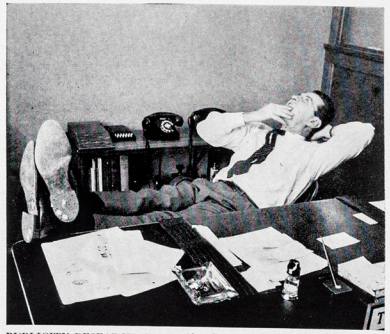
. . . These show attitudes of city officials during the mayor's THINKing hour

As the flamboyant mayor of Dearborn, Mich. since 1941, Orville Hubbard is always thinking up his own unique ways to improve the city (LIFE, March 5, 1951). But last month "Little Orvie" had had enough. Awaking one night with a start, he asked himself, "Why should I produce all the ideas for this damn town, anyway?" Next morning he sent out a memo to his 25 department heads, ordering them to report to work 30 minutes early every day "for the purpose of devoting one-half hour to silent meditation and thinking. . . ."

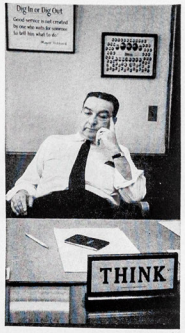
Obediently holing up in their offices and ignoring even telephone calls, the staff struck the attitudes of thought shown on these pages. Everywhere, THINK signs urged them on. Once a department head confessed, "I thought so hard that I thought five minutes overtime." Suggestions have proposed everything from an animal shelter equipped with a dummy fireplug to a new 12-story, air-conditioned city hall. Two ideas for new traffic controls have already been approved for action. Last week, delighted with the results, the mayor decided to have his staff keep right on sitting and thinking. "That," says Orvie sagely, "is the way Newton discovered the law of gravity."



ASSESSORS James Hughes (*foreground*), Carl Farmer ponder taxes.



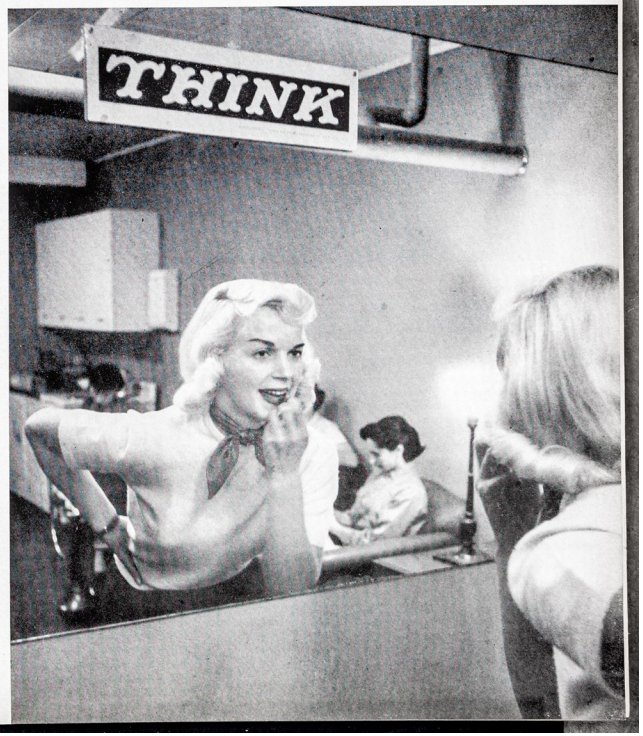
PUBLICITY-RESEARCH CHIEF Alex Pilch gets an idea while looking at ceiling. Noticing bad bulb, he had all faulty bulbs in the building replaced.



FIRE CHIEF Frank Gilligan conceived an idea for fountains in park.

TRANSPORTATION DIRECTOR King Boring thought of moving bus garage out of residential area.

MAYOR'S DAUGHTER, Nancy Anne, a city hall stenographer, finds THINK sign in ladies' lounge. →



LIFE
Ben Hogan
P9 112
WHY WHITE HOUSE AND OLD GUARD ARE AT ODDS
PRETTIEST CHORUS GIRL
IN LAS VEGAS: KIM SMITH
20 CENTS
JUNE 21, 1954

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KING SIZE or REGULAR

Vol. 36, No. 25

LIFE

REG. U.S. PAT. OFF.

June 21, 1954

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A BOY FIRES A SPLASHBOMB, A SHOWGIRL PLUNGES INTO A LAS VEGAS POOL AND A YOUNG BUSINESSMAN GETS TO WORK

WHEN THE LIVIN' IS EASY, FISH ARE JUMPIN'

June 21, the date of this issue, marks the beginning of summer, a season whose magic is captured in the Gershwins' lovely song *Summertime:*

"Summertime, an' the livin' is easy,
Fish are jumpin', and the cotton is high. . . ."

Already LIFE has taken on a summery quality. We got no cotton, but we got a good share of easy livin', with golfers out on the links trying to beat Ben Hogan, Army Secretary Stevens relaxing on his ranch and a pert showgirl leaping into a swimming pool. And fish are jumpin' in the essay (*pp. 70–76*) on the Atlantic salmon fishermen and their big, silvery quarry.

Summertime '54 is not without its troubles. Crises and riots and bitter disputes continue to trouble the world. Yet we look forward to the summer as a time of beauty and a season of a thousand and one pleasures. There will be picnics and pennant races, swimming and sailing, outdoor dances and juleps on the lawn.

No story in this issue speaks more of summer than the one on pages 15 to 19. For this season belongs to children. It marks a time of enterprise and adventure, lawn mowing, lemonade peddling and caddying, as youngsters everywhere set out proudly to get a feeling of working and a taste for earning. But diligence never overshadows the delights of summer—the sports in the sun, the wondrous games in the dusk, the breathless expectation of what may lie around the next bend of a stream. To these perennial childhood pleasures, 1954 adds something new—a fine device called the Splashbomb (*pp. 87–90*) which enables a kid to get himself and everybody else sopping wet without incurring any blame at all.

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They had their BITE SIZE CHEX today!

(How about you?)

THERE IS A DIFFERENCE IN CEREALS

No other cereal, flaked or puffed, gives you so much honest-to-goodness nourishment in such concentrated Bite Size form. Delicious? Yes. Crisp? Down to the last bite. But best of all is the wonderful ready-for-anything feeling you have after a Bite Size Chex breakfast. Don't miss it. Start tomorrow.

RALSTON PURINA COMPANY, St. Louis, Mo.

EAGER ENTRIES FROM 6 TO 87

JUVENILE PAR BREAKER Dimmer Buckhaults, 6, of Mobile, Ala. scored a gross 121, a net 66 to outscore his father, a pro who once tied Hogan.

DETERMINED SWINGER Rolfe Heglund, 27, whose legs are paralyzed, took six hours for 18 holes at Renton, Wash. With 55 handicap, he had 71 net.

PERENNIAL PARTICIPANT Mamie Cartwright, 87, starts out with a 43 handicap in Los Angeles. She beat Ben Hogan in 1952, had a net 75 this year.

CONTINUED ON PAGE 112

OIL: INDUSTRY OF OPPORTUNITY

BROOKLYN, N.Y.: Saying good-bye to his wife and 5 year-old son, World War II veteran "Woodie" Powers starts his day of work at an oil refinery. "Woodie" Powers' father and grandfather worked in refineries before him and "Woodie" can tell you about the job opportunities opened up by new refineries. Modern, efficient plants also mean more and better oil products for the public.

Oil Puts More Men To Work In '54

In 1954, U. S. oil companies will boost America's economy by investing more than 4 *billion* additional dollars.

This large sum, which will create many new jobs this year, will be invested in every branch of the industry and in every state of the union.

As one of the nation's leading newspapers recently commented: "Much of the money, of course, is to be spent gambling—gambling, that is, on the possibility that oil is actually to be found under a certain piece of ground, gambling that oil demand in a certain region will justify new and expensive refining and pipeline installations and the like. Such 'gambling,' or risk-taking to use the more conventional term, is of course implicit in the free-enterprise system, the risks being compensated for by the rewards to those who are successful.

"That free enterprise works is nowhere better illustrated than by the example of the oil industry and of the magnificent success it has had in meeting our vast and growing needs for essential petroleum products."

AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.

Advertisement

OHIO: Gordon Meffley, transport driver for an operator of a new bulk storage depot in Lima, Ohio, banks part of his pay. Meffley says, "You can make plans for the future when you work in an industry as stable as the oil business."

CALIFORNIA: Roderick McPherson, operator of a new service station in Walnut Creek, looks over newly completed home with his wife. McPherson says: "Oil is a growing business. Thanks to the opportunities it offered me, our dream of owning our own home has come true."

COLORADO: Don Bettinger, now working as a pumper in one of the Julesburg Basin's new oil fields, shops with his wife, Roberta, in Sterling, Colo. Says Vince Quinn, supermarket manager: "[illegible] is putting a lot of new money into circulation here. It's sure helping our economy."

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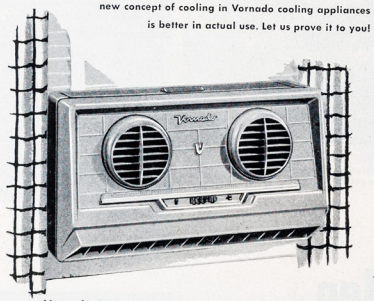
does things

no other air conditioner will do

...Over 6,000,000 satisfied Vornado users know that the new concept of cooling in Vornado cooling appliances is better in actual use. Let us prove it to you!



Vornado Vortex Circulation...Vornado's exclusive "completely directional" air circulators give complete draft free circulation with penetration up to 30 feet, and eliminate "spot cooling."

Twin Cylinder Compressor...Demand a Twin-Cylinder compressor for greater cooling capacity.

Automatic Push Button Controls...No dials to turn, no lids to lift, no knobs to push or pull.

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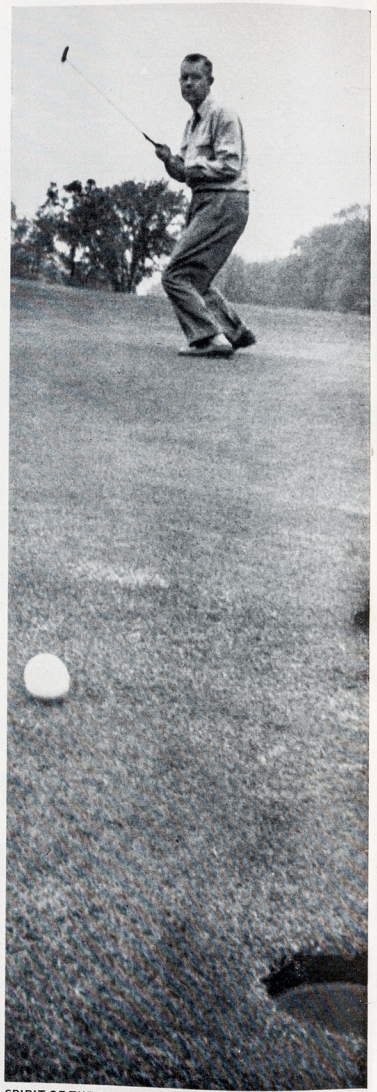

SPIRIT OF THE DAY imbues Ed Cavey at Detroit course. He freezes supplicatingly as ball rolls across tricky green on toward hole—and stops short.

Even if you never baked one before, you'll get angel food like this with new Swans Down Mix!

Yes! You'll get angel food with all 4 "musts" of homemade angel food—the very first time!

1 Homemade size
2 Homemade texture
3 Homemade moistness
4 Homemade taste

It's true! Your very first angel food will turn out as heavenly high, as angel-tender and moist as the finest homemade—with Swans Down Angel Food Mix.

It's so easy to get all 4 "musts" of homemade angel food with this new miracle mix. Nothing to add but water. Just follow the simple *a-b-c* directions on the box, and you're *sure* to get cake with homemade size, texture, moistness, taste.

Want to know why? It's because of specially wonderful ingredients. You see, Swans Down wasn't satisfied with the ingredients available when they created their new mix. So they had ingredients especially prepared to make sure *you'd* get the finest angel food on earth!

Today, thrill your family with a heavenly beauty made with Swans Down Angel Food Mix.

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TODAY'S SHOPPING LIST
SWANS DOWN MIXES
WHITE ✓
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LIFE
SIR ANTHONY—A NEW EDEN
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The Quarter - Billion Look
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GINA
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NOVEMBER 15, 1954
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EARLY TIMES

AMERICA'S TOP SELLING 86 PROOF STRAIGHT BOURBON

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THE QUARTER-BILLION LOOK

Chrysler invests a barrel of money for 1955 in longer, lower, sportier line with a lot of horsepower

The five colorful cars above represent one of the most expensive changeovers in automotive history. Switching radically from its previous line of short, high cars, the Chrysler Corporation for 1955 invested a fat $250 million in long, low automobiles with a touch of the sports car look.

To accomplish its big revolution Chrysler gave Chief Designer Virgil M. Exner a free hand. He used it to produce a 1955 line which flattens the hoods and makes bold use of color contrasts. All the cars have more power, are available with automatic transmission which includes the shift lever on the dash. The Plymouth, still made as a six, also comes with a new V-8 engine and up to 177 hp. The horsepower of the Dodge has been boosted from 140 to 183. Four-barrel carburetors and dual exhausts for quick getaway are optional on the Dodge and Chrysler Windsor, standard on the New Yorker and the new Imperial. The Imperial line, with a 250-hp engine and a 223-inch over-all length, will compete with Cadillac.

New! Stir-N-Roll nut crust for your pumpkin pie...

So easy with Wesson Oil —the shortening you pour

Stir together—Wesson Oil, milk, Gold Medal Flour, salt and—for new goodness—finely chopped nuts. *No cutting-in shortening* to make flaky, tender Stir-N-Roll pie crust. Wesson *pours* to measure, *stirs* in quickly. Even beginners make perfect pie crust *the first time they try.*

Roll dough neatly between waxed papers. No "mussy" floured board. And wait till you *taste* the way Wesson makes pie crust! Pure mild Wesson Oil *keeps* all of its *fresh delicacy* at hot, high pie-baking temperatures. So your Stir-N-Roll pie crust has *delicate*, flaky texture and *delicate* flavor.

STIR-N-ROLL NUT CRUST

Developed by Betty Crocker of General Mills

1⅓ cups sifted Gold Medal Flour
*** 1 teaspoon salt**
¼ cup finely chopped nuts
⅓ cup Wesson Oil
3 tablespoons cold milk

Heat oven to 475° (very hot). Mix Gold Medal Flour, salt, chopped nuts. Measure Wesson Oil and milk into the same cup (but don't stir). Pour all at once into flour. Stir until mixed. Press into ball. Flatten slightly. Place between 2 sheets of waxed paper, 12" square. Roll out gently to edges of paper. Dampen table top to prevent slipping. Peel off top paper. If dough tears, mend without moistening. Lift paper and pastry by top corners. Place paper-side-up in 9-inch pie pan. Peel off paper. Ease into pan. Flute edge. Prick pastry with fork. Bake 13 to 15 minutes.
** If you use self-rising flour, omit salt in pastry; bake at 425°.*

PUMPKIN CHIFFON FILLING

1 tablespoon (1 envelope) unflavored gelatin
¼ cup cold water
3 large egg yolks
1⅓ cups cooked or canned pumpkin
½ cup milk
¾ cup brown sugar (packed)
½ teaspoon salt
2 teaspoons cinnamon
½ teaspoon ginger
½ teaspoon allspice
3 large egg whites (½ cup)
¼ teaspoon cream of tartar
6 tablespoons sugar
1 9-inch Stir-N-Roll Nut Crust
Reddi-wip

Soften gelatin in the cold water. Combine egg yolks, pumpkin, milk, brown sugar, salt, and spices in saucepan and bring to boil over *low heat.* Boil 1 minute, stirring constantly. Remove from heat. Stir in softened gelatin. Chill until partially set. Beat until smooth. Add cream of tartar to egg whites and beat until stiff; beat in the 6 tablespoons of sugar. Then carefully fold the pumpkin mixture into the meringue. Pile into baked pie shell. Chill until set (2 hours). Garnish with real cream Reddi-wip and whole nutmeats.

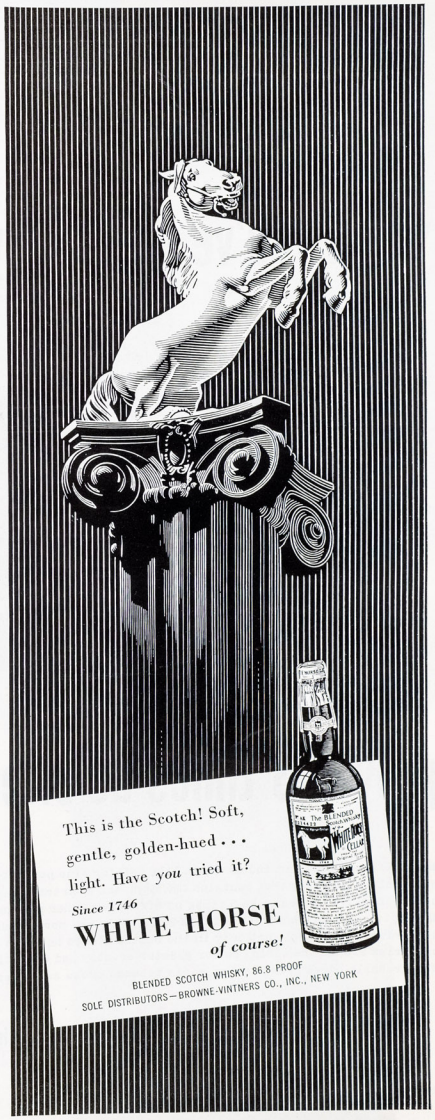
AMERICA'S FAVORITE *for Salads, Frying, Chiffon Cakes, Stir-N-Roll Pie Crust and Biscuits*

Wesson Oil

See "HAWKINS FALLS" NBC-TV network Monday through Friday

CROWDS OF WORKERS leave Dodge plant in Detroit. Operating with reduced crews during summer, Chrysler's plants are now near full employment.

HUNDREDS OF PLYMOUTHS await shipment in Detroit. The corporation sold only 11% of all U.S. cars this year, expects to climb to 20% in 1955.



Collier's
THE GOLDWYN GIRL
THIS TIME SHE'S A DOLL IN "GUYS and DOLLS"
NOVEMBER 11, 1955
FIFTEEN CENTS
SAVE
Bay City
Teachers Aides
Joe
The President and His Pastor: "...A Serene Soul...A Sure Faith"

Picture OF THE MONTH

Movie biographies have a tendency to be all sweetness and light. Especially is this true when the film is about a living person. Today we report that an electrifyingly frank motion picture has been made of "I'll Cry Tomorrow"—the story of Lillian Roth.

Miss Roth's book was so unsparing of herself that it turned into a gripping volume that topped the best sellers. Now, it is an M-G-M film of the same title and with an even greater impact! Often shocking, ultimately inspiring, always fascinating, it stars Susan Hayward as the famed singer who was sitting on top of the entertainment world till she reached for her first drink. The Hayward performance is simply wonderful. Her portrait of a star from Broadway's bright lights to the blackouts on Skid Row and back again is a stunning study of a girl whose strengths ran deeper than her sins.

You'll see the birth of a great new blues singer, too. For Miss Hayward does her own vocals of ballads and such to-be-belted-out songs as "Red Red Robin" and "Sing You Sinners."

Richard Conte etches a brilliant full-length, full-depth characterization of Tony Bardeman, the most frightening man that Lillian Roth met (or married) at the bottom of the bottle. Eddie Albert is superb as the man who had strength enough for two and gave Lillian a reason for living—himself. In the demanding role of Katie Roth as the stage-mother who traded her child's tender years for the will-of-wisp of stardom, Jo Van Fleet is infinitely compassionate.

Powerful as was the "This Is Your Life" telecast in which Lillian Roth bared her private life, the full story of "I'll Cry Tomorrow" cried out for filming. Now on the screen, truth was never more naked, triumph never more inspiring. Here, in sudden striking succession, are the contrasts and conflicts, the excitements and enticements, the depths of shame and the heights of acclaim, that were known to a fabulous personality.

Producer Lawrence Weingarten, director Daniel Mann, scenarists Helen Deutsch and Jay Richard Kennedy, and studio M-G-M have magnificently made sure that "I'll Cry Tomorrow" will be remembered for many tomorrows.

★ ★ ★

M-G-M presents "I'LL CRY TOMORROW" starring SUSAN HAYWARD, RICHARD CONTE, EDDIE ALBERT, JO VAN FLEET, DON TAYLOR and RAY DANTON. Screen Play by Helen Deutsch and Jay Richard Kennedy. Based on the Book "I'll Cry Tomorrow" by Lillian Roth, Mike Connolly and Gerold Frank. Directed by Daniel Mann. Produced by Lawrence Weingarten. An M-G-M Picture.

Vote for the Audience Awards, November 17-27 at your favorite movie theatre.

Collier's

NOVEMBER 11, 1955

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THE COVER . . Wide World

President Eisenhower and the Rev. Dr. Edward Elson chat outside Washington's National Presbyterian Church. Ike has such respect for his pastor that once he said to Dr. Elson as he left church: "In my speech tomorrow I'm going to try to say as a layman what you said so well this morning as a preacher." The next day the President delivered a stirring speech at Columbia University in which he urged concern for individual liberty while maintaining national unity against Communism. The address was widely praised. Dr. Elson's closeness to Mr. Eisenhower is also indicated by the fact that Mrs. Elson and their daughters, Eleanor, sixteen, and Beverly, fifteen, share the Eisenhower pew during Sunday services. • In the upper right-hand corner of the cover is Goldwyn Girl Larri Thomas, whose first break stems from a chorus role in the star-studded movie version of Guys and Dolls. For an introduction to Larri, turn to page 32

The characters in all stories and serials in this magazine are purely imaginary. No reference or allusion to any living person is intended.

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There she was waiting at the church . . . because the cutest boy of the neighborhood, playing "groom" to her "bride", walked out on her . . . and *told her why.*

Lucky little Edna—to learn so young what some people never realize at all—that halitosis (unpleasant breath) is a fault not easy to pardon. It was a lesson she never forgot. Later in life, attractive and sought-after, Listerine Antiseptic was a "must" before every date.

No tooth paste kills germs like this . . . instantly

Listerine Antiseptic does for you what no tooth paste does. Listerine instantly kills germs . . . by millions . . . and germ reduction is the best answer to sweeter breath.

You see, far and away the most common cause of offensive breath is the fermentation, produced by germs, of proteins which are always present in your mouth. *And research shows that your breath stays sweeter longer, the more you reduce germs in the mouth.*

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LISTERINE ANTISEPTIC STOPS BAD BREATH
4 times better than any toothpaste

First-grade teacher Betty Beetham tells story while her aide, Virginia Patrick (at desk), prepares a new project

Bay City Beats

The Teacher Shortage

By ARTHUR D. MORSE

The solution: A novel plan to make more effective use of teachers already on hand. Now other cities are trying it

Leaving teacher free to concentrate on classwork, aide Virginia Patrick helps pupil remove dog from schoolroom

BAY CITY, MICHIGAN, is a typical American community with a typical educational crisis: not enough teachers, not enough classrooms, more and more school children. The problems which face Bay City—like those confronting 52,000 other public-school systems in the United States—reflect the national teacher shortage, which is steadily growing bigger at the staggering rate of 100,000 a year.

During the next 10 years our elementary and secondary schools will need 2,000,000 new teachers. Yet during that period all our four-year colleges combined—and that includes liberal arts and technical schools as well as teachers' colleges—are expected to graduate at most 4,000,000 students, and experts predict that no more than 20 per cent of them will choose the classroom as a career. What can be done to meet the fearful shortage of teachers? Lots of Americans outside Bay City are asking that question. But Bay City is doing something about it—now.

Bay City's plan originated with Charles B. Park, a stocky, moonfaced, energetic man who became superintendent of schools in 1948. Casting about for a way out of the dilemma of having too few teachers and too few classrooms to handle his growing school enrollment, he decided there was only one immediate solution: to make more effective use of the training and skills of teachers already on his staff. Or, more specifically, to relieve them of time-consuming, nonprofessional chores so that they could concentrate solely on teaching.

That sounded fine, but how could it be done? The answer worked out by Park and his associates was wonderfully simple: just as hospitals brought in nurse's aides during World War II to relieve overworked nurses, Bay City would bring nonprofessional local people into the schools as teacher aides to take over the overburdened teachers' routine work.

Simple as the basic idea was, Park went about putting it into effect scientifically, a step at a time. First, he wanted to find out just how much time teachers actually were spending on nonprofessional duties. With the help of a grant from the Ford Foundation's Fund for the Advancement of Education, he organized a stop-watch survey of each of the 137 teachers then in the Bay City elementary schools. Every teacher's every move was timed precisely throughout the day. The findings were, to say the least, provocative.

They showed that a teacher's priceless gift—the ability to teach—was being squandered on routine chores: watering plants, cleaning blackboards, monitoring lunchrooms, policing playgrounds, bandaging skinned knees, putting on children's leggings, filling out elaborate attendance sheets, collecting class funds for dozens of causes.

The minute spent here, the minute lost there, snowballed into totals ranging from one hour and a quarter to four hours and nine minutes of each teacher's teaching day. The over-all average: 26 per cent of a teacher's time (not counting nearly 12 hours a week of overtime work outside the classroom) was devoted to nonteaching chores.

These findings convinced Park that teacher aides could make a useful contribution to education in Bay City. He set about recruiting them from the talent which exists in any American community—housewives and working women who love children, believe in education and want to do useful, interesting work. From among 64 volunteers, Park and his assistants selected eight. By the start of the 1953-'54 school year he was ready to launch a four-year experimental program.

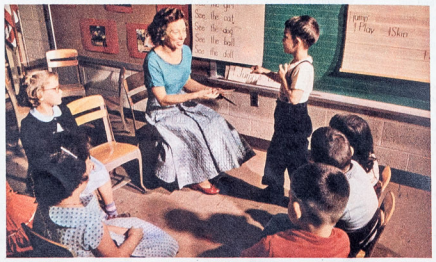
The program is now at the halfway mark. Although no final conclusions will be published for another two years, initial findings indicate that Park's highest hopes are being fulfilled. On the average, so far, Bay City youngsters in classes of 45 or more with both a teacher and an aide have learned more than those in classes of 30 to 33 under an unaided teacher. The experiment has been so successful, in fact, that more than 25 other Michigan school systems are trying it. Park himself, who resigned as Bay City superintendent to devote full time to the experiment, is helping other interested cities work out similar programs.

Indeed, any school system suffering from too few teachers and too few classrooms can duplicate Bay City's surprising performance—for every community has its Virginia Patricks.

Virginia is a pretty, trim-figured woman of thirty-eight. Happily married to Donald Patrick, part owner of a Bay City tavern, she has a

Nonteaching chores, like collecting milk money, once occupied 26 per cent of teachers' time in Bay City. Now Mrs. Patrick (l.) and other aides do the work

When music period comes, teacher Betty Beetham is able to join in fun because aide Mrs. Patrick takes over as piano player. Aide's other duties include putting up wall decorations, dusting room, handling messages, and fetching books



Mrs. Patrick conducts review in spelling. Aides are restricted to supervising drills and going over earlier work with slower pupils; only teachers can give new material to classes

Aide distributes working materials to first-graders while teacher Betty Beetham goes on with blackboard instruction. Aides are paid $45 a week

"We were bowled over by the quality of the people who helped," the head of the teacher-aide plan says

sixteen-year-old daughter and an eight-year-old son. She loves the warmth and sensitivity of children, and since her own youngsters are at school all day she misses their merriment and their problems. Like her husband, Virginia had completed two years of college before marriage, and since then she has taken courses in painting and ceramics.

Until she was recruited as a teacher aide, however, her artistic talents and way with youngsters were largely unused. But as aide to Betty Beetham, a skilled first-grade teacher in Bay City's Dolsen School, Virginia's gifts have enriched the education of 50 pupils. They have also increased Betty's effectiveness as a teacher. She can now give pupils the individual attention usually possible only in much smaller classes.

Here is what happens during a typical morning in Betty Beetham's humming first-grade classroom:

8:00. Virginia arrives and Betty, a young, attractive woman with an infectious smile, outlines the day's work plan to her aide. Then Virginia distributes work materials at each table and takes her place at the aide's desk in the rear of the room.

8:30. The class begins. After the teacher leads the Pledge of Allegiance, Virginia begins checking attendance. The name, address and previous number of days missed must be entered for each absentee and brought to the principal's office by 9:30. Before having an aide, Betty wasted many minutes checking the 50 names.

With Virginia taking over the clerical chores, Betty begins immediately with the first item on her first-grade work program: "show and tell." During this brief period youngsters describe their latest experiences and parade their new acquisitions.

Ronny, pirouetting like a fashion model, exhibits his bright red sweater. Then a boy in blue jeans points to a picture hanging on the wall. "I had a puppy like Tip in that picture," he says, "but he died."

Aide's Tasks Include Hearing Lateness Excuses

As Betty continues the "show and tell," a small procession of youngsters troops to her aide's desk. A boy slouches in late and mumbles his explanation ("I was afraid it might rain and I'd get my new jacket wet"). Several children turn in their weekly milk money, and Virginia oversees a mounting pile of coins. She has become an expert bookkeeper. Among other things she handles funds for Christmas and Easter seals, cancer and heart drives, Junior Red Cross and an annual magic show.

8:45. Betty Beetham has divided the class into four groups of about 13 pupils each, according to reading proficiency. She presents new material to one group of children while Virginia takes another to a corner of the room for a drill on yesterday's vocabulary. An aide never presents new work and is restricted largely to conducting drills and reviews at the teacher's direction.

9:10. Six-year-old Thelma falls from her chair and sprawls on the floor, her papers flying in every direction. Betty smiles at her reassuringly but continues teaching the new work. Virginia leaves her review group to help Thelma collect her papers and herself. Then she hugs her, settles her back to work and returns to the review group.

9:20. The music- and physical-education period begins. Without her aide Betty would have to play the piano while supervising 50 singing, dancing, running, jumping children. Since Virginia is also a pianist, Betty can now participate with her class. She dances a minuet with them. The class is aware that their teacher is among them, offering assistance and laughing with them.

9:50. Virginia obtains the class milk and supervises its distribution. While it is being sipped, Betty describes a new class project. A 10-minute quiet period follows. Fifty small heads rest on their desks. Betty and Virginia smile at each other across the room.

During the rest of the morning Virginia performs an endless list of chores. She puts up wall decorations, handles messages from the principal's office, dusts the room, writes on the blackboard, fetches books from the library and handles a score of clerical details. But beyond the performance of such routine duties she also contributes her special gifts to the class. The first-graders of Dolsen School have created delightful animal sculpture because of Virginia's knowledge of ceramics.

Betty Beetham sums up her aide's contribution very simply: "With Virginia helping me I find it easier to teach a large class for a full day than it was to teach without an aide for a half day."

Other Bay City teachers confirm Betty's statement.

"I never thought it possible," an older teacher admits, "that I would enjoy the presence of another adult in my class. I expected that my aide would make me nervous, that I would be inhibited in front of the children. Instead I find that my aide's appreciation of my skill as a teacher is very satisfying. She doesn't hinder my teaching; she stimulates it."

Marian Oberg, a teacher who had an aide the first year of the experiment and who has taught without one since, describes the difference in her own effectiveness: "With an aide, after presenting new material I could assign a written exercise on the work and correct papers immediately. I could discuss errors on the same day while the lesson was fresh in the children's minds. I had the time because my aide handled all the interruptions that would have prevented me from correcting papers in class. Teaching 42 children without an aide has left me swamped. I can't pay enough attention to the slow learners without handicapping the rest of the class, and I can't spend time correcting papers right after new lessons. I have to take them home with me. When I bring them in next day the children have more difficulty understanding their mistakes."

Bay City, a community of 55,000 located at the mouth of the Saginaw

PHOTOGRAPHED BY JOE CLARK

Ex-supt. Charles Park (above) conceived and supervised Bay City teacher-aide experiment. Now he's helping other cities start program

How well is the Bay City program working? Boys and girls in classes with teacher aides are learning faster; and polls show teachers, pupils and parents almost unanimously approve the plan

River 100 miles northwest of Detroit, was once the lumber queen of the world. It now boasts 100 diversified industries, ranging from potato chips to shipbuilding. But nothing in its history would suggest diversification in education. The teacher-aide program began in Bay City because of imaginative Charlie Park and the unorthodox faculty of Central Michigan College of Education in Mount Pleasant, 45 miles away.

Park, who has been a teacher and school superintendent for 28 of his 53 years, was once the Mount Pleasant superintendent of schools and had doubled as associate director of teacher training at the college. For nine years he had lived in Central Michigan's educational ferment, and his closest friends were responsible for the excitement. One was the college's president, Dr. Charles L. Anspach, a former Chevrolet executive. The other was Woodward C. Smith, director of the college's Division of Field Services, which spreads the gospel of education in 38 Michigan counties with the fervor of an agriculture extension service.

The Man with "a Willingness to Be a Bit Daring"

When Park was named superintendent of the Bay City schools in 1948, he brought from Central Michigan "a willingness to be a bit daring." He needed it. Fourteen of Bay City's 15 elementary schools were at least forty years old. Almost every classroom overflowed. Park's first step was to draft a long-range building plan.

Spurred by the new superintendent's enthusiasm, Bay City voted overwhelmingly to spend money for new schools. Seven are already in operation. But the school-building solution was not enough for Park. He spent weekends fishing the Au Sable River with his cronies, Anspach and Smith. Between bites they discussed the double load being borne by Bay City teachers because of intense overcrowding and the growing number of nonprofessional duties. Gradually they evolved the teacher-aide idea.

Park appealed to the Ford Foundation's Fund for the Advancement of Education for financial help in putting the plan over. In 1952, the fund approved a five-year grant, to be administered by Central Michigan's Division of Field Services. With Bay City's building program well under way, Park resigned as superintendent to direct the experiment.

The first step was the time study of the Bay City teachers' workdays. Next came the recruitment of the teacher aides. There were no advertisements. Park and his assistants spoke to P.T.A. officers, prominent citizens and the dean of the local junior college. They described the type of people they sought, and within a few days they had 64 names.

"We were bowled over by the quality of the people who were willing to help," says Park. "Only one of the sixty-four asked about salary." (It was to be $45 a week.) "I'd say we tapped less than 10 per cent of the community in our search. The talents and skills that were available and unused were a revelation."

Park established several criteria for selecting aides so his study would not be weighted unfairly. No former teacher or trainee was to be considered. Those chosen were to be the kind of people available in any community and were to have at least a high-school education.

Park and his staff conducted unannounced interviews in the candidates' homes, noting particularly their attitudes about children. "In some cases," Park says, "we chose high-school graduates who were enthusiastic and personable in place of junior-college graduates who had mildewed."

The eight aides who were selected for the first experiment ranged in age from nineteen-year-old Kathleen Barber, a former drugstore clerk, to Mrs. Dorothy Secor, a forty-two-year-old grandmother. They included Mrs. Doris Hewitt, mother of two, high-school graduate and former instructor for the telephone company; the talented Virginia Patrick; and Jacquelyn Bedford, a department-store salesgirl whose training included choral singing and dramatics.

For all its apparent simplicity, the teacher-aide idea had to overcome some not-so-simple problems. There was, for example, the psychological hurdle created by generations of teaching within classroom privacy.

"I was dead set against the idea," a school principal remembers. "I could see my teachers losing status while a lot of untrained busybodies cluttered up their classrooms."

Park explained to faculty meetings that the aides were to be entirely subordinate, that they would not be permitted to teach, and that personality conflicts would be resolved by transferring the aide.

"What about the aides' salaries?" asked the economy advocates. "Why pay $45 a week to untrained people?"

Park reminded them that Bay City's budget for salaries was based on a teacher for every 30 pupils. This was an ideal ratio, but an inadequate supply of teachers and classrooms made it impossible to maintain. Park estimated that a teacher with an aide could handle 45 pupils, one and a half times as many as a teacher alone. Since the aide's salary was half that of a teacher, the total expenditure would remain the same.

Criticism of the experiment was not confined to Bay City. A professor at the University of Michigan's School of Education cited one of the hazards. "You can't divide a teacher's duties into so-called 'professional' and 'nonprofessional' categories. Why, the most routine task of a teacher may be of the greatest importance to a child. Even such a small matter as helping a youngster put on his coat and boots may help in cementing his relationship with the teacher. The really skilled teacher may pick up more clues to a child's needs during routine classroom chores than in the formal learning periods."

Some teacher organizations also were skeptical. Under improper direction, they warned, nonprofessionals in the classroom might endanger high teaching standards or be used to keep professional salaries depressed. They pointed out that a tight-fisted Board of Education might concentrate on hiring aides rather than teachers, even if the latter were available, and wreak havoc with teacher recruiting.

Despite such misgivings, the teacher-aide program was put into effect in September, 1953. On the first day, Virginia Patrick and her colleagues walked uneasily into class. In one room a youngster spotted his new teacher and her aide and muttered, "Oh, no! Not *two* of them!"

But thanks to a farsighted training program developed by Paul Briggs, Park's successor as superintendent of schools, and Harriett Van Antwerp, Bay City's elementary school director, the aides made a speedy adjustment.

Once a week Miss Van Antwerp conducted a two-hour workshop for aides ranging over the whole school program. She was the first of many professionals to be startled by their ability.

"We had been haughty and high-hat," she says, "to think that only professional people could contribute to the schools. In more than twenty years of supervising I have never had a group that has had so many constructive ideas and is so eager for knowledge."

Superintendent Briggs seconds her sentiment and adds, "We don't look upon nonprofessional people as rank laymen any more. They have forced us to reappraise and improve education in Bay City."

As the 1953-1954 school year wore on, the teachers became increasingly enthusiastic about the program, and the aides received tangible evidence of the children's feelings.

When Doris Hewitt was confined to her home by illness, she received a bed jacket from her class. It was beautiful but somewhat oversized, and when she returned it to a local department store the salesman said, "So you're the lady who caused all the excitement. I never saw children so fussy about a purchase. They made me take out every bed jacket in the place before they chose this. Then they insisted upon seeing the gift box and the ribbon, and they wouldn't leave until I had the jacket pressed and wrapped. After all that they made me retie the bow."

Christmas Carols to Comfort Aide's Sick Child

Two days before Christmas, one of the aides reported that she would be unable to come to school because her own child was ill. The night before Christmas she was in the child's room when six youngsters from class came quietly to the front of her house and serenaded her softly with Christmas carols.

These were personal indications of affection, but by June, 1954, Park and his colleagues were well along in their hard-boiled appraisal of the first year's experiment. They measured the achievement of the rooms with aides and compared them with rooms without aides. Omitting the kindergarten, they selected two comparison or "control" rooms without aides for each of the seven with an aide. One control room in each grade had as many pupils as the room with an aide; the other control room had about 30 pupils per teacher. Students and teachers in control and aide rooms were matched as closely as possible, the students having taken intelligence tests in advance. The achievement tests covered a seven-month period. They showed that children in rooms with aides made above-average progress; the pupils were at the stage normally reached only after 7.3 months. The children in rooms with a teacher only were found to be at the 6.4-month stage. Five of the experimental rooms containing 45 or more pupils showed greater progress than the seven control rooms with only 30 students.

Then new stop-watch studies of teachers with aides were made. When compared with the original time studies that began the experiment, they showed that a teacher with an aide:

- Spent one fifth more time making assignments.
- Added more than a full hour of classroom recitation each day.
- Gave 27 per cent more individual help to each pupil; when the aide's own contribution was considered, each pupil was found to have received 90 per cent more individual help than previously.
- Spent 48 per cent less time on nonprofessional and clerical chores.
- Gave 80 per cent more personal counseling to students.
- Spent over twice as much time on important lesson plans.

This was encouraging, but Park and company were still not convinced. They conducted opinion polls of aides, pupils, parents and teachers.

One of every five parents with children in aide classes was questioned. There was 100 per cent agreement among them that their youngsters had enjoyed school more in 1953-'54 than in other years. Eighty-three per cent felt that their children had learned more than in previous years. All said they preferred that their children have aides in the future.

Ninety-four per cent of the pupils polled—all sixth-graders—said they liked having an aide, 84 per cent believed they had learned more, and 94 per cent said their teacher had been able to help them more.

Right from the start, three out of four Bay City teachers had been enthusiastic about the program. By the end of the trial year, the remaining teachers and principals, almost without exception, also had become boosters.

Something else important happened, too. Virginia Patrick and her husband, stimulated by her happy experiences as an aide, decided to become full-fledged teachers. With two years of college behind them, they drive 40 miles to Standish, Michigan, two nights a week for extension courses offered by Central Michigan College. When Don is certified to teach, he expects to sell his interest in the tavern. The Patricks' sixteen-year-old daughter also plans a teaching career. Thus Bay City's aide program has recruited three teaching prospects in this one family.

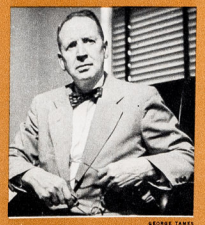
Six more of the original eight aides also are now taking courses that will qualify them as teachers. Besides providing an emergency solution to the teacher shortage, they will soon be helping to plug the long-term gap directly.

The Bay City experiment still has two more years to run, and some teachers' organizations are still apprehensive, although many dissenters who have come to watch the program in action have left reassured. Charlie Park is the first to remind these visitors that it is an emergency program. It does not alter the long-range nation-wide need for well-trained, well-paid teachers and well-equipped classrooms. Meanwhile, as Park says, "It's better than just gnashing your teeth about the present teacher shortage."

This fall a number of Michigan school districts are broadening the scope of the Bay City experiment. New ideas are being tested in the realm of redesigning classrooms to take maximum advantage of a teacher-aide team. The word is spreading to school systems in other states. Parents, teachers and school administrators with a similar emergency in their own communities can receive a copy of a detailed two-year report on the aide program by writing to the Department of Special Studies, Division of Field Services, Central Michigan College, Mount Pleasant, Michigan.

Charlie Park and his group are now starting a companion experiment to discover whether or not the aide idea can be adapted to the high-school level, where the national teacher shortage will be even more acute in the next few years. They will show that "willingness to be a bit daring."

THE END



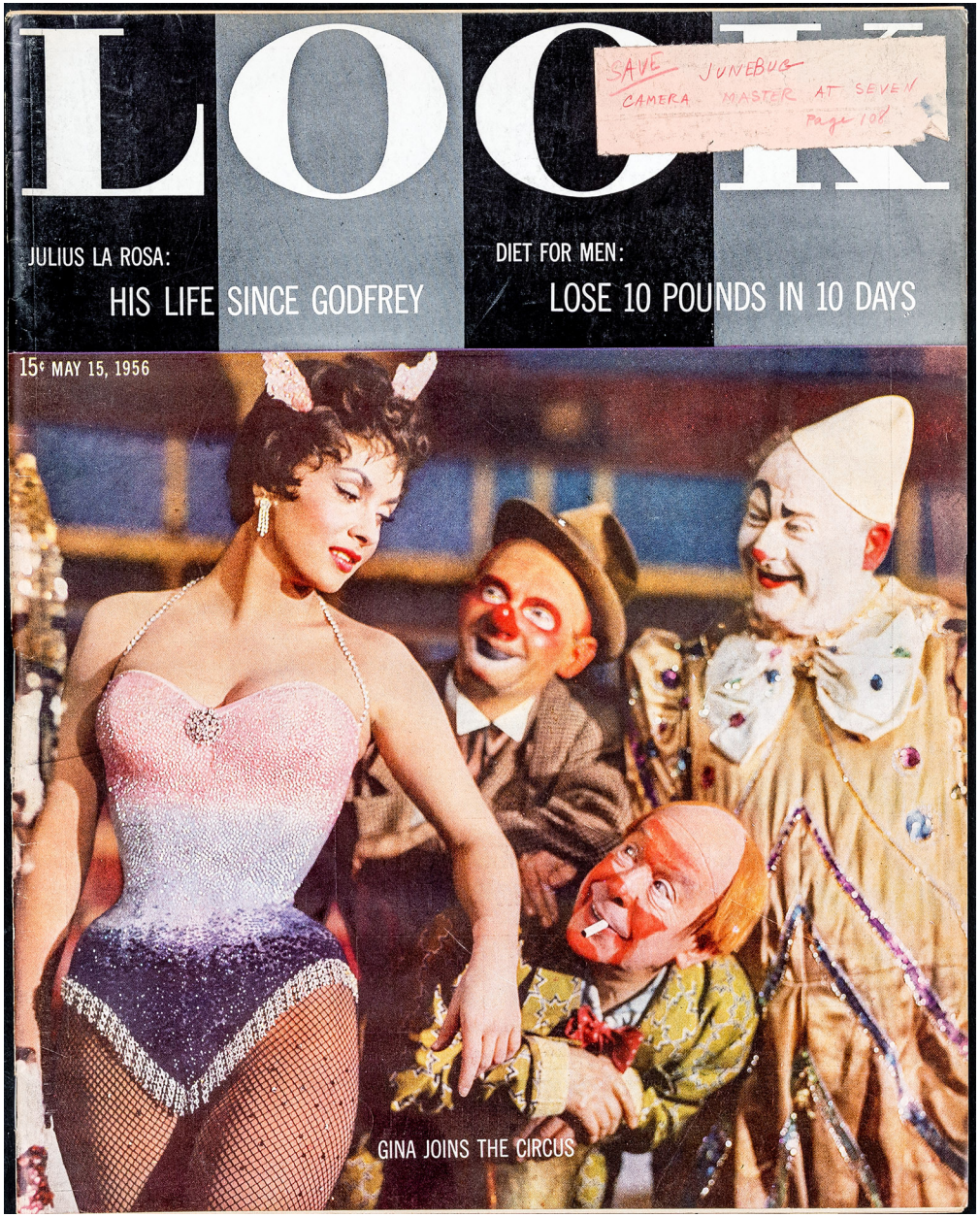
GEORGE TAMES

Commissioner Brownell

"President Eisenhower has designated November 6-12 as American Education Week. A Presidential proclamation urges the nation to observe this period as a 'pledge of citizen interest in better education.' It also declares that this year 'our people have . . . an obligation to demonstrate a desire and capacity to meet the major problems facing American education.'

"It will take traditional American ingenuity of many kinds by local school systems and by the states to solve our shortage of qualified teachers. The Bay City, Michigan, program of teacher aides is in that tradition, and it points one way to assist in solution of the teacher shortage."

S. M. Brownell
U.S. Commissioner of Education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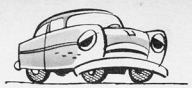
HIS LIFE SINCE GODFREY
DIET FOR MEN:
LOSE 10 POUNDS IN 10 DAYS
15¢ MAY 15, 1956
GINA JOINS THE CIRCUS



ENGINES NEED

Spring Cleaning TOO!

Last winter's weather and wear were hard on your engine...forming rust, gum and sludge, robbing your car of power and performance. That's why you need these *new Alemite auto aids this spring!*

Cleans carburetor and fuel system ...*removes* gum and resin that cause ping . . . *guards* against engine-crippling rust flakes in fuel line and gas tank . . . *lubricates* fuel pump and piston rings for better engine action. You can end engine sluggishness and eliminate rough idling *now.* Enjoy new pep and power. Add a can of Kleen Treet to your gas tank *today.* Only $1.35

Now! Clean your cooling system *while you drive.* No more messy flushing and draining. Alemite Cooling System Conditioner prevents formation of rust and scale...guards against clogging...lubricates water pump. Works with hard or soft water. Guaranteed protection for one year. Only $1.00

. . . and for an on-the-road motor tune-up, new pep and power, add Alemite CD-2 to your crankcase today.

These Alemite Auto Aids Are on Sale Now at Your Service Station, Car Dealer or Auto Supply Store. Buy Them—Try Them—Today!

ALEMITE

World Leader in Lubrication!
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Junebug, named after an uncle, has his camera ready to shoot, can use it as expertly as his fotog father.

Camera master at seven

A boy who still shoots cowboy guns can also shoot professional pictures

JOSEPH WADE JUNEBUG CLARK, son of professional photographer Joe Clark of Detroit, started playing with his father's cameras at the age of three. One day, Joe took the boy along on a wedding assignment and, noting his interest, gave him a loaded camera to keep him amused. When the film was developed, Joe Clark got a shock. Junebug had shot a series of pictures as good as his own. Joe and his wife began to coach the boy in the mechanics of picture taking. Now, four years later, all Joe has to do is set the camera for indoor or outside light conditions. Junebug, with nine published picture stories to his credit, easily does the rest. He has even shot Dennis James on CBS-TV's *On Your Account.* At seven, Junebug Clark is now the youngest old pro in the picture-taking business.

continued

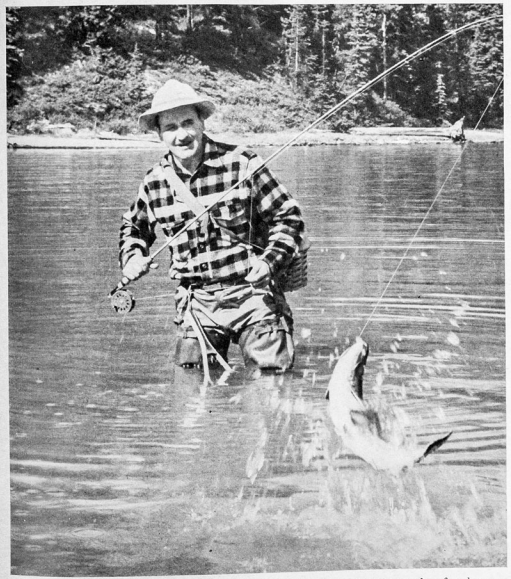
HEADACHE? HOUSEWORK FATIGUE? BACKACHE?

BAYER ASPIRIN makes you FEEL BETTER FAST!

YOU CAN TAKE BAYER ASPIRIN ANY TIME

It is used by millions more people than any other pain reliever—
WITHOUT STOMACH UPSET

BAYER®

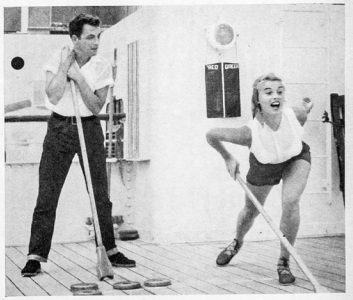


HEADACHE? FEEL BETTER FAST!—It's time for fishing and all the other outdoor fun that goes with warm, sunny days. To make sure a headache never spoils *your* fun, always keep Bayer Aspirin handy. Two Bayer Aspirin tablets will relieve your headache—and will do it with amazing speed.

WHY BAYER ASPIRIN MAKES YOU FEEL BETTER FAST—Just drop a Bayer Aspirin tablet in a glass of water and watch what happens. You'll see that it starts disintegrating *instantly.* It does the same in your stomach. That's one reason why Bayer Aspirin brings you fast relief.

HOUSEWORK FATIGUE? FEEL BETTER FAST—When the day's housework leaves you tired, irritable and headachy, try this simple procedure. Take Bayer Aspirin to relieve your headache . . . sit down for a few minutes . . . put your feet up . . . and *relax.* See how quickly this puts housework cares behind you so you can have a pleasant evening.

MINOR ARTHRITIC PAIN? FEEL BETTER FAST—The minor pains of arthritis or rheumatism need never keep you from enjoying a happy, active life . . . for Bayer Aspirin will give you quick temporary relief whenever you need it. The same is true of neuritic and neuralgic pain, too. Bayer Aspirin relieves this distress—*fast!*



BACKACHE? FEEL BETTER FAST—This happy girl would never be able to play shuffle board if she were suffering from a backache. But that's where Bayer Aspirin comes in. It eases away backache or aching muscles in a hurry. And besides giving you the *fast* relief you *want*—it also gives you the *gentle* relief you *need!*

fitting for all the family

Anvil Brand
UTILITY WEAR for all the family

Jnettes
CASUAL WEAR for misses and girls

Tom Long
SPORTSWEAR for men and boys

FOR recreation, travel, leisure and 'round the house tasks, indulge yourself this season in the good looks, good taste and all-day freshness of Anvil-made casual clothes.

And what a shopping joy to have a one-stop outfitting for all the family at your favorite store. Slacks, walking shorts, sport shirts for Dad. Jaunty shirts, matadors, slimmerees and shorts for Mother and Sister. Sport shirts, shorts, boxer garments and authentic Westerns for boys of all ages.

Count on a summer of cool, crisp comfort with a wardrobe of smart fabrics and gay colors in easy-to-care-for Anvilwear.

Anvil Brand — **ANVIL BRAND** factories
HIGH POINT / NORTH CAROLINA

the new **MARILYN MONROE**

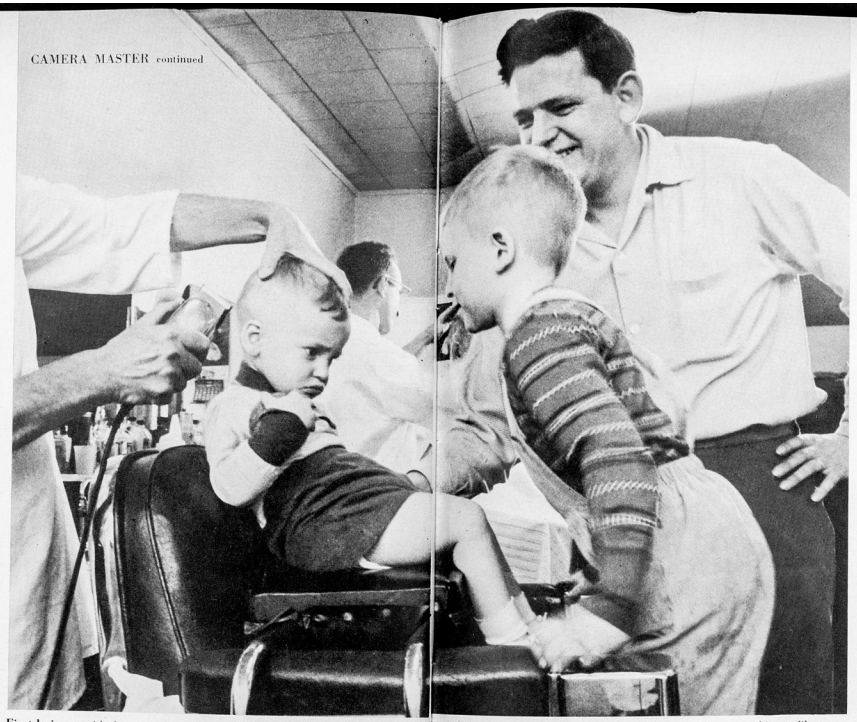
You won't want to miss the striking color photographs of Marilyn Monroe in the next issue of LOOK. They're taken by Milton Greene, the famous photographer who is also Vice President of Marilyn Monroe Productions, Inc. Don't miss the NEW Marilyn Monroe in the May 29th issue of LOOK, on sale May 15th.

Now! Get rid of Athletes Foot ...and block its return!

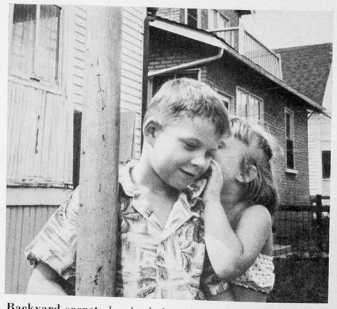
Quinsana Powder heals raw, red cracks between toes, painlessly!

Kill the fungi that cause itching, peeling Athletes Foot with painless, effective Mennen Quinsana. This amazing powder gets rid of Athletes Foot. Used regularly, Quinsana actually *blocks its return!*

Quinsana's gentle powder-action goes to work instantly, *painlessly* . . . even in raw, red cracks between toes. Its germ killing powder barrier soothes as it protects. Peeling, maddening itch disappears. Hot, tired, aching feet become cool and comfortable again! Your feet feel wonderful! *At all drug counters* 60¢ *tax free.*



First haircut, with the miserable grimaces of its victim and indulgent smiles of onlookers, is a favorite photographic subject. Junebug shoots this one like a pro.



Backyard secret: Junebug's favorite pastime is shooting friends at play.

Posed portrait: The kid lens master prefers candid photos to this kind.

Unwary man thinks Junebug is just "playing."

END

"Vacationing on $8.23 a day is real fun," *say the 4 Cushings.*

"Camping in northern New York's magnificent state parks was a glorious vacation for our family — that cost about $2.05 a person a day for everything! Our Coleman Outing Pals let us eat homelike meals at a cost for each of us of only 7¼ a day.

Produce and milk, bought from farmers, kept cool and fresh in our Coleman Cooler. Hearty meals cooked speedily and well on our Coleman Camp Stove were eaten in comfort on our Coleman Camp Table (which also is a roomy carrying case). Came dark, and our Coleman Lantern gave us light — instantly, brightly, for evenings of fun and leisure."

The Cushing Vacation Costs

Food	$39.60	Stove, lantern, fuel	.60
Gas, oil, tolls	30.90	Miscellaneous	32.70
Camp fees	11.35		

Cost for four, 14 days $115.15

You, too can go wherever you please —see more, do more, have more fun— within your vacation budget. Just take along the Coleman Outing Pals on picnics, week-ends, vacations or trips. You'll eat better . . . play longer . . . and spend less!

Coleman Here's what the Cushings say about **OUTING PALS**

"On Our **COLEMAN CAMP STOVE** we cooked all meals like on our gas stove at home." LIGHTS INSTANTLY. Safe, clean, always dependable. Folds up and carries like a suitcase. Folding high stand optional. $13.95 up.

"Our **COLEMAN FLOOD-LIGHT LANTERN** gave bright light, instantly." A touch of the match, anywhere, anytime, and there's brilliant light flooding 100-ft. circle. 8-10 hours service for less than a nickel. Safe, stormproof. One and two mantle models. Optional reflector for powerful spotlight. $8.95 up.

"This roomy **COLEMAN CARRYING CASE** is a sturdy **CAMP TABLE**" Dual purpose, all-steel case carries food, eating and cooking gear, four stools inside, like suitcase. Unfolds into sturdy utility table in seconds. Table $12.95. Stools $2.25 each.

"In Our **COLEMAN COOLER** fresh food, cool drinks, always at hand." Fingertip lid latch—a Coleman exclusive—lifts at a touch, locks automatically as you drop lid. Holds the cold much longer—keeps food fresh, drinks cold. Rounded inside corners easily kept clean. Many unique features. 3 sizes. Priced from $10.95 up.

See the Coleman Outing Pals on display now at leading Hardware, Sporting Goods and Department Stores.

NEW Coleman Fuel blended to Coleman specifications for peak performance in all Coleman lanterns, camp stoves, etc. Burns cleanly. Built-in protection against rust, corrosion, gumming. Great for power mowers, torches. Quart and gallon cans.

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FREE! Big, Colorful Book Packed with Useful Outdoor Helps!

The Coleman Company, Inc.
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Send me your "More Fun Outdoors" book.

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LIFE
SPECIAL ISSUE
AIR AGE
MAN'S NEW WAY OF LIFE
IN WORLD RESHAPED BY
CONQUEST OF SKIES
40-41
TILTING HORIZON AT START OF ROLL
20 CENTS
JUNE 18, 1956
REG. U. S. PAT. OFF.

Vol. 40 No. 25 SPECIAL LIFE ISSUE June 18, 1956
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CAPTAIN EDDIE TALKS ABOUT THE MASTERY OF THE SKY

INTRODUCING THE AIR AGE

This special issue is entirely devoted to the air age—except for the dramatic story of the President's operation, reported on pages 49–52. As the issue was going to press LIFE *showed it to Eddie Rickenbacker and asked him to write an introduction. Captain Eddie's life and experience, unique in U.S. aviation, spans most of the airplane's history and both its military and civilian development. As an aviation businessman he is the active head of Eastern Airlines, a $173 million corporation.*

When I looked at this special issue, I found my mind traveling over a personal air past which until then had not seemed so distant. That 2,000-mph X-2 at Edwards Air Force Base (*pp. 67–82*) made me think of the wood-and-fabric 120-mph Nieuport in which, nearly 40 years ago, I fought my first air battle over France. Those wonderful pictures of the beauty of the airman's sky (*pp. 14–25*) brought back memory of the most magnificent sight of this earth I have ever had—the Himalayas at sunset, during a crossing of the Hump in a later war. And as I studied the pictures showing what goes on in the American air during a single 24-hour span I remembered what it was like when I became an airline operator 33 years ago—dirt runways, no ground-to-air radio, a box lunch for the intrepid passengers, and a tail skid for a brake. It all seemed difficult enough then; but now I can say that the daily management of the U.S. air is one of the most complex and intricate operations done by men.

LIFE makes clear what is happening to us; how, paradoxically, we are absorbing the air age revolution without really understanding it (*pp. 135–152*)—how the need and the will to master the world's air has brought changes which are reshaping our economy, our cities and our global relationships. The issue shows how military and civilian aviation are intertwined—how the progress of commercial flying depends on military daring and experimentation for new engines and new planes (*pp. 166–176*). The fold-out picture on page 154 underlines the fact that the Air Force's need for many different planes sustains dozens of big corporations and thousands of engineers (*p. 161*) who can give us a Super Constellation or a DC-8 jet.

The most important point is that we are only now crossing the threshold of the air age; its true wonders are not yet at hand—they are only imminent. For what has seemed forever I have struggled, along with my competitors and fellow pioneers, to persuade people to fly. Last year U.S. airlines carried more than 40 million passengers; but this total was made up of only 10 million individuals using air services over and over. In fact only about 8% of the American public has ever flown at any time. This percentage, however, is growing with the advent of the first true airborne generation. I do not expect to be on hand for the first voyage to Mars, nor am I particularly interested in organizing a coach service in that direction. But this I say, as one who ventured with the vanguard into the shallows of space, let us go forward boldly, making sure of our rightful place in the air, for freedom and for good.

Eddie Rickenbacker

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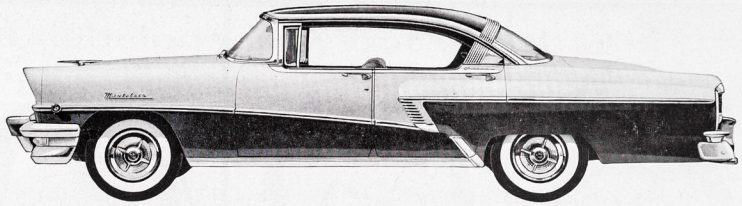


80 MERCURY PHAETONS FREE

. . . 10 EVERY WEEK FOR 8 WEEKS

ED SULLIVAN'S $425,000 MERCURY CONTEST

SPECIAL BONUS AWARDS

$10,000 CASH to new Mercury buyers
Awarded *instead* of new Phaeton if you buy a new Mercury during contest and *before* being advised of winning one of the top 10 weekly prizes.

$2,000 CASH to used car buyers
Awarded in *addition* to new Phaeton if you buy a used car during contest and *before* being advised of winning one of the top 10 weekly prizes.

(See Official Entry Blank for details)

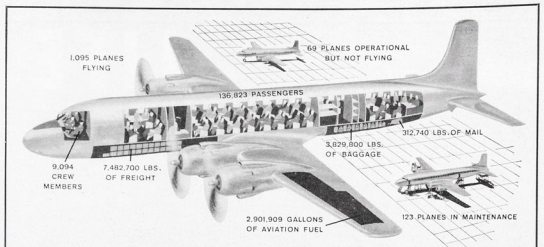
2,680 PRIZES IN ALL—EASY TO ENTER—YOU CAN ENTER EVERY WEEK—CONTEST NOW ON!

EACH WEEK THESE PRIZES WILL BE AWARDED
1ST PRIZE—Mercury Montclair Phaeton plus an all-expense paid weekend trip to New York for two via American Airlines DC-7 Flagship with suite at famous Waldorf-Astoria Hotel, special guests of Ed Sullivan at his television show.
2ND-10TH PRIZES—9 Mercury Monterey Phaetons—Like all Phaetons, the Monterey features distinctive low silhouette styling and 4-door hardtop beauty.
11TH-35TH PRIZES—25 General Electric portable TV sets—Compact, smart, latest model, light and easy to carry. Colorfully two-toned.
NEXT 300 PRIZES—Beautiful Elgin American Signet automatic cigarette lighters with winners' initials . . . autographed by Ed Sullivan.

HERE'S ALL YOU DO TO ENTER!

1. Go to your Mercury dealer today
2. Pick up Official Rules and Entry Blank
3. Complete last line of Mercury Phaeton rhyme
4. Mail Official Entry Blank to "Mercury Contest"

GO TO YOUR
MERCURY DEALER

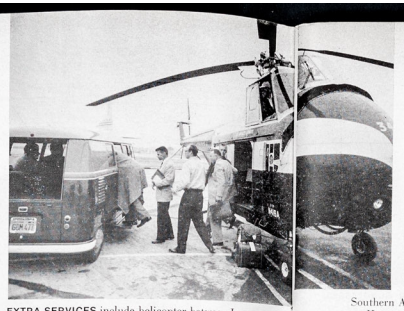


THE SUM OF AIRLINE BUSINESS FOR THE 24 HOURS

Plane above represents 1,095 scheduled planes which flew during period and shows volume of business handled. Below is a summary of activities in six busiest airports.

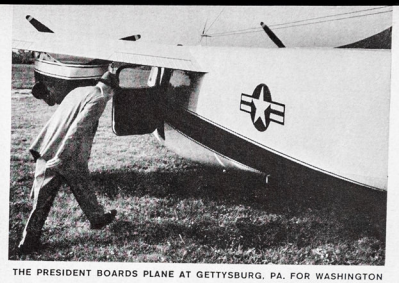
LOS ANGELES	DALLAS	CHICAGO
230 ARRIVALS	203 ARRIVALS	400 ARRIVALS
226 DEPARTURES	204 DEPARTURES	400 DEPARTURES
12,666 PASSENGERS	6,809 PASSENGERS	27,338 PASSENGERS
75,400 LBS. OF MAIL	19,200 LBS. OF MAIL	76,129 LBS. OF MAIL
411,899 LBS. OF BAGGAGE	214,100 LBS. OF BAGGAGE	715,840 LBS. OF BAGGAGE
53,216 LBS. OF FREIGHT	90,800 LBS. OF FREIGHT	158,254 LBS. OF FREIGHT

ATLANTA	WASH., D.C.	NEW YORK
148 ARRIVALS	427 ARRIVALS	272 ARRIVALS
149 DEPARTURES	408 DEPARTURES	282 DEPARTURES
9,953 PASSENGERS	22,635 PASSENGERS	18,125 PASSENGERS
13,000 LBS. OF MAIL	19,207 LBS. OF MAIL	33,866 LBS. OF MAIL
226,000 LBS. OF BAGGAGE	375,000 LBS. OF BAGGAGE	456,118 LBS. OF BAGGAGE
8,430 LBS. OF FREIGHT	41,967 LBS. OF FREIGHT	31,274 LBS. OF FREIGHT



EXTRA SERVICES include helicopter between Los Angeles airport (*above, left*) and outlying towns.

Southern Aero ambulance (*center*) flies from ta. Here nurse and pilot prepare tubercular p



McNAMARA BUYS POLICY IN DETROIT

Midway Airport too late to claim ny another passenger marked off r passage on a later flight. In Mich., on his way back to

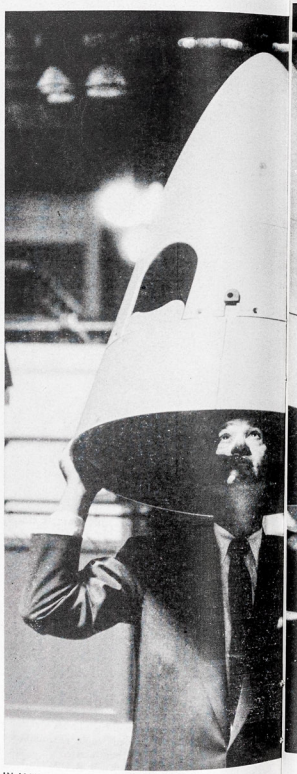
THE PRESIDENT BOARDS PLANE AT GETTYSBURG, PA. FOR WASHINGTON

Washington, paused to spend a dollar at the flight insurance machine. And President Eisenhower (*right*), who uses a private five-passenger Aero Commander airplane to save precious minutes, boarded it at Gettysburg, Pa. for the 22-minute flight back to Washington where, a few days later, he suffered his illness (*p. 49*).

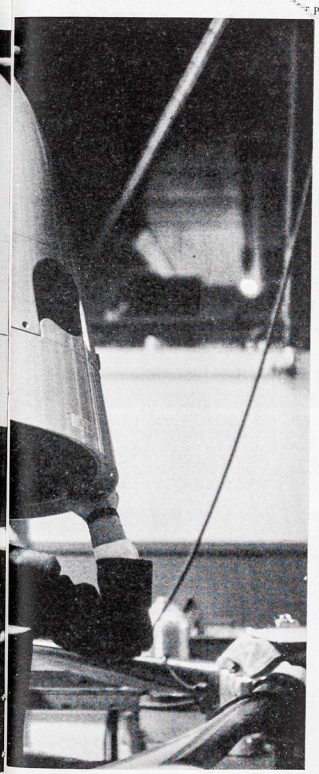
During the 24 hours in which LIFE photographers documented the hustle and bustle of U.S. commercial aviation, a total of 1,095 planes took off and landed with 136,823 passengers (*charts, opposite page*). Other passengers, not included in the above total, made use of such specialized but thriving offshoots of the air transport business as airborne ambulances and helicopter shuttle services. In several big cities it is now possible to book a flight right through to a small town by taking a regular plane to the nearest large airport and a helicopter the rest of the way.

The great load of business has so crowded airports that most U.S. cities are finding their facilities inadequate to handle the increasing traffic. In Los Angeles last week citizens were asked to vote on a bond issue to provide for a new and larger airport. After trooping out on Sunday for a special air fair to see their present crowded airport (*bottom, opposite page*), they went home and voted for the new one by 483,000 votes to 77,000.

The airlines' job of transporting passengers was not always carried out with complete efficiency, but the passengers—young and old, two-footed, four-footed and winged (*following pages*)—got where they were supposed to get with speed, comfort and convenience that would have seemed miraculous a decade ago.



IN MAINTENANCE SHOP in Tulsa, Okla., where American Airlines inspects and overhauls all of its



planes, official checks propeller hub spinner. Maintenance men were busy all through the 24 hours.

AIR FAIR at Los Angeles (*left*) attracts Sunday crowds to airport to promote public interest in a bond issue for new facilities. Here citizens line up to inspect planes. Many of them also got free rides.

A HUNDRED MEALS out of the 1,500 prepared daily in Atlanta kitchen of Dobbs House caterers are assembled dish by dish. Here cooks put together trays of filet mignon dinners for three airlines.

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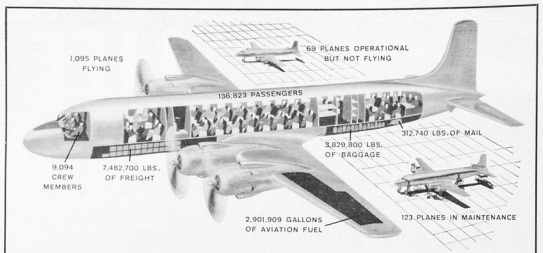


THE SUM OF AIRLINE BUSINESS FOR THE 24 HOURS

Plane above represents 1,095 scheduled planes which flew during period and shows volume of business handled. Below is a summary of activities in six busiest airports

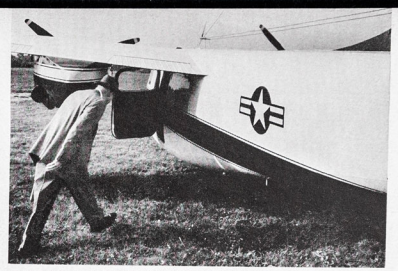
ASHINGTON

MATURE (IN SUNGLASSES)

EXT: flew in from his third air trip to New York in Anime airport a few hours later was Democratic ond picture) of Massachusetts, who arrived from the made a commencement address. In Chicago, Film Actor

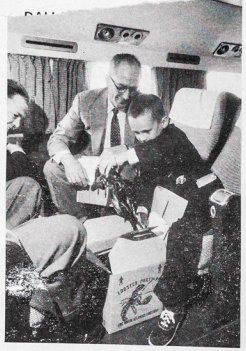
SEEKS SPACE IN CHICAGO

SENATOR McNAMARA BUYS POLICY IN DETROIT



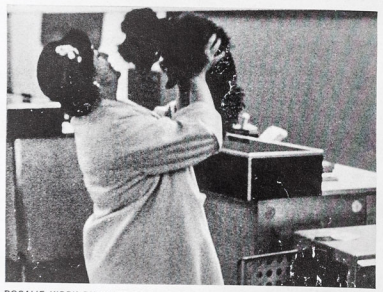
THE PRESIDENT BOARDS PLANE AT GETTYSBURG, PA. FOR WASHINGTON

Victor Mature (*center picture*) showed up at the Midway Airport too late to claim a flight reservation to Cleveland, and like many another passenger marked off as a "no-show," he had to make arrangements for passage on a later flight. In Detroit, Senator Pat McNamara (*fourth picture*), D., Mich., on his way back to Washington, paused to spend a dollar at the flight insurance machine. And President Eisenhower (*right*), who uses a private five-passenger Aero Commander airplane to save precious minutes, boarded it at Gettysburg, Pa. for the 22-minute flight back to Washington where, a few days later, he suffered his illness (*p. 49*).

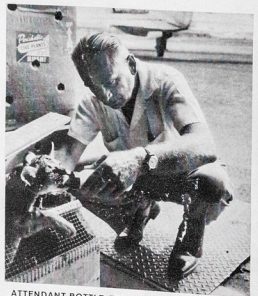


A SMALL BOY

One of the day's longest flights was made by Christopher Venn, 9, who was traveling from Boston to visit his grandparents at their ranch in southern Oregon. At the Logan International Airport in Boston he affectionately said goodby to his sister Tammy, 5, and his brother Timothy, 7, and took leave of his parents, Mr. and Mrs. Diggory Venn of Boston. Then he boarded an American Airlines DC-6 and took an aisle seat all the way forward, as close to the pilot as he could get. Airborne at 6:02 p.m., he easily made friends with his seatmate, Baldwin Tuttle, an industrial engineer of Framingham Center, Mass., showed him some live New England lobsters that he had bought in the Boston air terminal to take to his grandparents. He gratefully accepted Tuttle's help in carving his steak at dinner. At Chicago, after a 68-minute layover, he was put aboard a TWA Constellation for the flight to San Francisco. Arriving there at 5:15 a.m., he was taken to breakfast at the airport restaurant by his aunt, Blanche Doyle of San Francisco, who then saw him safely aboard a Southwest Airways DC-3 for the last leg of the trip to Crescent City, Calif., nearest airport to the ranch. After take-off he had a brief spell of airsickness which soon gave way to drowsiness. The plane arrived at Crescent City at 11:30 a.m. and Chris, proudly handing over the lobster box, walked off with his grandparents, Mr. and Mrs. Charles Doyle. Airlines encourage travel by children, subject usually to certain rules: children under 5 must be accompanied by someone at least 12 years old. Children between 5 and 8 may travel alone on trips that involve no change of planes and, on some airlines, may change planes under supervision of airline service personnel if prior arrangements are made. Children of 8 or over may travel alone on domestic flights.



ROSALIE KIRBY BIDS HER POODLE FAREWELL BEFORE FLIGHT TO CHICAGO



ATTENDANT BOTTLE-FEEDS PUMA CUB IN MIAMI

UNLOADED PENGUINS RUN

ANIMALS

Creatures went aloft, too, and some of them required as much attention and as much fussing over as the most demanding of human passengers. But air transit is attractive to people who ship animals and want them delivered swiftly with a minimum of discomfort, and the airlines do not mind making special efforts to see that all goes well. For the convenience of pet owners like Rosalie Kirby (*left*), who flew from Los Angeles to Chicago with her poodle Caesar, some airlines provide portable kennels that are carried in special compartments and rent for up to $7.50 per flight. Some animals, like the baby puma that is docilely nursing milk out of a bottle (*above*) at the Miami International Airport, are easily managed but are generally kept in cages just to make sure. Other animals can be trusted in the open, but releasing a flock of penguins on a cargo loading ramp at the Miami airport turned out to be a troublesome mistake when the birds waddled off in all directions and had to be recaptured. Handlers also had to cope with unpleasant or difficult specimens like the 10-foot-long boa constrictor (*left*) and the flapping, frightened flamingo (*above*) that behaved as if it wanted no part of man's era of flight.

DOWN MIAMI CARGO RAMP

HANDLERS PACK A BOA CONSTRICTOR IN MIAMI

FRANTIC FLAMINGO IS PUT INTO CAGE AT MIAMI FOR FLIGHT TO NEW YORK

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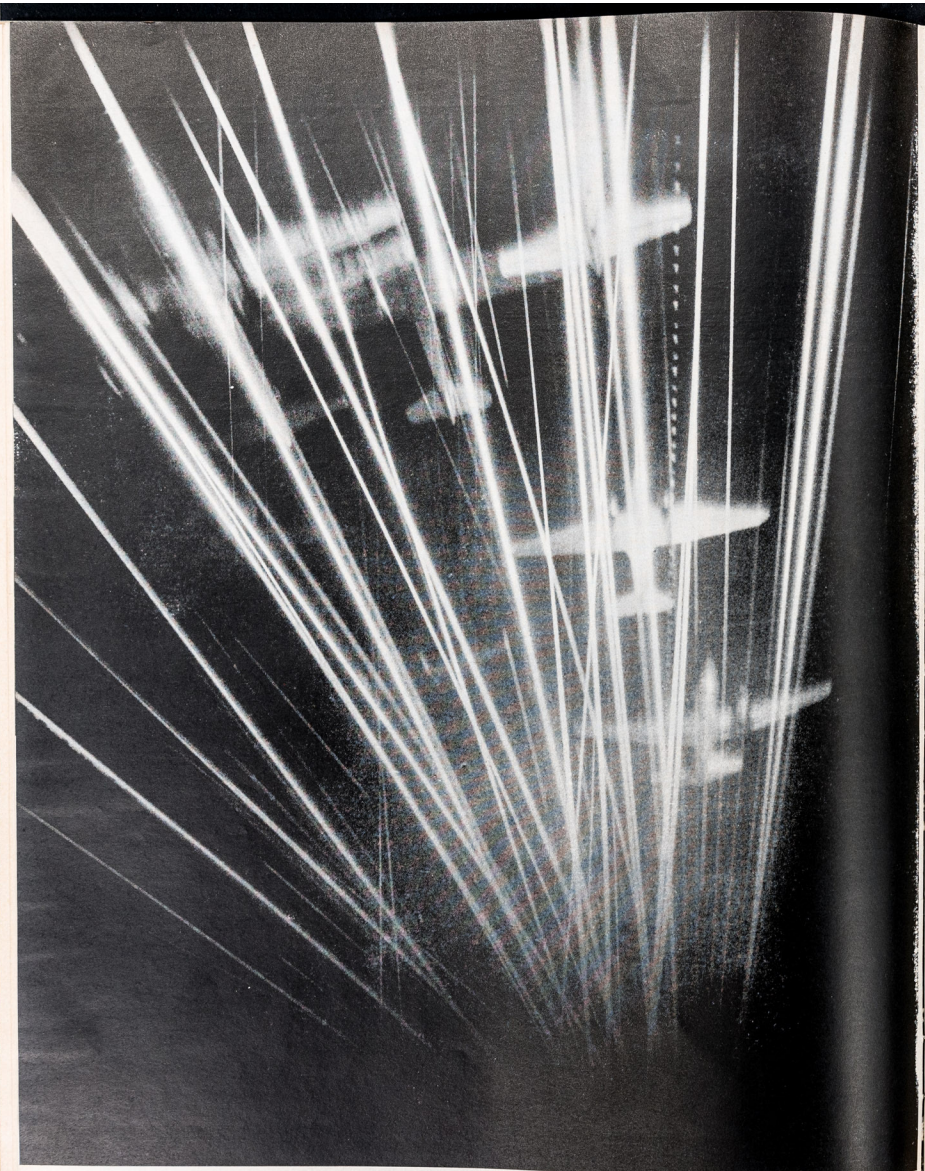


HEAVINESS OF TRAFFIC is indicated by a series of time exposures made by a camera pointed upward at end of runway during two hours at New York's busy La Guardia Airport. Streaks are caused by lights on planes, some of whose undersurfaces reflected strobe light on ground. There were 38 arrivals and take-offs.

Surprise!

Soup Shakes!

Don't they look good?

They ARE! Want to try one?

Just take a can of Campbell's Tomato Soup. Add a can of cold milk. Or ¾ of a can, if you like shakes thick. Now a bit of cinnamon. And shake it like a milk shake. Or whir it through your mixer.

Chill your Soup Shake — and have it for lunch! Or whip up a pitcher of Soup Shakes for a backyard-picnic supper.

Cream of Celery Soup and milk — that's a good one. So cool and frothy! With subtle flavors too good to miss. Cream of Chicken makes another we like—try it with milk and a garnish of cucumber or parsley. You'll be surprised, too (and so pleasantly), with the wonderful flavor of a Cream of Mushroom Soup Shake.

It's the new way to drink to your health. For all soups are good for you. And soups made with milk are enriched with added proteins, vitamins and minerals.

Any Campbell's Soup in the house? Is there milk on ice? *Do* have a Soup Shake! *Now!*

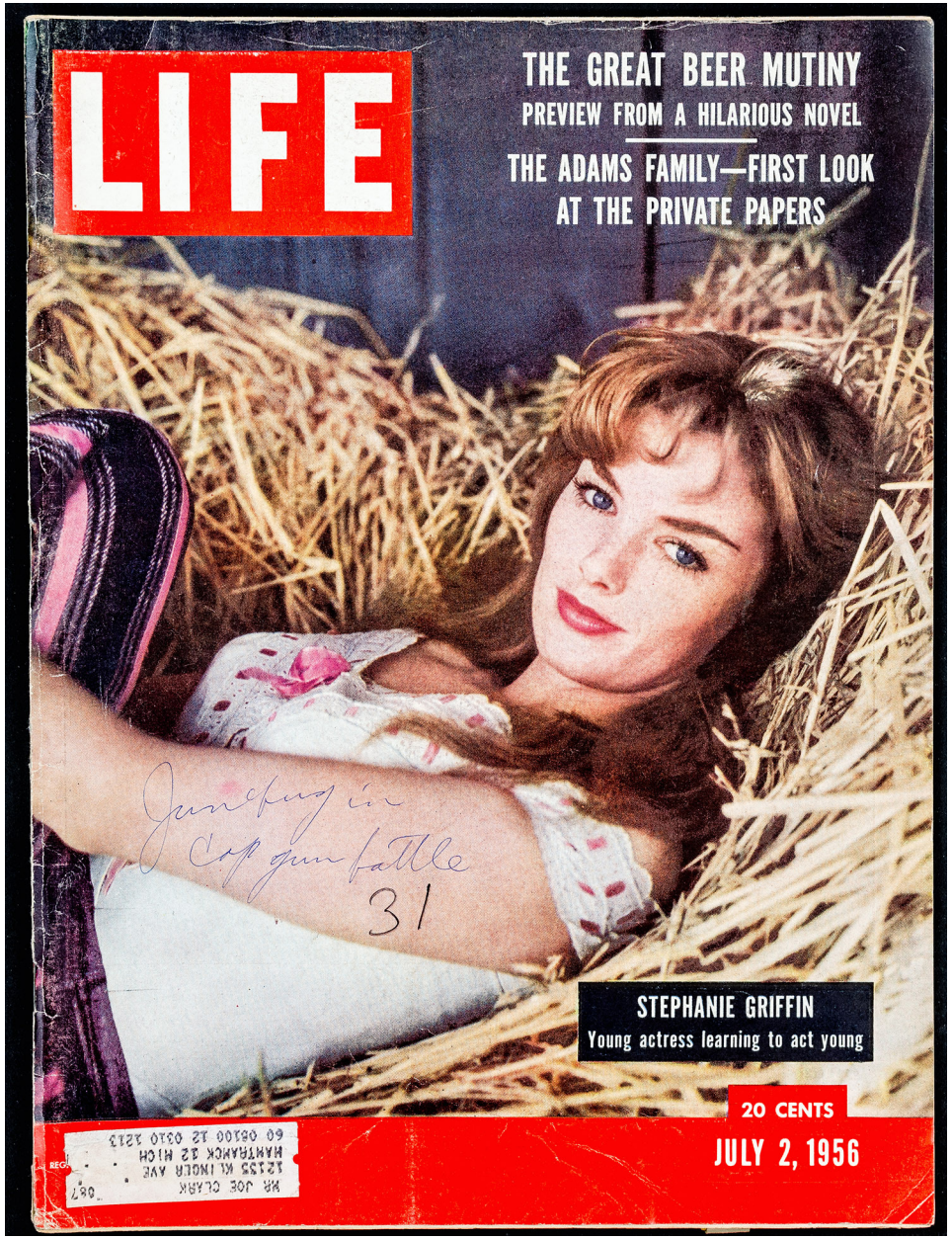
SOUPS SUPPLY BASIC NUTRITIONAL NEEDS

VITAMINS, MINERALS and LIQUIDS — for general well-being

PROTEINS — for upkeep and growth

CARBOHYDRATES — for energy

Once a day . . . every day . . . SOUP!


LIFE
THE GREAT BEER MUTINY
PREVIEW FROM A HILARIOUS NOVEL
THE ADAMS FAMILY—FIRST LOOK
AT THE PRIVATE PAPERS
STEPHANIE GRIFFIN
Young actress learning to act young
20 CENTS
JULY 2, 1956

Vol. 41 No. 1

LIFE

REG. U.S. PAT. OFF

July 2, 1956

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With a nationwide bang the gunfighting cowboy improves his status as a U.S. hero—to the delight of small fry, actors and the toy gun business.

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30, 31—LT. CARL IWASAKI, CEN. MARSHALL LOCKMAN, GREY VILLET—VERNER REED—RALPH CRANE, JOE SCHERSCHEL, RT. JOE CLARK
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38—LISA LARSEN
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45 THROUGH 48—HOWARD SOCHUREK
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91—THOMAS D. MCAVOY
94—STAN WAYMAN FROM RAPHO-GUILLUMETTE—GORDON TENNEY FROM B.S.
99—FRANCIS MILLER
100, 101—YALE JOEL, ANTHONY LINCK (2), YALE JOEL—YALE JOEL
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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; EUROPEAN, EUROPEAN PICTURE SERVICE; INT., INTERNATIONAL; U.P., UNITED PRESS. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

LIFE, JULY 2, 1956

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VOLUME 41, NUMBER 1

"REMARKABLE COFFEE I know, sir,"

Said a clever young wife to her grocer.

"One jar just won't do,

so I'd better take two—

This Full-Bodied Instant sure goes, sir."

You try new Instant Chase & Sanborn...

. . . See why housewives voted it

FIRST CHOICE FOR FLAVOR

Over other leading instants!
Over ground coffees, too!

In carefully conducted tests where housewives had no knowledge of brand or type of coffee served—they chose this full-bodied instant, even over ground coffees!

MRS. F. ERICKSON—"This instant coffee is more than convenient and economical—it's delicious. Instant Chase & Sanborn is my brand now!"

MRS. J. COSTELLO—"This certainly is rich-tasting coffee. My husband and I are particular about our coffee, and this is the first instant I know he'll enjoy!"

THE NEW FULL-BODIED INSTANT

ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.

another family switched to Squirt

If sweet soft drinks leave you thirsty... SWITCH TO SQUIRT

TANGALIZED FOR COMPLETE REFRESHMENT

Switch to the *new* Squirt! Enjoy its crisp, sparkling flavor... fresh, clean taste. Squirt is complete refreshment; first, because Squirt means pure, fresh fruit. Then, the wholesome juice is "Tangalized" to give cool, deep-down refreshment... Never An After-Thirst!

Why delay the pleasure? Buy Squirt today wherever beverages are sold or served. Enjoy the finer quality that gives you complete refreshment.

Never an after-thirst

THE NEW TANGALIZED SQUIRT IS A SPARKLING MIXER, TOO!

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LIFE
Vol. 41, No. 1 July 2, 1956

PLUGGED BY MIKE LAWRENCE, ROBERT GROSS CLUTCHES AT HEART AND, IN BEST GUNFIGHTER STYLE, TOPPLES HAPPILY AT WHITE MINNOW LAKE, N.J.

BANG! U.S. BOYS BITE THE DUST

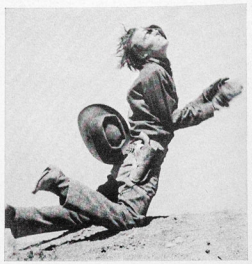
Across the U.S. in the first schoolless days of summer, small fry were crumpling from imaginary bullets, then rising again to whip gun from holster and fill the air with the bark of make-believe shots. The spacemen and Davy Crockett had had their day. Now the Cowboy has ridden back to fresh esteem as the hero of U.S. youth and inspiration for endless games.

These days he is a special breed of cowpoke —not the galloping Indian-tamer but the grim, laconic gunfighter who is, above all, lightning fast on the draw and deadly accurate. In Detroit alleys and New Jersey suburbs, the kids were forever rehearsing the quick draw and confronting rivals on Main Street at high noon.

The toymakers too enjoy the cowboy boom. This year they hope to sell over 30 million guns, a new record, and total sales of youthful cowboy gear may go over $125 million, another record. The elders have also latched on to the fast draw. Colt, which discontinued its famed Single Action Army in 1941, found demand so heavy it started making them again last year.

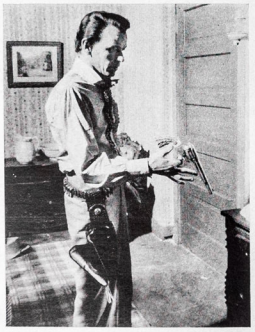
Hollywood is profitably up to its ears in high-budget westerns and on TV the crack of the gunfighter's .45 is heard everywhere. Surrounded by young gunfighters and by a din to be hugely compounded on the Fourth of July, American parents were acutely aware that the lively U.S. summer had started with a bang.

HOW TO DIE when shot in stomach is shown by Stuntman Jack Elam, who has been killed 70 times.

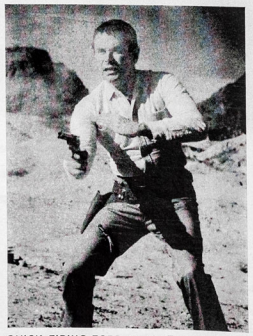


SHOT IN THE BACK, gun undrawn, Elam pitches to his knees. Only villains will shoot from behind.

PRACTICING GUN HANDLING at dude ranch in California, Kirk Douglas, who plays Gunfighter Doc Holiday in a new movie, expertly flips his revolver as sons Joel (*on fence*) and Mike try to imitate him.



GUN-TOTING SINATRA practices on the *Johnny Concho* set. Frank plays outlaw's kin, does not fire.



QUICK-FIRING FORD stars in *Fastest Gun Alive.* Glenn holds gun before him as Earp suggests (*right*).

FAST MAN ON DRAW, Rod Redwing does "border-shift" for a multiple exposure picture. A Cherokee Indian who coaches actors and is one of Hollywood's most expert gunmen, he follows Earp's precepts (*below*) on two-gun fighting by flipping empty gun in air, shifting loaded gun from left to right hand.

FILMS GO GUN-HAPPY

In Hollywood, eight films with "gun" in the title have been completed and actors are busy learning to shoot and be shot. One film, The Gunfight at the OK Corral, *has as its hero Wyatt Earp, the marshal who survived over 100 gunfights. Before he died, peaceably at 80 in 1929, Earp gave views on gunfighting (somewhat at variance with present make-believe practices) for his biography,* Wyatt Earp, Frontier Marshal, *by Stuart N. Lake (Houghton Mifflin, $5). Here Earp speaks:*

"The most important lesson I learned was that the winner of a gunplay usually was the man who took his time. The second was that I would shun trick-shooting as I would poison.

"[I would] wear weapons in the handiest position—in open holsters, one on each hip if I was carrying two, hung rather low as my arms were long, and with the muzzles a little forward on my thighs. Some men wore their guns belted high on the waist; a few, butts forward, army style, for a cross-draw; others carried one gun directly in front of the stomach, either inside or outside the waistband, and another gun in a holster slung below the left armpit; still others wore two shoulder holsters.

AND A GREAT FIGHTER OFFERS SOME ADVICE

"When I say that I learned to take my time in a gunfight, I do not wish to be misunderstood, for the time to be taken was only that split-fraction of a second that means the difference between deadly accuracy and a miss. It is hard to make this clear to a man who has never been in a gunfight. I can best describe such time-taking as going into action with the greatest speed of which muscles are capable, but mentally unflustered by an urge to hurry or the need for complicated nervous and muscular actions which trick-shooting involves. Mentally deliberate, but muscularly faster than thought, is what I mean.

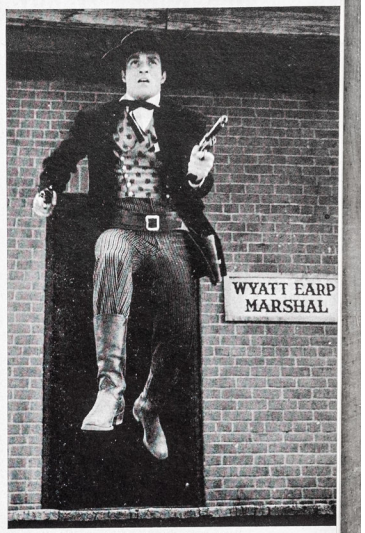
"I did not know a really proficient gunfighter who had anything but contempt for the gun-fanner, or the man who literally shot from the hip. The gun-fanner and the hip-shooter stood small chance to live against a man who took his time and pulled the trigger once.

"[In fanning] the triggerless gun was held in one hand while the other brushed rapidly across the hammer fanwise to cock the gun, and firing it by the weight of the hammer itself. A skillful gun-fanner could fire five shots from a forty-five so rapidly that individual reports were indistinguishable, but what could happen to him in a gunfight was pretty close to murder.

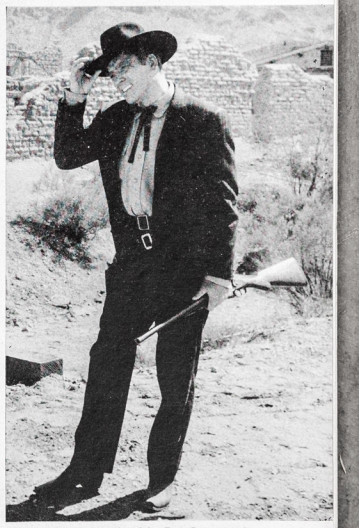
"That two-gun business is another matter that can stand some truth before the last of the oldtime gunfighters has gone on. They wore two guns and when the time came went after them with both hands. But they didn't shoot them that way. Two guns made the threat of something in reserve; they were useful as a display of force when a lone man stacked up against a crowd. Some men in a gunplay might alternate their fire; others exhausted the loads from the gun in the right hand, or left, then shifted the reserve weapon to the natural shooting hand—the border-shift [*above*].

"Whenever you see a picture of some two-gun man in action with both weapons held closely against his hips and both spitting smoke together, you can put it down that you are looking at the picture of a fool, or at a fake.

"Among men whom I have in mind, when a man went after his guns, he did so with a single, serious purpose. There was no such thing as a bluff. The possibility of intimidating an antagonist was remote, although the 'drop' was thoroughly respected."



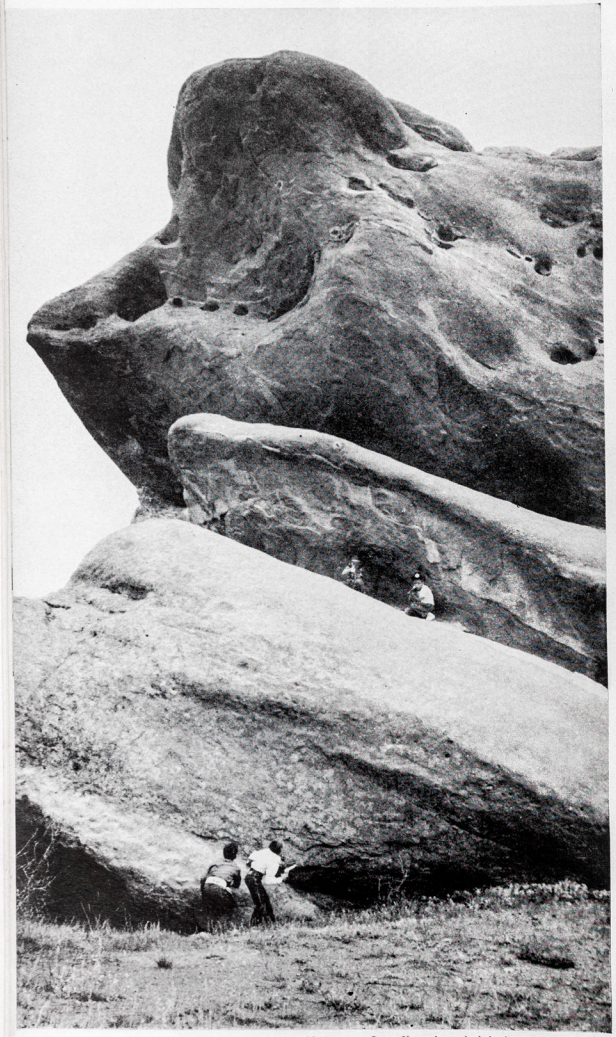
EARP ON TELEVISION is played by Hugh O'Brian, here leaping out of his office as Wichita's marshal.



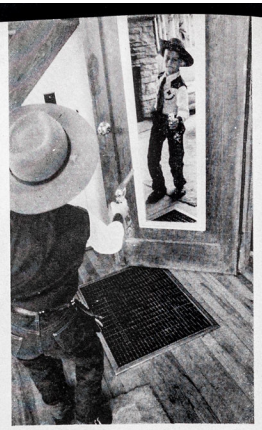
EARP IN MOVIE is played by Burt Lancaster in *Gunfight at the OK Corral.* Earp's most famous fight.

CONTINUED

KIDS SHOOT IT OUT IN THE MOUNTAINS...



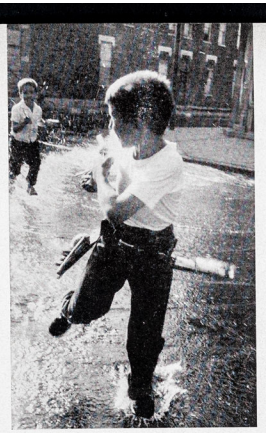
AMID DENVER'S RED ROCKS, an enviable setting for any young gunfighters, Jimmie Eichberg and Leroy Kennedy on the ledge have it out with Charlie Wallace and George Sobel who are on ground below.



PRACTICING IN SEATTLE, Jeb Brown, 8, perfects draw by aiming at himself in a full-length mirror.

MASSACHUSETTS MANEUVERS bring Gregory Brown, Richard Sheehan and Richard White, pistols ready, up on the enemy, ensconced for the moment on a rock ledge in Strawberry Hill section of Natick.

LEAPING IN LOS ANGELES, Loudie Wainwright, 9, is brought down from wall by Donnie Nobles, 9.



SPLASHING IN CHICAGO past an open hydrant, Frank Vittorio fires back at pursuer Bill Maleckas.

OUTDRAWN IN DALLAS, Alex Andrews plays dead while Bubba Kennemer leads posse across the ditch.

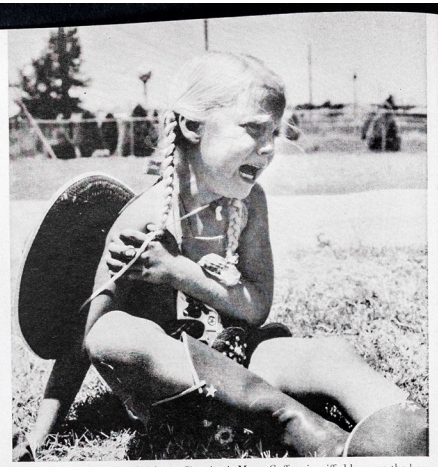
...AND DIE (TEMPORARILY) IN THE ALLEYS

ON DETROIT ROOFTOPS, the good guys and the bad guys shoot it out across an alley. One gunslinger hangs so realistically over the roof edge that his hat and pistol have dropped down to the pavement.

CONTINUED

EVEN THE BRAVEST HEARTS MAY TREMBLE IN THE FRAY

TEMPORARY RETREAT to his mother's knees is made by Mark Johnson, aged 3, of Atlanta, when bigger boys outdid him at gunplay.



WEEPY GUN QUEEN of Oklahoma City, Annie Marge Guffey, is miffed because the boys have slighted her. Annie, aged 5, imagines that she is her famed namesake, Annie Oakley.

DARING RANDY ROBERTS, aged 5, puts up a bold front before a pair of his Oklahoma City gunmates. One is ambushed behind a garbage can and the other crouches inside it.

DISMAYED RANDY yelps after gun accidentally drops on him from a tree. Pride hurt more than head, he picked up rifle and the gunplay went on and on.

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On the site of an ancient Athenian square, American archaeologists rebuild the stoa where merchants once traded and philosophers talked.

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Given access to new Thomas Wolfe letters, Robert Coughlan describes the great American novelist's tempestuous life and rich genius.

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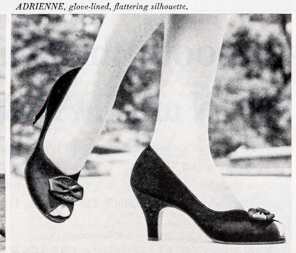
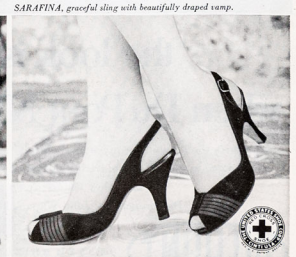


SARAFINA, graceful sling with beautifully draped vamp.



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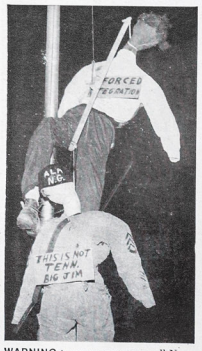
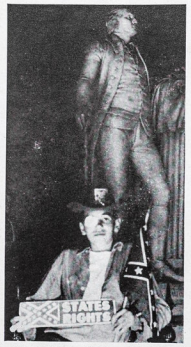


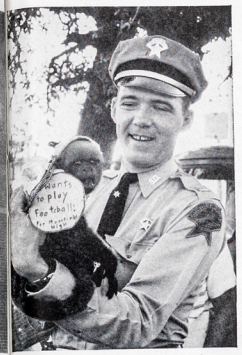
WARNING to governor not to call National Guard came in Alabama where there is no public school integration.



SEGREGATIONIST, age 16, in Virginia capitol, claimed he lost an eye campaigning against public schools.

AN EFFIGY painted red was hung over main street in Mansfield, Texas. Another was hung from the school.

FIERY CROSS, 10 feet high, burns at school near Birmingham, Ala. Ten others were set afire there last week.



A MONKEY is used to ridicule statement made by Negro who said he hoped to enter Mansfield, Texas high school.

← A LINE OF NATIONAL GUARDSMEN FACES OFF A NIGHT CROWD ON CLINTON'S MAIN STREET

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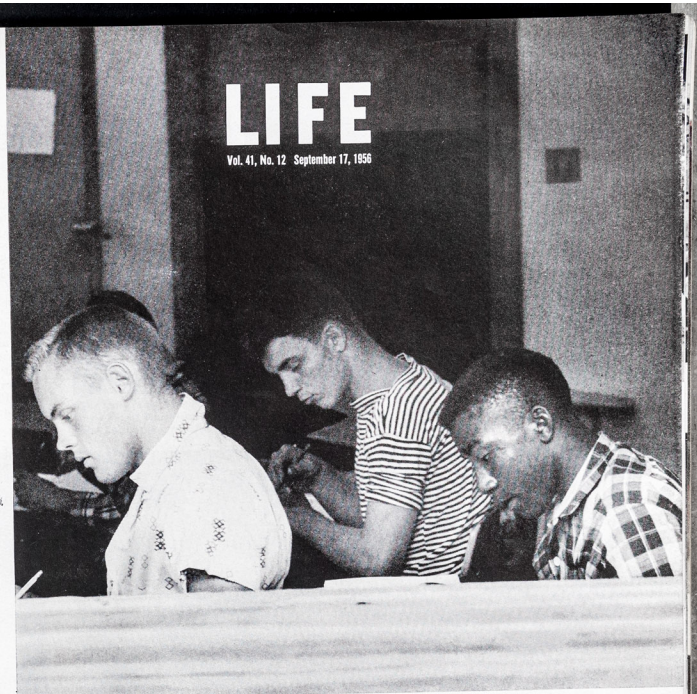


FOR THE FIRST TIME A NEGRO BOY SITS IN A CLASSROOM WITH WHITE STUDENTS AT CLINTON, TENN. HIGH SCHOOL

THE HALTING AND FITFUL BATTLE FOR INTEGRATION

The greatest unresolved national issue—whether Negroes shall join white children in public schools, as ordered by the Supreme Court—erupted into violence last week. Ugly incidents were reported from the hill country of Tennessee to the Texas plains as the deepest emotions were aroused. In some places integration was effected peaceably, in others the challenge of passion roused the forces of law. The result remained in doubt and the argument ran on bitterly, but for the time being it was the forces of law and not the mob that prevailed.

In Clinton, Tenn. there was a week of disorders that at times bordered on anarchy (*pp. 36, 37*). But thanks to the action of an aroused citizenry, some of whom themselves bitterly opposed integration, and the courageous action of a governor, white and Negro children were sitting together in the public school. It was a peace enforced by the bayonets of the National Guard—but it was law and order.

In other places where violence broke out the reestablishment of the rule of law did not mean that the Supreme Court was upheld. In Sturgis, Ky. (*pp. 38, 39*) the National Guard also secured order but afterward Negro children did not show up at school. In Mansfield, Texas, where the Texas Rangers suppressed the threat of riot, Governor Allen Shivers enforced peace by suggesting that any Negro attempting to enroll at Mansfield should be transferred to a segregated school.

Elsewhere, like echoes from a troubled past, burning crosses and effigies appeared to intimidate the Negro. Many of these manifestations represented only the bitter opposition of an ignorant minority and were disavowed by thoughtful Southerners. But it was clear that even among the most law-abiding there were deep misgivings about the advance of integration (*see "Voices of the White South," pp. 104–120*).

In spite of agitation, in spite of zealots and the misgivings of the majority, the pattern was changing. This fall 45,000 Negro students were free to attend integrated schools for the first time. It was a slow, small, painful change but it began to look inevitable.

KEY FIGURES in Clinton's fight for order were, from left, Federal Judge Robert Taylor of Knoxville, who sentenced racist John Kasper; Tennessee Governor Frank Clement, here broadcasting decision to send in National Guard; and Major General Joseph Henry Jr., who led the two Guard battalions.

FULL FORCE OF LAW

At the little hosiery-milling town of Clinton, Tenn. the most violent outburst of mob action aroused the most courageous response on the part of the law. There desegregation had begun quietly until white supremacist John Kasper of New Jersey hit town and stirred up trouble (LIFE, Sept. 10). He was arraigned before Federal Judge Robert Taylor, who had once ruled against integration in Clinton. Now he said the Supreme Court decision is "the law of the land. . . . It must not be disobeyed." Judge Taylor sentenced Kasper to a year in jail.

Though Kasper was silenced, he had done his damage. A Clinton crowd launched a four-hour attack on Negroes passing through town. The next day Clinton officials wired Governor Frank Clement for help. The governor quickly ordered out state police and two battalions of the National Guard. Taking the air, Clement said, "I cannot sit back as governor and allow a lawless element to take over. If they can take over Tennessee because of one issue they can take it over on others. It may be your home they take over next."

As he spoke, Clinton was taking emergency action of its own. The local judge swore in a hastily recruited band of 40 special deputies —including a lawyer who had led the legal fight against integration. That night the deputies tangled with still another angry mob and only tear gas and the timely arrival of the state police forestalled bloodshed.

At last, after a week of turmoil, the National Guard brought sullen calm to Clinton. Temporarily at least, the town's 12 Negro high school students could walk to school without incident.

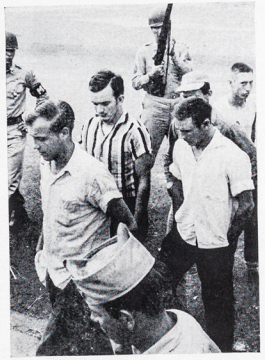
AGAINST MOB RULE

HEADING TO SCHOOL after National Guard had moved into town and begun patrolling, 10 of Clinton High's 12 Negro students start the half-mile walk. Previously Negroes had had to ride 16 miles to a Negro school in Knoxville. Clinton's principal told this group, "You have all shown great courage."

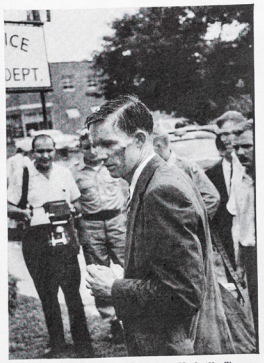
HARASSING NEGROES, a mob, which included women, rocks an out-of-state car passing through Clinton. For four hours the town police stood by helpless as cars were dented and windows smashed. Two Negroes were roughed up. A policeman persuaded part of mob to attack only Tennessee cars.

CONFRONTING THE MOB, a line of volunteer deputies armed with shotguns, rifles and pistols moves across courthouse lawn toward angry crowd.

NIGHT SKIRMISH occurred when deputies threw tear gas bombs at crowd. Mob broke up briefly, regrouped, threatened until state police quelled them.



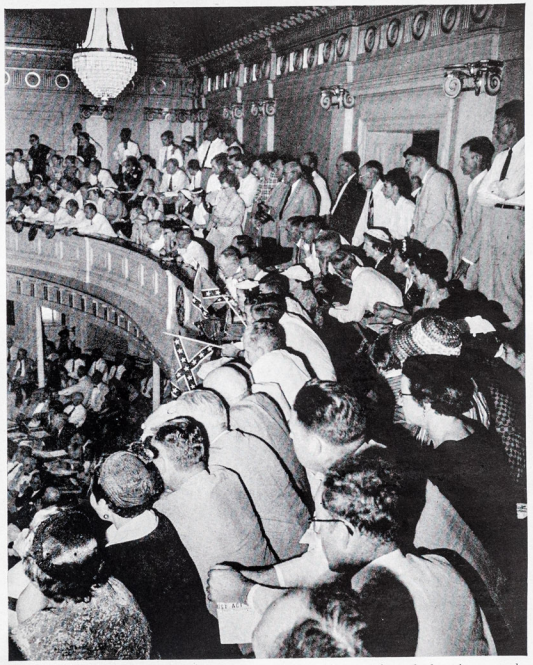
ATTACK ON PHOTOGRAPHER came as Guardsmen were moving rioters arrested at nearby Oliver Springs. One man (*at right, top left*) broke away and



(*top right*) slugged Jack Corn of *Nashville Tennessean*. A Guardsman smashed the prisoner with rifle butt (*lower left*). Corn emerged with gashed cheek.

CONTINUED

STURGIS, KY. On the first day of school 10 Negroes were turned back by a milling mob. They did not come back the next day but that night Governor "Happy" Chandler ordered 160 National Guardsmen into town. On the third day nine Negroes came to school and while whites jeered (*above*) they were escorted inside. As the morning passed, the mob's surliness changed to smiles and Major General J. J. B. Williams, the civilian-suited Guard commander, mingled jovially (*below, left*) to help ease tension. But when school closed tension had mounted again and Guardsmen formed cordon around Negro students (*below, right*) and took them to waiting cars. That night Negroes received threats of violence and loss of jobs. Next day none of the Negro children came back to school.



RICHMOND, VA. A crowded gallery in the state legislature listens to debates on a series of bills proposed by Governor Thomas Stanley which would deprive white schools admitting Negroes of state funds, and empower the governor to assign students to schools. Prominent state educators argued plan would destroy the public school system, but the bills were likely to pass.

ARISTA, W.VA. Teachers talk to two deputy sheriffs they called in after a threat was made to dynamite their newly integrated school. Meanwhile Negro children cut out magazine pictures in a partially deserted classroom. In the small mining community (pop. 300) where whites and Negroes live side by side, only five out of 39 whites would go to school with Negroes.

CONTINUED

ELSMERE, KY. In a first-grade class Negro and white children stand side by side to recite the pledge of allegiance. School district has 1,300 children, 78 of whom are Negroes. Integration is being accomplished by steps: kindergarten in 1955, four of the elementary grades and high school this year. The school superintendent reports, "There has not been the least bit of trouble."

GLEN BURNIE, MD. Colored and white children jump rope at the Glendale elementary school. Integration started this year with first three grades. The six colored children who used to ride a bus to a distant school now are within walking distance. There have been no incidents though some colored children, shy on entering a brand-new school, shed tears on the first day.

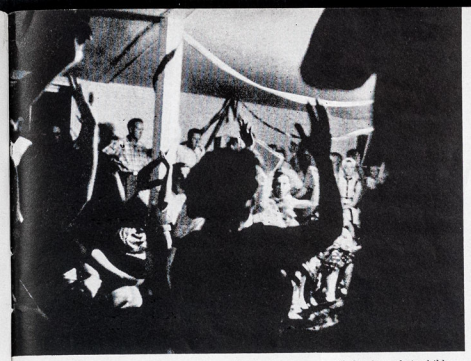
FRANKFORT, KY. A Negro halfback is congratulated by a white fan after scoring touchdown in first game of season. A substitute halfback, he was the only Negro out for football at newly integrated high school. While he was being congratulated a cross was burned on a hill within sight of the stadium. Unperturbed, he went back in game later and scored another touchdown.

PRINCETON, W. VA. In a newly integrated high school, students in a physical education class perform square dance. Only 15 miles from Arista (*p. 39*), Princeton is a more prosperous community. It took 30 Negroes into student body of 760 without incident.

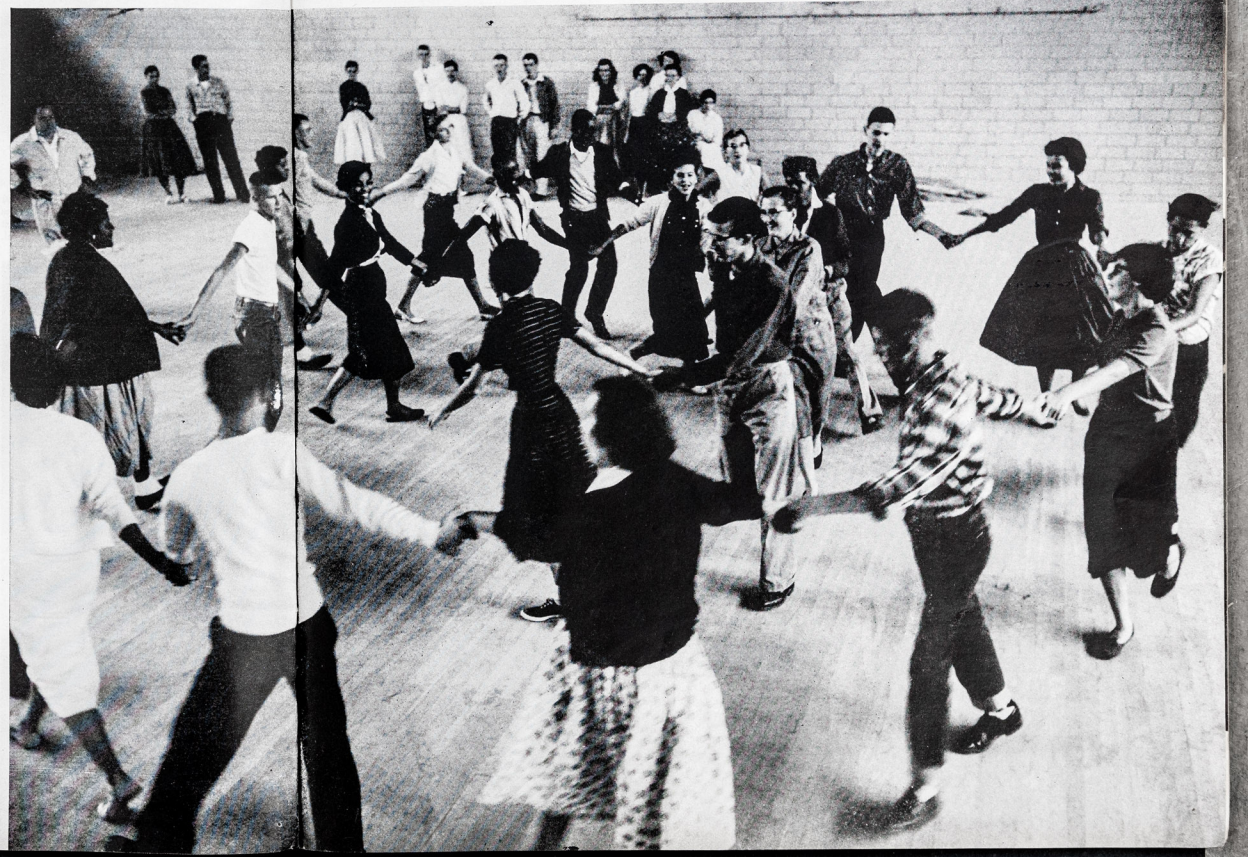
Integration CONTINUED

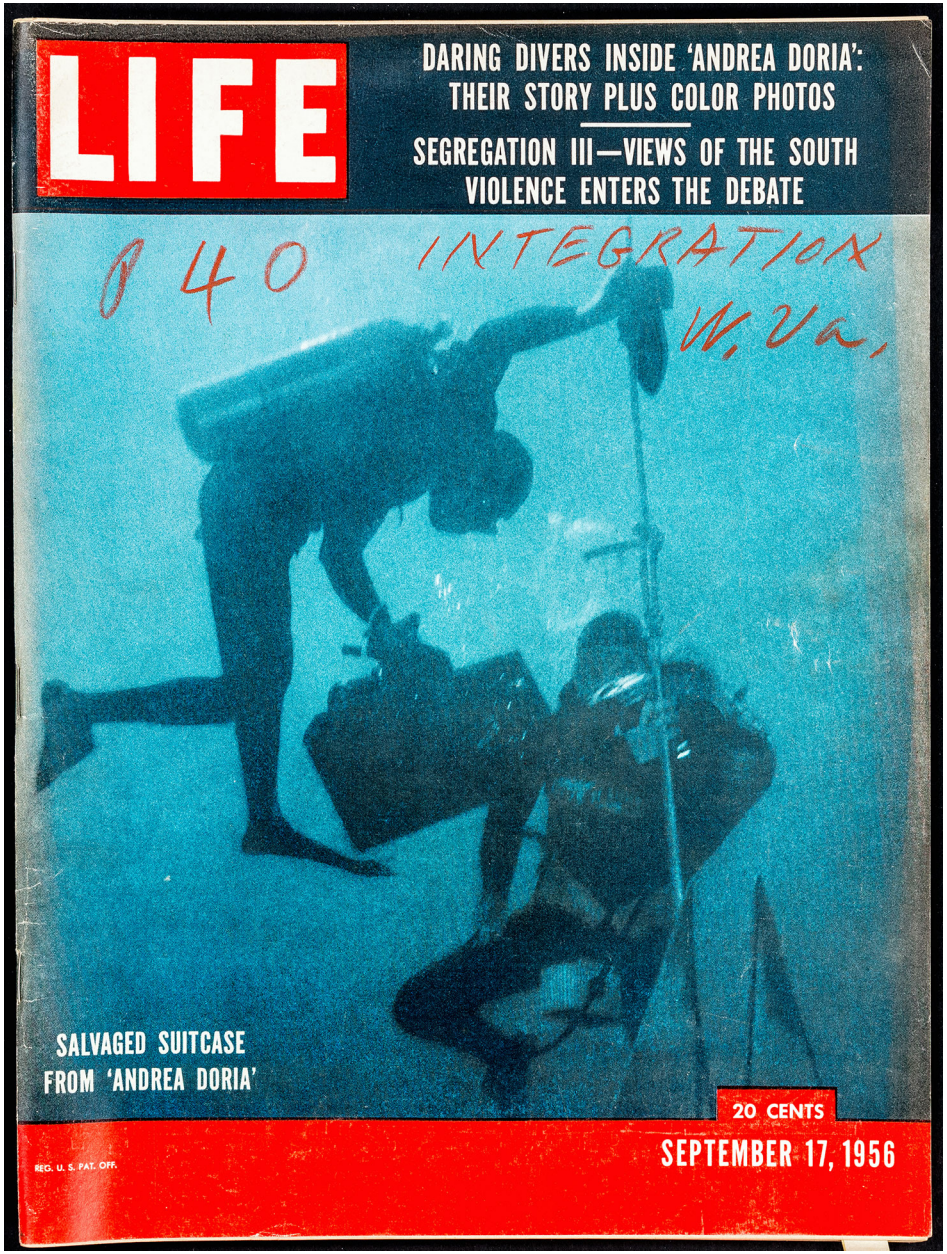
WITHOUT AGITATORS, HARMONIOUS CHANGES

In contrast to the violence, peaceful change had already begun in some southern schools. The advance was somewhat less than sensational since eight hard-core states (Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi and Louisiana) were determined to make no move toward integration. Last year, however, 537 school districts had been desegregated. Another 186 districts followed their example this year. In many of these, like the schools that are shown on this page where desegregation is being tried for the first time, there was no outside agitation and the two races studied and played in harmony.



POOLESVILLE, MD. A combined elementary-high school serving Montgomery County opened on integrated basis despite parents' protests. At a meeting (*above*) 125 decided to keep their children out of school. Next day 366 out of 600 pupils, including 14 Negroes, answered the bell. The superintendent warned parents that if they persisted in keeping children home "we will be forced to take action under the compulsory school law." Then he explained that Maryland law makes it a misdemeanor to keep a child under 16 out of school and imposes a fine of $50 for each offense.




LIFE
DARING DIVERS INSIDE 'ANDREA DORIA': THEIR STORY PLUS COLOR PHOTOS
SEGREGATION III—VIEWS OF THE SOUTH VIOLENCE ENTERS THE DEBATE
0 40 INTEGRATION W. Va.
SALVAGED SUITCASE FROM 'ANDREA DORIA'
20 CENTS
SEPTEMBER 17, 1956
REG. U. S. PAT. OFF.

Vol. 41, No. 12

LIFE

REG. U.S. PAT. OFF.

September 17, 1956

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VOLUME 41
NUMBER 12

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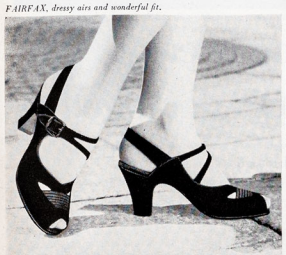

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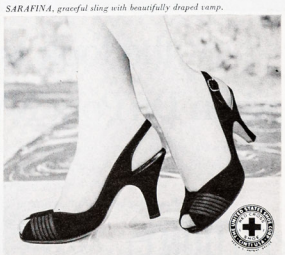

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THRILLING PLANE
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Snowbound
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OCTOBER 29, 1956

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LIFE

REG. U.S. PAT. OFF.

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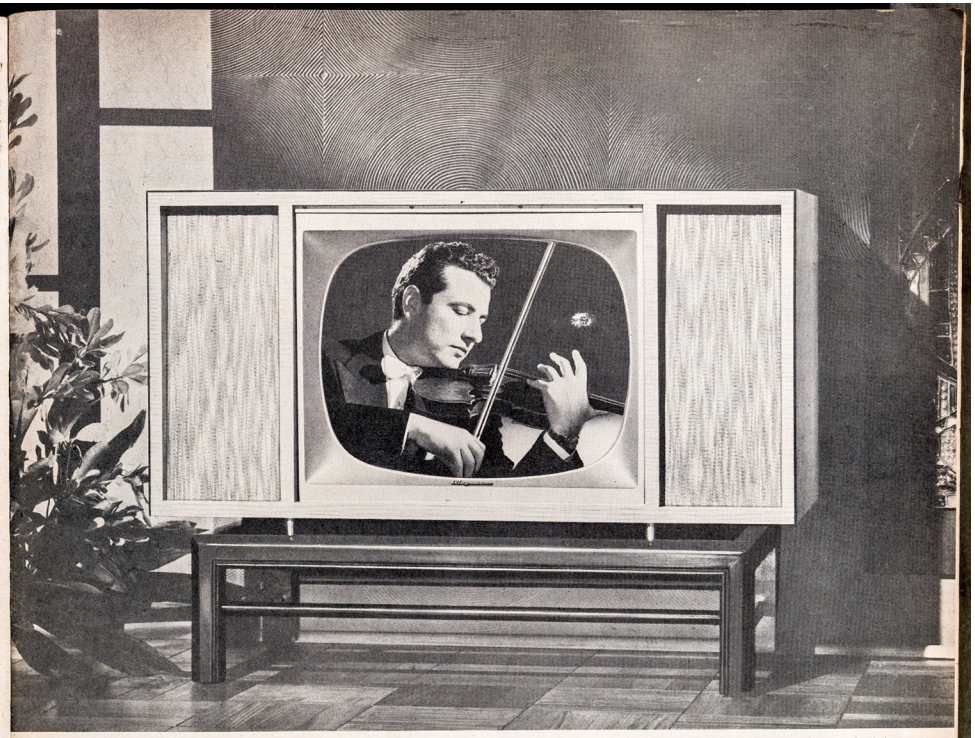

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BEGINNING IN THIS ISSUE, WALTER LORD'S
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DECEMBER 3, 1956
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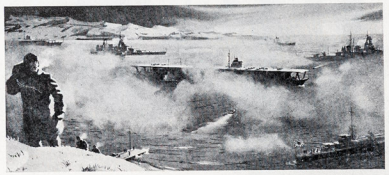

JAPANESE WARSHIPS ASSEMBLE IN KURILES FOR PEARL HARBOR STRIKE

For the past year Walter Lord and LIFE reporters have been interviewing hundreds of people, American and Japanese, who saw or took part in the attack on Pearl Harbor. Now, for the 15th anniversary of the catastrophe which plunged the U.S. into World War II, LIFE presents the first of three instalments of "Day of Infamy," the untold story of Pearl Harbor, by Walter Lord, author of "A Night to Remember." Part I tells of the Japanese navy's furtive voyage across the Pacific, the tense moments before the onslaught, and the U.S. radar operator who detected the attacking planes and thought his set was out of order.

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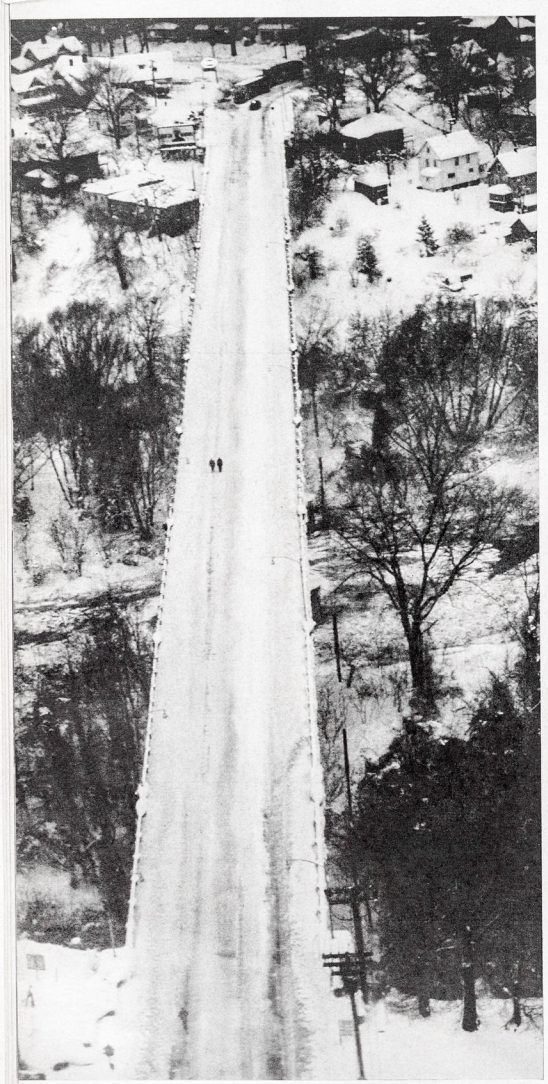
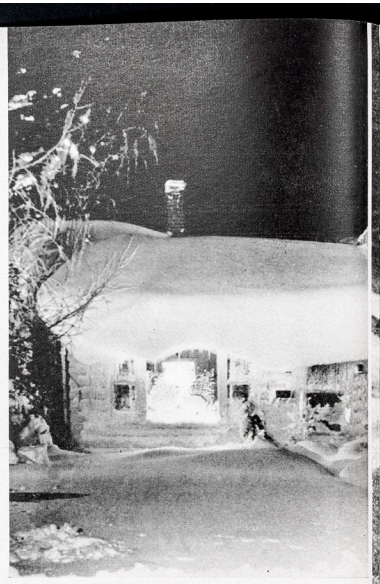


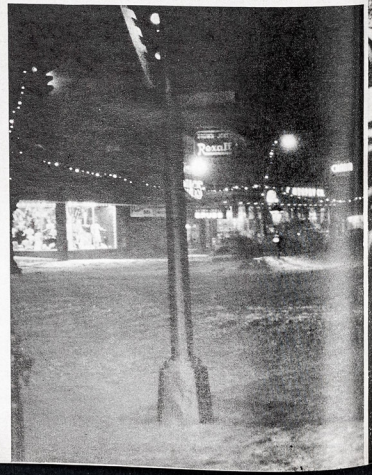
ADVENTUROUS PEDESTRIANS walk along a plowed bridge leading out of Conneaut, Ohio. Search parties on foot scouted rural roads for stranded motorists who might have stayed with cars.



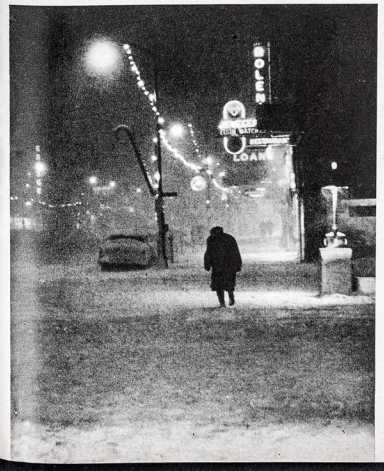
A FOUR-FOOT FROSTING ON THE ROOF GIVES A CHRISTMAS CARD LOOK TO SNOW-STRUCK HOME IN SPRINGVILLE, N.Y.

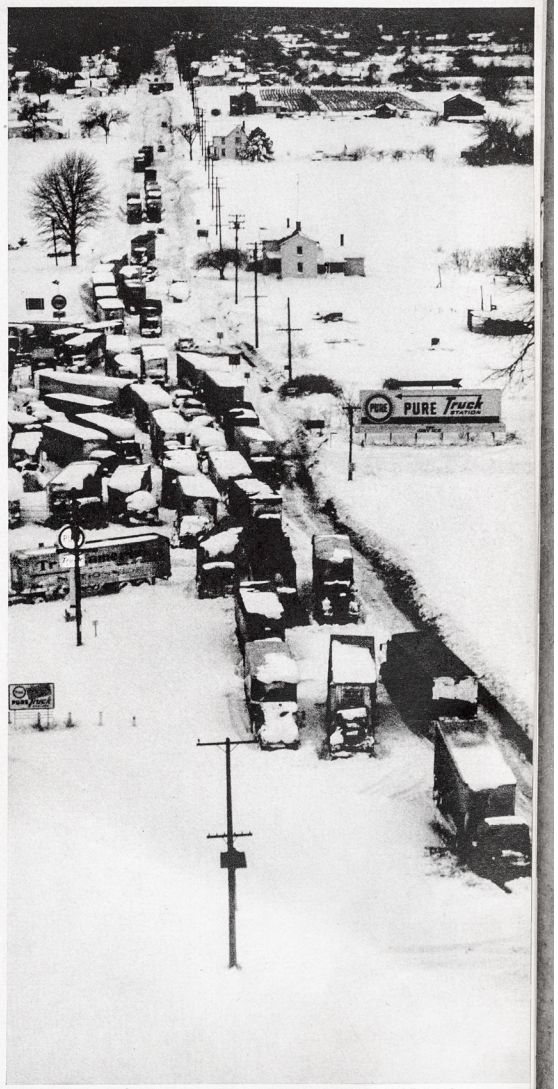
A SURPRISE SNOW SNARLS THE EAST

Forty-eight inches of brand-new winter fell on sections of Pennsylvania, Ohio and New York last week and they brought a combination of serene beauty and bitter paralysis. Predictions had been for a light fall; the all-out, 24-hour snowstorm stalled trains, blocked highways along a strip approximately 160 miles long and 70 miles wide, and buried hundreds of abandoned automobiles in drifts up to 15 feet deep. In Erie, Pa., the hardest-hit city in the snow belt, the Thanksgiving storm had arrived with freakish thunder and lightning, and a state of emergency was declared. All deliveries stopped, a voluntary system of food rationing was set up, doctors were posted at city firehouses and 50,000 workers were forced to stay home from their jobs. As the threat of more snow continued, landing sites were cleared for an emergency helicopter airlift and National Guard units using tanks began to dig the community out.

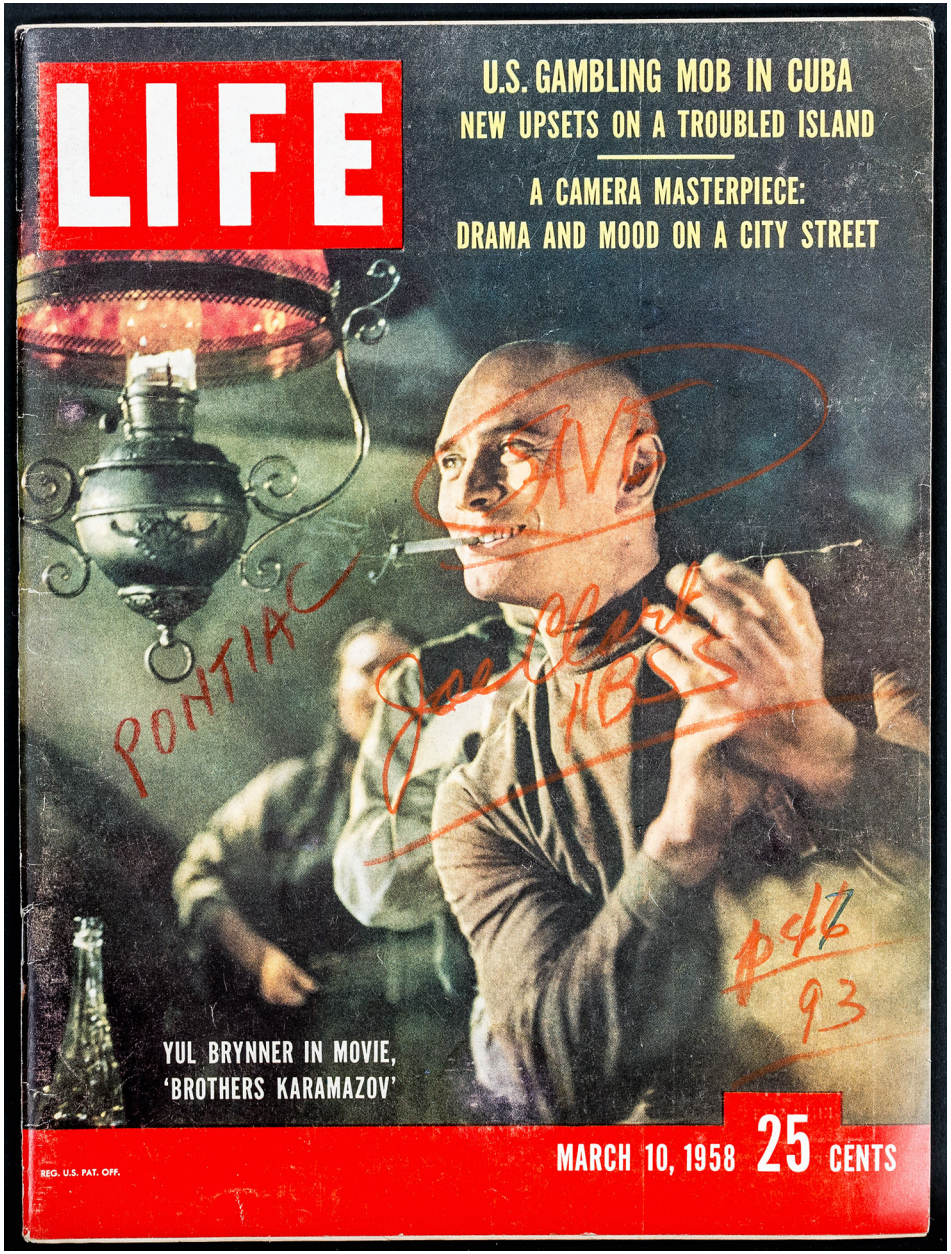


LONELY WALKER TRAMPS ALONG THE DRIFTED MAIN STREET OF ERIE, PA. DURING A LULL IN THE THANKSGIVING STORM





TRUCK JAM in northeastern Ohio shows trailers blocking the drifted highway day following the storm. In one town seven plows sent out to clear roads foundered in blizzard, rolled into ditches.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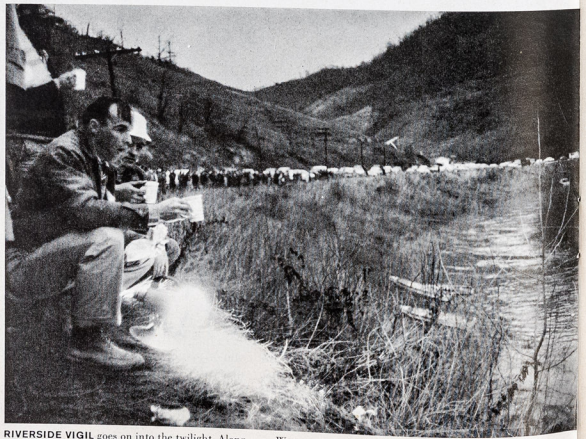
FOUR WHO SURVIVED wait somberly beside the river as the search for the bus goes on. At left is 13-year-old William Leedy, a seventh-grader who opened the emergency door through which most survivors escaped. The others are Donald Dillon, Jeff Gunnel, and Darvin Derossett, distant relative of dead bus driver.

THE LOST BUS WITH 27 DEAD

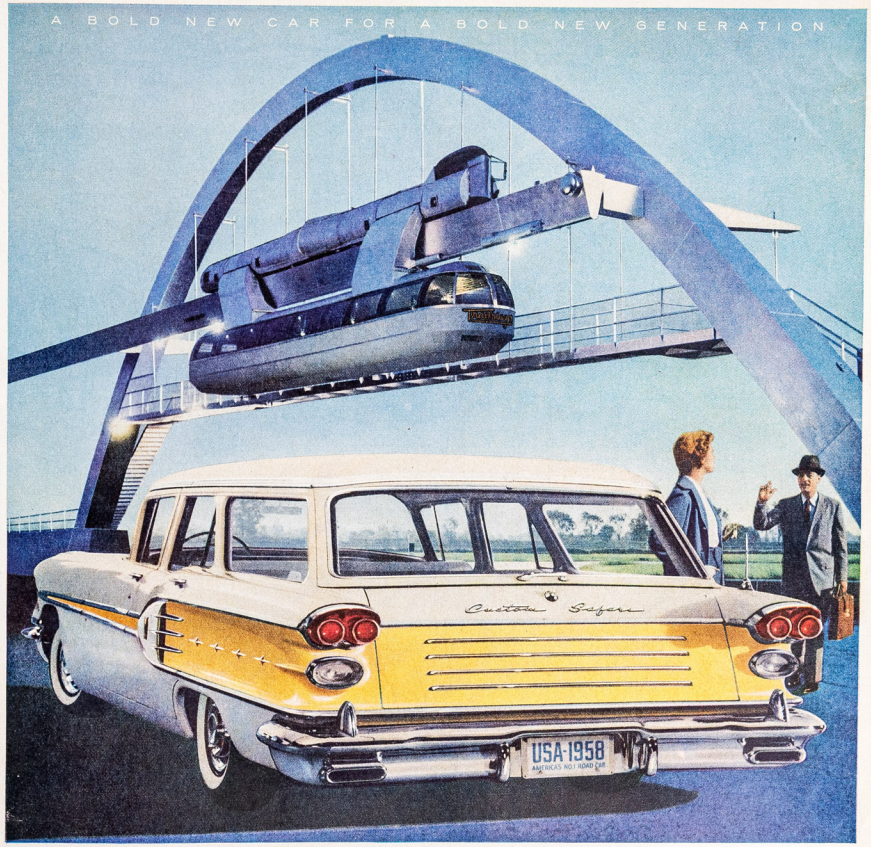
Throughout the rain-darkened afternoon bone-weary Kentuckians maintained a funereal vigil beside the flooded Big Sandy River. That morning a school bus carrying 46 children bound for Prestonsburg had sideswiped a slow-moving wrecking truck, careened across the highway, glanced off another car and plunged 50 feet into the muddy river.

The children fought toward the rear emergency door of the bus, which poised briefly, half in the water and half out. "All the kids were pushing, shoving, screaming," said one of the heartbroken survivors. "There was a pile-up at the door but some of us managed to squeeze through." Then the bus sank from sight in the 30-foot-deep water and was swept downstream. Grapples found it once, then lost it again in the flooded current. Twenty of the children had escaped, but Driver John Derossett, who had had an accident-free record, and 26 of his young passengers did not. It was the worst school bus accident in U.S. history.



RIVERSIDE VIGIL goes on into the twilight. Along the road stretch vehicles and anxious spectators. Weary salvage workers sip coffee, hunched down roughly opposite the point at which bus hit river.

A BOLD NEW CAR FOR A BOLD NEW GENERATION



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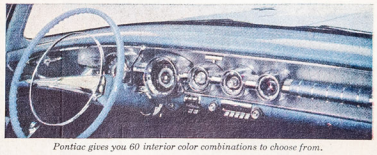

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NASCAR President Bill France congratulates winners. Events were jointly sponsored by Pure Oil Company and the Florida State Highway Patrol.

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EXCLUSIVE PICTURES OF A RUSSIAN SCHOOLBOY vs. HIS U.S. COUNTERPART
apples
92-93-94 Recession
ALEXEI KUTZKOV
OF MOSCOW
STEPHEN LAPEKAS
OF CHICAGO
MARCH 24, 1958 25 CENTS

Vol. 44, No. 12 **LIFE** March 24, 1958

REG. U.S. PAT. OFF.

Series on educational crisis 25

A vital new LIFE series, Crisis in Education, begins in this issue with the story of two schoolboys, an easygoing American and a hard-striving Russian (shown in exclusive pictures taken in Moscow). The difference in the atmosphere of learning provides a disturbing measure of America's school trouble. In a cogent article Novelist Sloan Wilson tells how the American educational dream has been corrupted.

RUSSIAN BOY

AMERICAN BOY

A monstrous mistake 120

Through a shocking error, Mayo Buckner has lived in a mental home for 59 of his 67 years, wasting his considerable intelligence and talent.

MAYO BUCKNER

Silky Sullivan's hard way 87

Year's most exciting race horse, Silky Sullivan, lags badly at the start then makes a heart-stopping rush to win for his owners—both cardiac cases.

HEART MENACE

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Hard-working actors in unfancy off-Broadway playhouses bring glory to themselves and the U.S. theater in classics, musicals, esoteric dramas.

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"HIGH AS A FLAG"

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Moscow's Alexei Kutzkov and Chicago's Stephen Lapekas are 16-year-old schoolboys, educationally worlds apart *(see pp. 25-37)*

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2—HOWARD SOCHUREK—STAN WAYMAN—ALBERT FENN—ALLAN GRANT—GJON MILI—N. R. FARBMAN
15—LT. JOHN D. MORGAN FOR WALSH COUNTY RECORD; RT. THE BETTMANN ARCHIVE
22, 23—CHARLES EAMES EXC. BOT. RT. RALPH CRANE
25—JOE SCHERSCHEL
26—STAN WAYMAN
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40—INT.—LA PRENSA FROM U.P., PARIS-MATCH
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47—PARIS-MATCH
48—DON CRAVENS FROM P.S. EXC. T. RT. WAITE FOR THE LONDON DAILY SKETCH
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69, 70, 72—GREY VILLET
77, 78, 80—WALTER SANDERS
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88—LARRY SHARKEY FOR THE LOS ANGELES TIMES—RALPH CRANE—LARRY SHARKEY FOR THE LOS ANGELES TIMES—GEORGE LONG
91—ALLAN GRANT—BILL BRIDGES
92, 93, 94—JOE CLARK
99—GREY VILLET
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102—GREY VILLET—FRED LYON FROM R.G.
107, 108, 118—NINA LEEN
120 THROUGH 126—ALBERT FENN
133—COURTESY GLENWOOD STATE SCHOOL
134, 136—ALBERT FENN
138—CORNELL CAPA FROM MAGNUM
139, 140—ERICH LESSING FROM MAGNUM
142—LOUIS E. TUPPO FOR PATERSON NEWS

ABBREVIATIONS: BOT., BOTTOM; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; B.S., BLACK STAR; INT., INTERNATIONAL; R.G., RAPHO-GUILLUMETTE; U.P., UNITED PRESS. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

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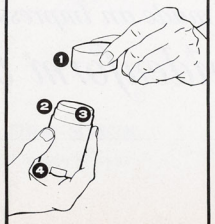

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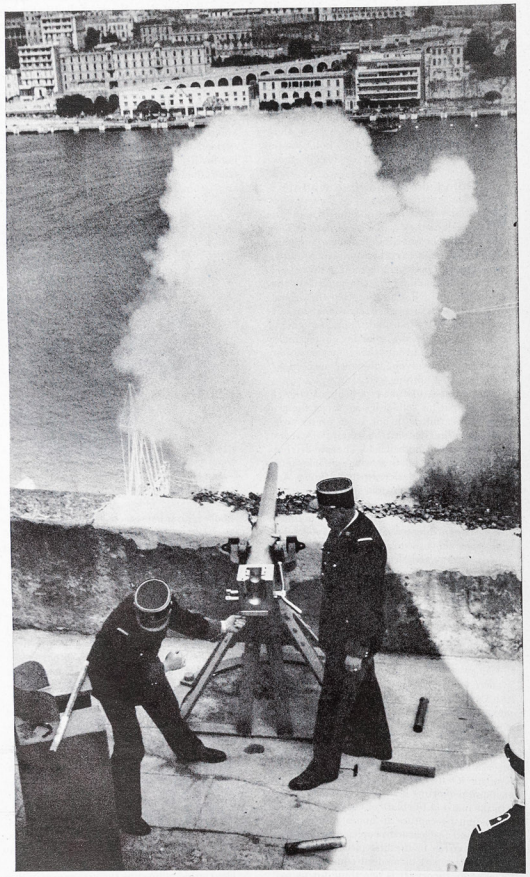
A LOOK AT THE WORLD'S WEEK



SALUTE TO GRACE'S BOY

Across Monaco harbor a 101-gun salute broke the joyous news: the Princess of Monaco, nee Grace Kelly, had presented Prince Rainier with a male heir. Monegasques rejoiced since by treaty their country remains free of France only as long as the Grimaldi family reigns.

FATAL FALL FROM BIKE →

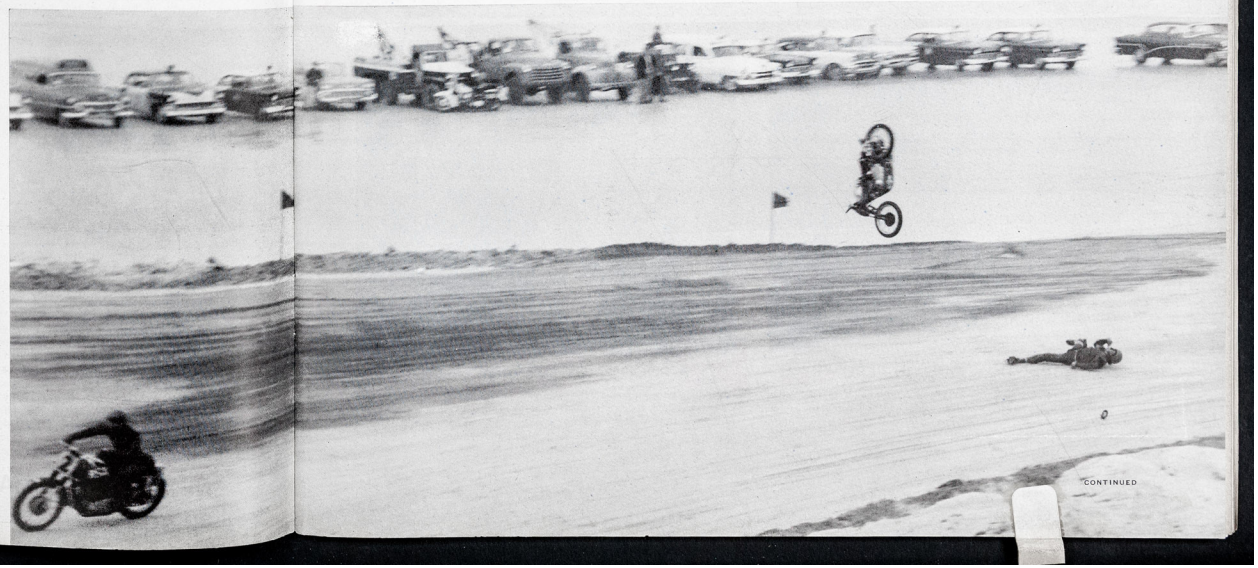
Jesse Horelica hit a patch of soft sand in a race at Daytona Beach, Fla. and as his motorcycle flew high out from under him, he sprawled helpless on the track. Then Horelica was hit by another racer who could not swerve out of the way in time. He died later in a hospital.

A crowd of jobless filing claims for unemployment compensation in Detroit, bellwether city of the U.S. economy, signaled a further deepening of the recession. Claims in Detroit were

JOBLESS IN DETROIT, MARKS OF DEEPER U.S. RECESSION

running at more than 205,000, and in the country as a whole March unemployment threatened to exceed February's total of 5.2 million.

Congress and the Administration hurriedly pushed remedial action. A $1.8 billion housing bill and a $1.7 billion highway construction bill were in the legislative works. The biggest debate was whether there should be a tax cut (*see Editorial*). Vice President Nixon favored a cut soon if the economy did not improve, but both the White House and Senate Democratic Leader Lyndon Johnson agreed to wait.



CONTINUED

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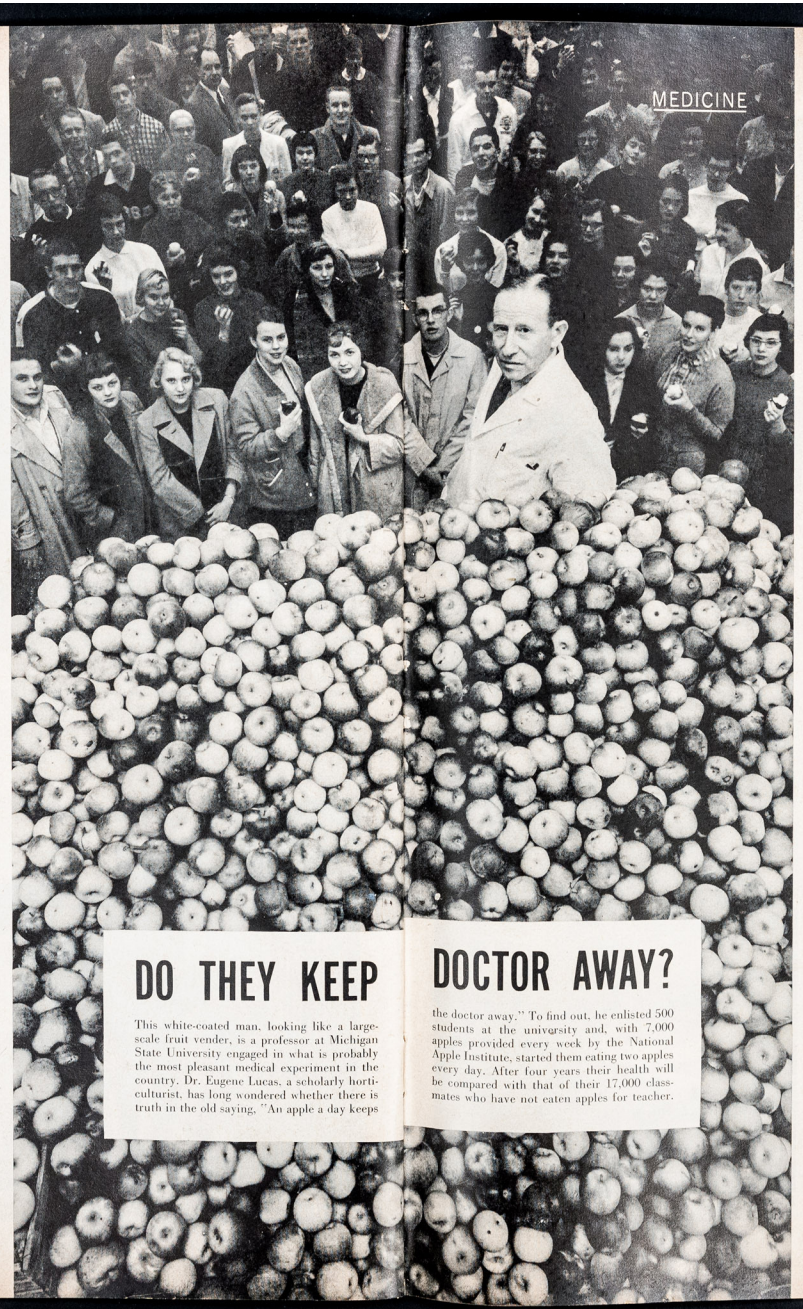

DO THEY KEEP DOCTOR AWAY?

This white-coated man, looking like a large-scale fruit vender, is a professor at Michigan State University engaged in what is probably the most pleasant medical experiment in the country. Dr. Eugene Lucas, a scholarly horticulturist, has long wondered whether there is truth in the old saying, "An apple a day keeps the doctor away." To find out, he enlisted 500 students at the university and, with 7,000 apples provided every week by the National Apple Institute, started them eating two apples every day. After four years their health will be compared with that of their 17,000 classmates who have not eaten apples for teacher.

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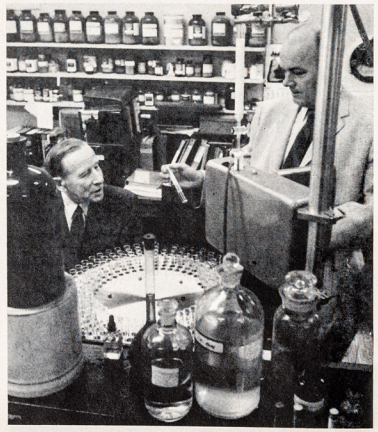
HEALTH FILES of test group, to be matched with those of other students, are discussed by Lucas (*center*) with Drs. C. Menzies (*right*), R. Monfort.

A SCIENTIFIC LOOK AT OLD LORE

"Although science has ridiculed folk tales for years," says Professor Lucas, "we have found much scientific foundation for lore that pertains to plants and disease." Because he is only halfway through the test, Professor Lucas has reached no final conclusions on the apple-a-day maxim. But he points out that apples are rich in pectins, jelly-like chemicals that seem to absorb toxic substances in the digestive tract. They also contain certain important minerals, and organic acids that in laboratory tests have helped to regulate cell growth. Along with determining whether apples keep healthy people well, Professor Lucas hopes to find out whether they are of benefit to people who are ailing.



APPLE CHEMISTRY is studied by Dr. A. L. Kenworthy (*right*), consulting with Lucas. Tubes in circular rack contain various fractions of apple extract.

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LIFE
TEEN-AGER'S SHOCKING ACCOUNT
ZIP-GUN ARMIES AT WAR
CLUSTER OF BROADWAY STARS
ENACT THEIR DREAM ROLES
GWEN VERDON
AS BROKENHEARTED
HARLEQUIN
APRIL 14, 1958 25 CENTS

Vol. 44, No. 15 **LIFE** April 14, 1958

REG. U.S. PAT. OFF.

Trying the hard sell 19

The U.S., burdened with 5.4 million unemployed but loaded with money ($20.2 billion in savings), busts out with hard selling to tap this anti-recession reservoir. It could work.

ANTI-RECESSION SIGN

Bright spots in schools 117

LIFE's Crisis in Education series has some hopeful aspects: new enthusiasm for science, revolutionized teaching, significant plan for reorganizing schools—all being tried out.

MATH TEST WITH COIN

Inside a teen-age gang war 126

In a blood-chilling recital, a former street gang leader tells how at 13 he led his young followers into murderous street fight and emerged a hoodlum big shot.

JUBILANT GANG FIGHTER

The bag emerges all over 95

Set to the torch, catcalled in the colleges, attacked in print and on the air, the chemise is still the style that women everywhere in U.S. are breaking out with.

CHICAGOANS IN SACKS

What stars would like to do 76

The hidden theatrical desires of top U.S. actors and actresses come out in brilliant color photographs which show stars playing the parts they have always dreamed of doing.

VERDON AS HARLEQUIN

COVER
Broadway Musical Comedy Star Gwen Verdon wears the costume of Harlequin, the brokenhearted clown; for LIFE's color pictures she and 10 other top performers enact the roles they would most like to play on the stage (*see pp. 76-86*)

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13—U.P.
14, 15—E. UMNOVA COURTESY HUROK ATTRACTIONS
19—FRANCIS MILLER
20, 21—FITZGERALD AND COOKE, JOE CLARK, FRANCIS MILLER—STAN WAYMAN, TED LAU, STAN WAYMAN, FRANCIS MILLER
22, 23—JOE SCHERSCHEL EXC. BOT. DONALD M. WITTE (6)
24—FRANCIS MILLER, STAN WAYMAN
25—JOHN BRYSON
26, 27—ANDREW ST. GEORGE
28, 29—INT., LISA LARSEN, INT.—TED RUSSELL, LARRY BURROWS, NORMAN WALKER FOR SANTA MONICA OUTLOOK
35—JOHN DOMINIS
36, 37—TOP, TONY SODARO, MARC RIBOUD FROM MAGNUM, JOHN DOMINIS (3)—JOHN DOMINIS
38—JOHN DOMINIS EXC. BOT. MARC RIBOUD FROM MAGNUM
43—BOT. A.P. (2), PETER T. MORTIMER, EDWARD CLARK
44, 45—U.P. (2), LOS ANGELES TIMES, LOS ANGELES MIRROR-NEWS FROM U.P., LOS ANGELES MIRROR-NEWS
47—LARRY BURROWS
51, 52—GEORGE SILK
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90—FOTO ITALIA—WALTER GUZZI-ROI
95—ALBERT FENN, CHARLES PRESTON
96—CHARLES FENTRESS JR.—FLOYD BOWSER
98—THOMAS MCAVOY—CHRISTA
101—T. GENE PYLE
102—YALE JOEL
104—ROM ETTRIDGE—JON BRENNEIS
109—ALFRED EISENSTAEDT—A.P., ALFRED EISENSTAEDT
110—MUTTKE, ROSSMAN FROM GAMMA—ALFRED EISENSTAEDT, THE MEK—GORDON TENNET FROM B.S.
112—ALFRED EISENSTAEDT
117—YALE JOEL
118, 119—DON CRAVENS FROM B.S., ALLAN GRANT, THOMAS MCAVOY—EDMUND Y. LEE, FRANK SCHERSCHEL, RALPH MORSE (2)
120—WALTER SANDERS—CHART BY ERIKA WEIHS
122, 123—FRITZ GORO—TED POLUMBAUM, FRITZ GORO, YALE JOEL
124, 125—YALE JOEL—ALBERT FENN (2), YALE JOEL
126 THROUGH 140—DRAWINGS BY ROBERT BEAVER
143, 144, 145—PETER STACKPOLE
146—ISRAEL SHENKER

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LIFE, APRIL 14, 1958

LIFE IS PUBLISHED WEEKLY BY TIME INC., 540 N. MICHIGAN AVE., CHICAGO 11, ILL. PRINTED IN U. S. A. ENTERED AS SECOND-CLASS MATTER NOVEMBER 16, 1936 AT THE POSTOFFICE AT CHICAGO, ILL. UNDER THE ACT OF MARCH 3, 1879. AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA, AS SECOND CLASS MATTER. SUBSCRIPTIONS $6.75 A YEAR IN U. S. A., $7.25 IN CANADA.

VOLUME 44, NUMBER 15

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LIFE
Vol. 44, No. 15. Apr. 14, 1958

A HAPPY PASSEL OF KANKAKEE BUSINESSMEN RIDES "MR. GLOOM" (ACTUALLY JOHN JOHNSON, A DEPARTMENT STORE WORKER) ON A RAIL TO MOCK HANGING

INTO THE BREACH: AMERICAN INGENUITY, EXUBERANCE AND HUMOR

THE HARD SELL vs. HARD TIMES

With a convincing show of high spirits, businessmen in Kankakee, Ill. last week rode on a rail and laid to rest "Mr. Gloom," symbol of the recession. It was a uniquely American display of purposeful play and was typical of the exuberant energy with which a good many other U.S. merchants were fighting their problems. Like similar antics elsewhere, the Kankakee carryings-on were aimed directly—and quite properly—at penny-pinching pessimism.

Whether psychology can lick the downturn or not, the fact was that the money is there—as it had not been in '29. The big problem was to get people to spend it. Despite 5.1 million workers unemployed and industrial output off 11%, personal savings stood at $20.2 billion—$200 million more than a year ago. To get at this treasure and get the economy into a higher gear the merchants, who for years had had virtually no trouble selling anything at any price, were learning again how to sell long, loud and hard. And if the uses of adversity were not sweet, the reactions were exciting.

Merchants used gags, stunts, contests, and giveaways. The hardest of the hard selling was being done by the auto industry, the hardest hit. Car dealers, up to their ears in promotions, are phoning through the directories number by number and even dashing into the street to collar passing motorists.

But beyond all the gimmicks and giveaways, the hard sell's clincher was bargains. And bargains were showing up again. One major mail order firm's summer catalogue showed price reductions that average 13% and the competitors would have to follow suit. If this was not a cure-all, the hard-sell boys made clear that there was no better single tonic for the economy than relentless advertising and muscular merchandising of attractive goods at attractive prices.

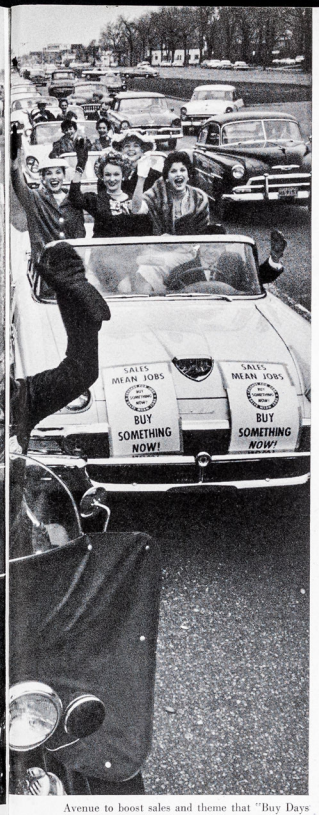
OPTIMISTIC EPITAPH decorates the tombstone of Kankakee's Mr. Gloom.

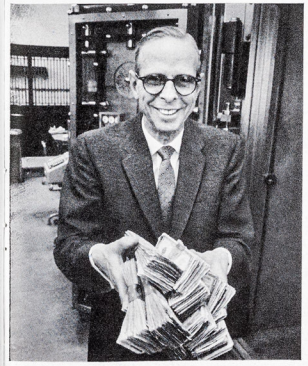
SOUR-FACED SYMBOLS of the recession, gloomy pincushions were devised by Jim Cooke, a Chicago public relations man. He is sending them to clients and suggesting they stick pins in them voodoo style.

PROMOTING WITH PONIES, Edsel executives at Libertyville, Ill. examine 25 of 470 Shetlands they will buy for dealers. Dealers will offer free rides to kiddies, then give the ponies away as contest prizes.

HYPNOTIC SALES HELP is specialty of Richard Mikesell of San Diego, here working on Aircraft Executive Robert Knight. Mikesell entrances clients, gives pep talk whose effects, he says, last two weeks.

PARADING IN DETROIT, auto dealers stage huge procession of cars, models and bands on Woodward Avenue to boost sales and theme that "Buy Days Mean Pay Days" in the hard-hit car-making city.





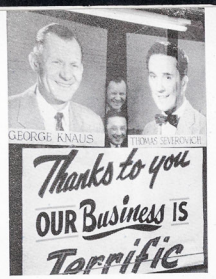
HAPPY HANDOUT, $1,100 in $1 bills clutched by Banker Dana Bramwell of Hampton, Iowa, equals bonus that bank and six other firms gave employes on condition they spend it for nonessential items.

SHIRT STUNT seeks to spur sales for a McLeansboro, Ill. shirt maker whose employment is off 67%. Merchant Bert Teffertiller, here aided by high school girls, got citizens to wear shirttails out all one day.

NONSTOP SELLING roars on as, at 2 a.m., a salesman for Beyer DeSoto-Plymouth agency in St. Louis hails passing driver. Salesmen were on duty 64 straight hours in "sell-a-thon" that raised sales 73%.

CONTINUED

A LITTLE DOSE OF OPTIMISM HELPS MOVE A HEAP OF HOMES



SELLING HOUSES, the Betty Hansen Realty firm of Cleveland accentuates the positive, as shown in an ebullient sign (*left*). After General Manager George Knaus and Branch Manager Tom Severovich posted the sign, 75 people called to congratulate them or inquire, hopefully, if it was true. It is: sales are up 18% over previous year. Some callers became prospects and helped Mrs. Virda Marshall, shown in the seven pictures above, set a rousing record. She sold all of these seven houses in just 10 days, at prices ranging from $16,000 to $24,000, for a total of $137,100. Her advice to less successful salesmen: "Get there before I do."

SELLING GROCERIES, supermarket owner Clifford Daly offered any customer who spent $5 at his Grosse Ile, Mich. store a chance to win a sack of 500 silver dollars (weight: 33½ pounds) simply by carrying it a mile without changing hands or letting bag rest against him. Over 1,100 tried it, including a husky carpenter (*left*) and a burly professional wrestler (*above*), who lasted only 300 yards. Of them all, only Donald Marks, 30, an unemployed boilermaker, went the full distance and got the sack (*right*) from Daly. Daly's business doubled during the stunt and he has now eagerly inaugurated the same contest at another market.

PICTORIAL PITCH HELPS MOVE A FLOCK OF NEW CARS

SELLING AUTOMOBILES, the Smith-Gandy agency in Seattle ran a contest to find the customer with "the Thunderbird look." Some 520 citizens came in to be photographed with the car. Three of the ladies above try for the elegant look, including Carol Graham (*third from left*), who showed up in an evening gown.

The men attempt the sporty look. One man decided not to pose but bought a Thunderbird anyway. It was 21-year-old Carmel Blaschka, a clerk (*extreme right*) in a sporty scarf, who won first prize: an expense-paid week in Las Vegas, including $100 slot machine money. The agency won, too: it sold 59 new cars.

CONTINUED

CONTINUED

RECESSION, SURE, BUT WITH IRONIC ASPECTS

Between relief and champagne, we sometimes wonder whether we are in trouble or clover

Last week LIFE *correspondents throughout the U.S. reported on who is and is not being hurt by the recession and how much. Here are the answers, assembled by Staff Writer Herbert Brean.*

TO millions of Americans—unemployed, on relief, worried about losing their jobs—the 1958 recession is a grim, inescapable reality. But this recession also has its high-living aspects, and the problems are not all serious. An unemployed New Yorker used one relief check to buy stock from his broker. In Memphis a worker who lost his job complained that his unemployment relief checks were coming in too fast. He asked the state commission to slow them up. In Buffalo two kinds of cars were selling well—small, economy European models and Cadillacs. In Portland, Ore., department stores are unhappy because their charge account business is off. People are forcing cash on them.

In Jacksonville, Fla. merchants have discovered a bus strike does not hurt business but helps it. Because of the transportation problem, housewives stay downtown longer and buy more things. Similarly, their husbands, unable to get to work by bus, buy cars. In Oklahoma City so many unemployed people are driving to the Capitol Hill area to pick up their relief checks that their cars clog the parking lots and discourage shoppers. In Los Angeles a busybody examined the parking lot of the state unemployment insurance office. Of the 50-odd cars in the lot, seven were 1958 Cadillacs.

Throughout the U.S., expensive travel reservations are holding up well and the annual New York Toy Fair, which to some extent indicates the amount of next winter's Christmas spending, this year broke all records with over $1 billion worth of orders. On both coasts the motorboat and yacht business is enjoying the best year in its history. Fuller Brush men are finding more people at home and are prospering accordingly. Even a small New York mail order house, which specializes in unessential knickknacks such as bejeweled fly swatters and "personalized" neckties, reports the best year in its 12-year history.

A swank California restaurant had nothing more worrisome to report than a growing customer resistance to wines costing more than $10 a bottle, and a tendency among champagne lovers to order the $14 variety instead of the $18. San Francisco's Blue Fox restaurant reports business in its special cellar room (dinners $20 to $30) is up 50%. A Dallas businessman takes a wry view: "The trouble is, people are trying to live within their incomes. It's ruining the national economy."

The merchants are doing their part to promote business and make it easy for people to buy. Nickel coffee is back in Los Angeles, roll-your-own cigaret machines have reappeared in Denver. The two-pants suit has turned up once more; in Louisville it is accompanied by a free pair of shoes. A Philadelphia movie house offers three features for 20¢–13¢ for children. A Seattle private eye is willing to work on a 24-months-to-pay basis.

A Boston retailer makes a telling observation about recession salesmanship: "People have to be *tempted*. For instance, there's nothing new in women's slips, so women buy slips only as needed. But the shortie nightgown and the sack nightie are new. Those items sell."

A Buffalo burlesque proprietor, thinking he had the answer to rising costs, recently replaced live girls with sexy movies and reduced his prices. Business dipped. When he switched back to the more expensive shows with live girls, he found that his customers were willing to pay the difference.

•

Torn between such varied impulses, some Americans behaved strangely. Refused further credit at the meat counter, a Cleveland resident grabbed the butcher and locked him in his own meat cooler. When he returned next day for more meat, the butcher shot him in the leg. The chain letter, a familiar craze of the 1930s, is back—but with a difference. A Los Angeles version requires that the person entering the chain pay not with dimes or even dollars but by buying two $25 defense bonds for the names at the head of the list. In Delray Beach, Fla. a joiner has to buy four $25 bonds and in Denver it costs two $50 bonds to get in the game. (Florida banks did a thriving business until the authorities cracked down.) An Oregon specialty shop owner, commenting on the national reluctance to buy staples in large quantities, says, "I used to buy my liquor by the case. Now I only buy three bottles at a time. Of course," he adds, "I drink just as much."

In many cities young men are enlisting in the Army, Navy and local police departments—all "secure" lines of work in times of economic distress. An even younger man sought security in a different way. Ten-year-old Jimmy Gallagher of Lorain, Ohio, son of a U.S. Steel employe, ran away from home after taking a little money to finance what he regarded as a sensible trip. "There'd been a lot of talk at home about my father maybe losing his job," said Jimmy later. "I got worried. After all, I didn't want to be a burden to my family." He explained this to a newspaper reporter in Cleveland where he was found with what was left of his $6. This was in a plush hotel where, fleeing the recession, Jimmy had tried to check in.

In this recession it is hard to tell where to look for a sure portent. Even the pawnshop business, usually an infallible economic sign, points in several directions. "Times *must* be better," says a Memphis pawnbroker. "People are bringing in only junk." But a Denver broker sees a storm signal: "It's *newer* stuff that's being hocked. A bad sign." Los Angeles pawnbrokers don't like the looks of things, either. "It's all hocking and no redeeming," says one. "Even decent people are hocking their wedding rings." Says another, "People are trying to pawn everything, even the clothes off their backs. One guy takes his hearing aid off his ear and hocks it with me. Since then I've turned down three or four others. I find there's no market for hearing aids." In Kansas City police are not ticketing cars parked in front of a leading pawnshop. "They got hearts," explains the proprietor. "They're not going to slap a $5 ticket on a guy who's trying to get a measly three bucks."

The pawnshop trade is adapting itself to all kinds of business. A Kansas City laborer down on his luck pawned his false teeth to finance a job hunt, then lived on soft foods for two months until he regained a job and could regain his teeth. But perhaps the best example of ingenuity in overcoming recession adversity has been furnished by a jobless Cleveland steelworker who, facing eviction from his home for nonpayment of rent and knowing his unemployment check was due any moment, brought his wife into a pawnshop. "How much?" he asked. After listening to the explanation, the pawnbroker said, "I'll give $25." The steelworker took the money, left his wife in hock, paid the rent, returned in three hours with his check and redeemed his loyal mate.

MAGIC WAND of Chicago TV's "Blue Fairy" lures crowds, helped Polk's store gross $140,000 in day.

DRUMMING UP TRADE, a band kicks off Maytag promotion at Stuckey store in Fort Wayne, Ind.

HOT PITCH IN A STEAMROOM at Les Bacon's Ford agency in Hermosa Beach, Calif. is made by Salesman Ed Mousseau (*center*) to Thomas Blair as Mrs. Blair and their daughter Valorie look mistily on. Mousseau wears lei and headdress from a free Hawaiian feast by which the agency lured in hundreds of customers.

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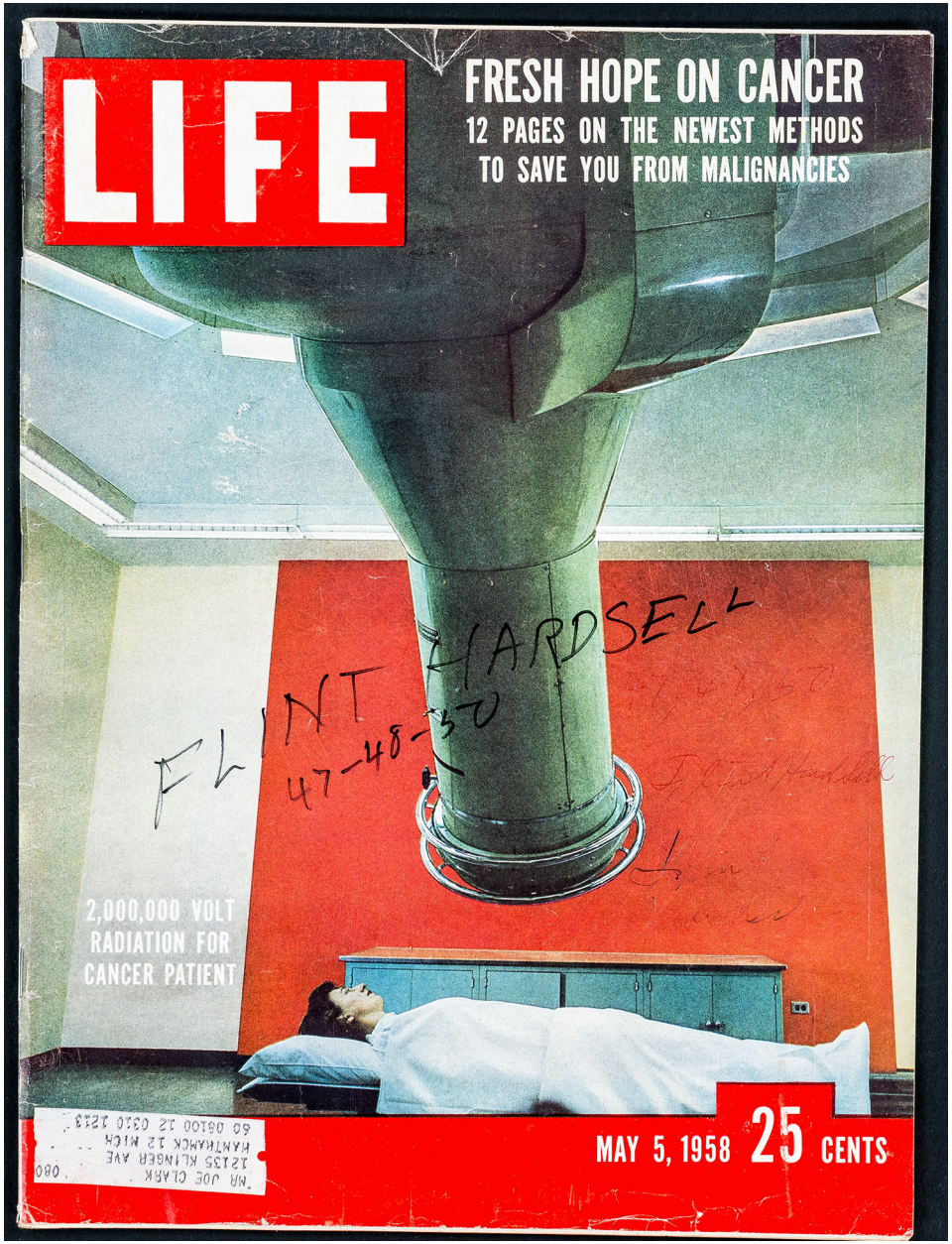
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Vol. 44, No. 18

LIFE

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May 5, 1958

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Memphis to Chicago	$1.40	90¢	25¢
St. Paul to Cleveland	$1.65	$1.10	30¢
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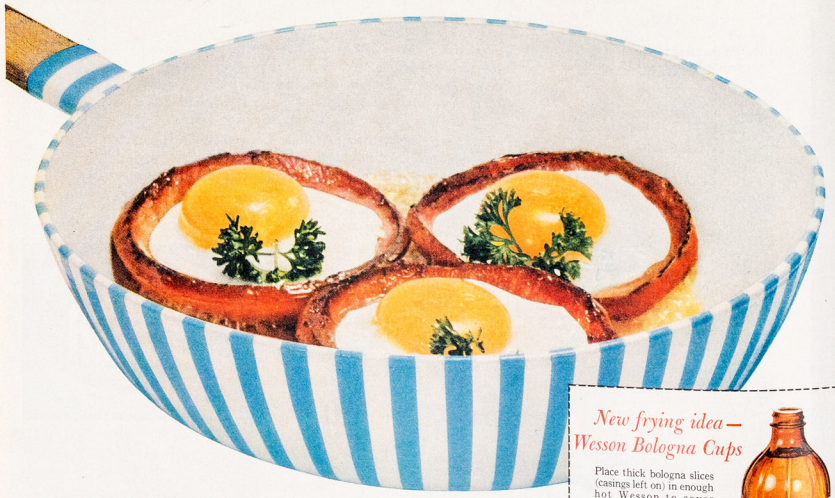

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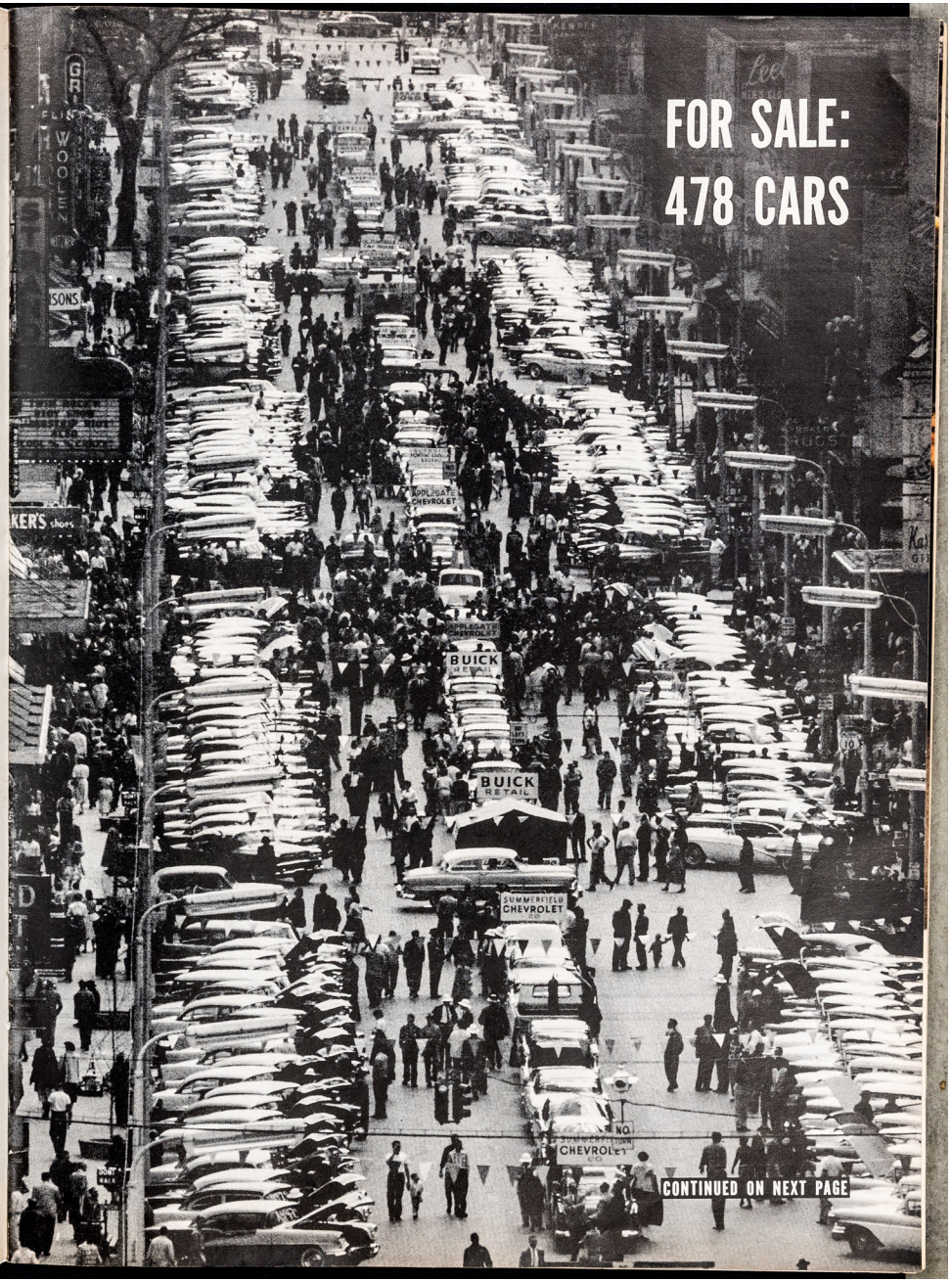

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DANCING IN THE STREET after the day's selling ended, Flint folks square dance to the calling of Harold Bacon at intersection of Saginaw and Kearsley.

357 AUTOS GO IN HARD SELL

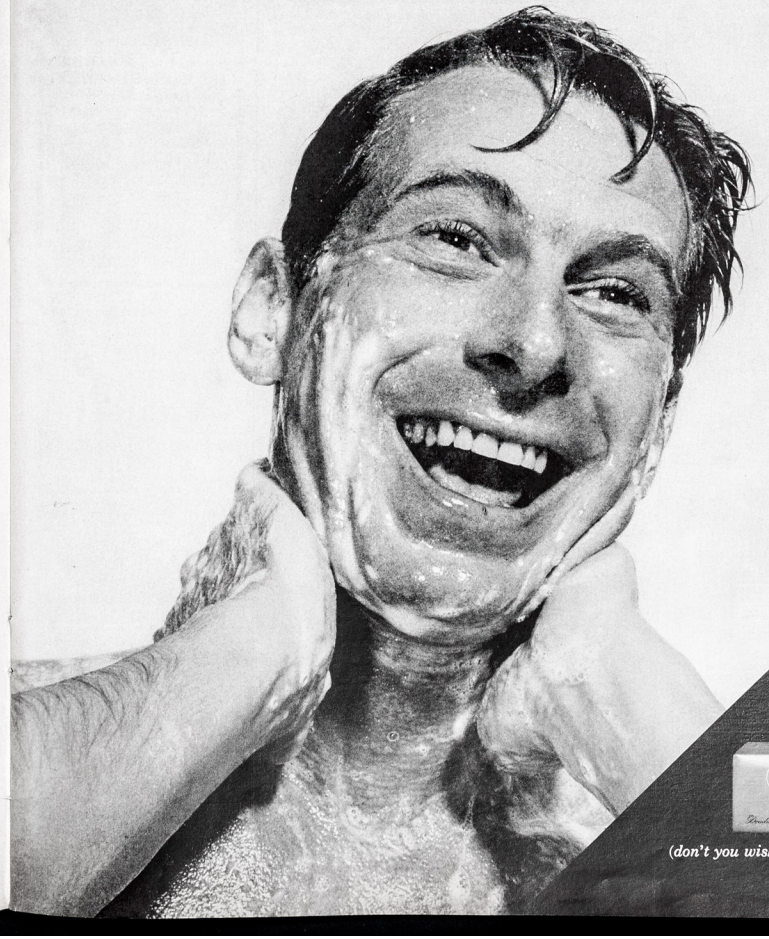
The cars on the preceding page stretched nearly seven blocks down Flint's Saginaw Street in the splashiest civic display of hard selling yet seen in a nation that was rediscovering the hard sell (LIFE, April 14). Car dealers and downtown merchants in Flint, Mich. joined forces for a huge one-day sales push. The new cars represented all 18 U.S. makes and they were for sale, on the spot. Lured by bands, fashion shows and bargains, 125,000 shoppers milled through Saginaw Street, kicking tires, slamming car doors, comparing deals up and down the street. By nighttime, when selling ended and a street dance began (*above*), 277 cars had been sold, another 80 awaited only financing. One department store did the heaviest Monday business in a decade and the best guess was that Flint's happy hard sell had grossed $1 million.

SHOW FOR SHOPPERS, fashions were displayed by live models in window of the Vogue store. Show, repeated all day, helped store do record business.

CONTINUED

Wonderful Dial Soap!

Stops odor before it starts. Stops odor all over, all day long. For Dial's exclusive deodorant ingredient destroys odor-causing bacteria. Keeps you fresh hour after hour after hour. Wonderful Dial!



Aren't you glad you use Dial Soap!

(don't you wish everybody did?)

Enjoy life

and save money...

BUY A HOME WITH A "GUARANTEE"

Enjoy a more comfortable, cleaner, draft-free home-life. Save fuel in the winter and air conditioning costs in the summer. Make sure the wood windows in your new home are equipped with Zegers Dura-seal Weatherstrip & Balance. Dura-seal seals out weather—prevents drafts and dirt all year 'round . . . assures easy window operation. It's your "guarantee" of quality windows. It helps make a new home today's best investment. Three leading builders tell you why.

here's what the builders say:

CLEVELAND

"The windows in my homes are equipped with Dura-seal. It assures complete weather protection, smooth, silent window operation." —Alwin Wolff, Wolff Development Co.

TULSA

"Dura-seal helps make air conditioning more efficient and economical—it seals out dust, drafts and dirt as well." —L. R. 'Andy' Latch, Hanna Lumber Co.

MINNEAPOLIS

"Beautiful, practical wood windows in my houses are equipped with Dura-seal . . . assure perfect window operation for a house-time." —R. T. Leekley, Contractor.

SEND NOW FOR OUR FREE BOOKLET.

"What Every Home Buyer Should Know About Windows"—it will show you the way to comfortable-living at less cost. Write today! ZEGERS, INC., 8090 South Chicago Avenue, Chicago 17, Illinois.

ZEGERS

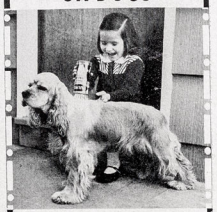
Dura-seal

MILKING A GAG, a local radio station employs a cow, led by Farmer Jeptha Skinner, to parade on Saginaw Street during sale as a promotional stunt.

DOUBLE ATTRACTION along Saginaw Street consisted of Cherrill Payne modeling department store clothes while perched atop a Cadillac convertible.

SALUTING A SALE, a cannon was fired every time one of the cars was sold. At busy time during the day it was going off every two or three minutes.

NEW INSECTICIDE DOOMS ALL FLEAS ON DOGS



Instant-Action PULVEX ANTI-SCRATCH FLEA POWDER Now Contains MALATHION

(See Ad on Malathion on opposite page)

At last! An insecticide that kills *all* fleas, even those resistant to ordinary flea powders! Just dust your dog with new PULVEX Anti-Scratch Flea Powder. PULVEX now contains *Malathion*, the amazing discovery that's deadly to all fleas, plus ticks and lice, too. PULVEX Anti-Scratch Flea Powder also guards against flea infestation up to 7 days...stops dog itch...deodorizes. In 65c and 75c shaker-top containers. At pet, drug and dept. stores, or write to PULVEX, Chicago 14.

NEW Appliance Values!

by LANDERS of ARKANSAS

Our years of experience and manufacturing know-how make it possible to bring you a new line of quality appliances at new low prices. Look to Landers of Arkansas for top value!

COOK-*MASTER* Probe Appliances

Steam and Dry Irons

Cooker-Fryers

Portable Hand Mixer

L-A

Write for full information
LANDERS OF ARKANSAS INC., New Britain, Conn.

NEW INSECTICIDE DOOMS BUGS IN HOME AND GARDEN

Widely-used farm chemical—malathion—now available to harassed public

A new insecticide called malathion (mal-a-thi'-on) has caught man's most persistent enemy with its antennae down. Reasons: . . . it is capable of killing practically any insect . . . it is low in toxicity to man and animals (lower, according to the U. S. Public Health Service, than the universally-used DDT). This combination of properties makes it ideal for home gardens, indoor use, flea and lice control on pets.

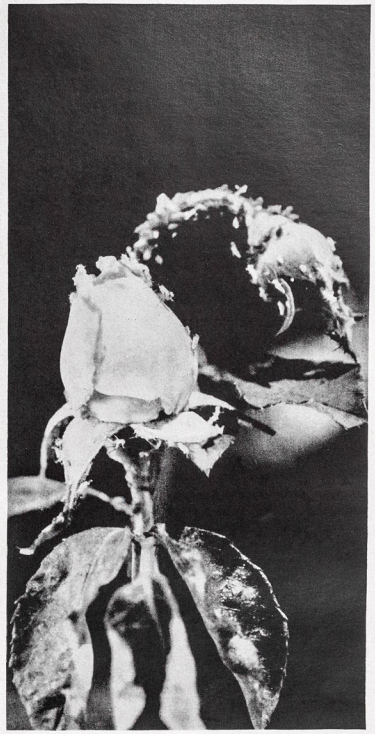
Farmers have been using malathion by the thousands of tons to protect the fruits and vegetables sold in America's markets. This spring it can be bought in garden supply and hardware stores. Malathion is *not* a brand name. It is an ingredient. Over 100 companies market malathion sprays and dusts under their own brand names. Aerosols are available for indoor use. "Malathion" may be featured on the package or in the list of ingredients.

For more information and folders, write manufacturers of basic material: American Cyanamid Company, Insecticide Department L, 30 Rockefeller Plaza, New York 20, N. Y.

B-17 BOMBER SPRAYS MIAMI in successful, all-out war on the Mediterranean Fruit Fly, a new citrus pest. Effectiveness plus *low* toxicity to man won malathion the job.

PATIENT PUP is dusted by Cary McIver, Norwalk, Conn., second-grader. Plastic squeeze containers are featured by many of 100 plus firms packaging malathion insecticides.

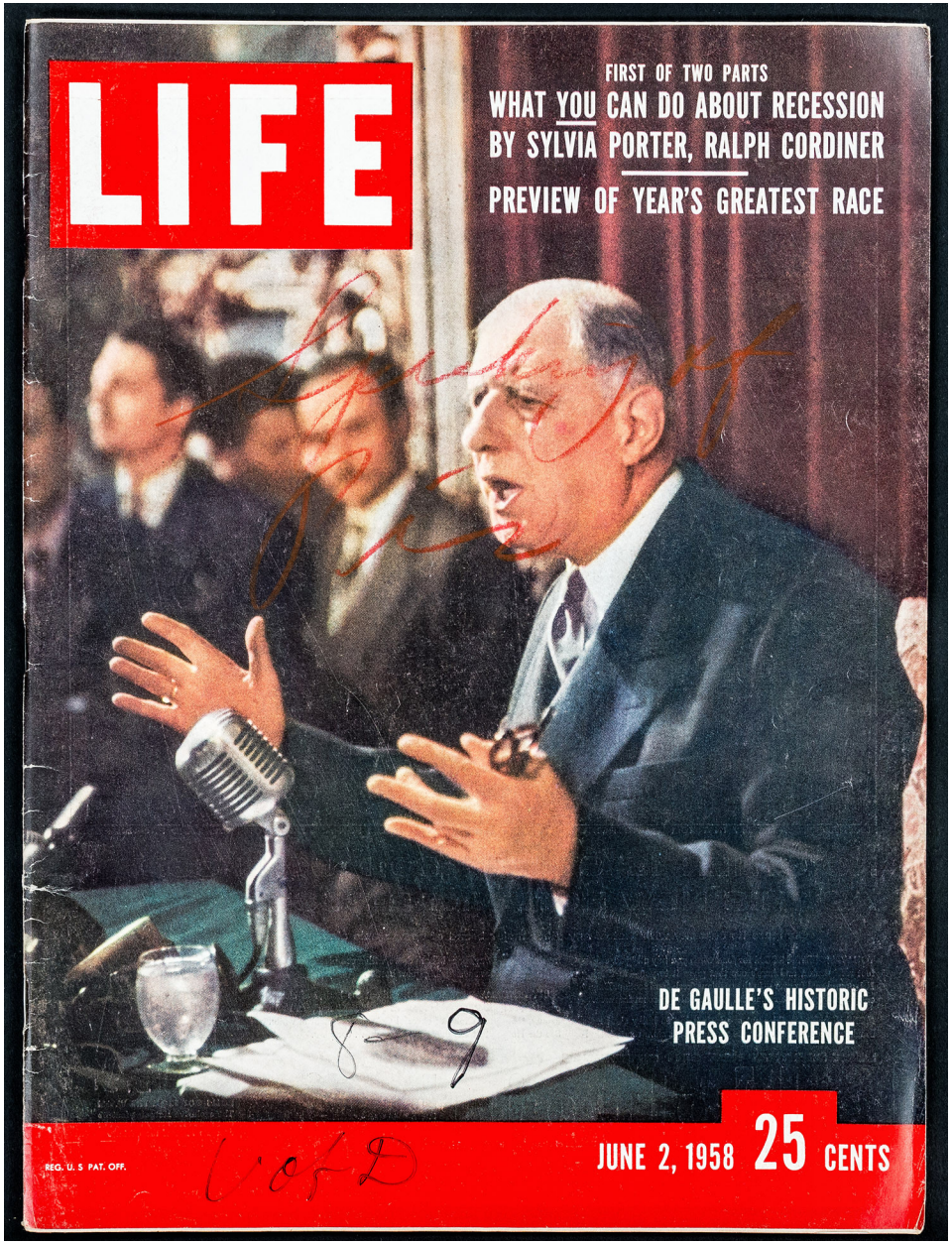
ONE INSECTICIDE, MANY PACKAGES, MANY BRANDS... From left to right: 1. malathion dust; 2. aerosol bomb; 3. plastic squeeze container; 4. cardboard dust gun; 5. liquids; 6. wettable powders. At left, hose attachments that meter malathion liquids into water stream.



AILING ROSE is host to swarms of plant lice (aphids). They reproduce at fantastic rate, deform foliage, exude sticky "honeydew". Malathion cleans up whole range of damaging insects, is one-chemical arsenal.

ANT'S-EYE VIEW of cockroach. In many areas, roaches, flies and mosquitoes are immune to older insecticides. Malathion stops them all.

RAVENOUS CABBAGE LOOPER shows how fast bugs spoil months of garden care. Regular spraying can protect the entire home garden.


LIFE
FIRST OF TWO PARTS
WHAT YOU CAN DO ABOUT RECESSION
BY SYLVIA PORTER, RALPH CORDINER
PREVIEW OF YEAR'S GREATEST RACE
DE GAULLE'S HISTORIC
PRESS CONFERENCE
REG. U. S PAT. OFF.
JUNE 2, 1958 25 CENTS

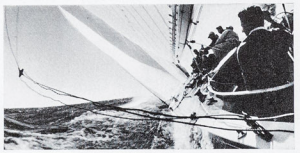
Vol. 44, No. 22

LIFE

REG. U.S. PAT. OFF.

June 2, 1958

Spectacular cup preview 42



THE "VIM" HEELS OVER IN ATLANTIC BEFORE A STIFF BREEZE

Brilliantly beautiful color pictures take you out amid billowing sails, heeling decks and flying spray to see the thrilling sights and sensations of sailing—here photographed by George Silk aboard the *Vim* during a preview run for the year's greatest race, the America's Cup. Maitland Edey tells the riotous story of how the America's Cup has been held for 107 years against fierce, frustrated British challengers.

Quandary over big bid 15

PUZZLED POSTMAN

As De Gaulle's tide rises, army revolt in Algeria and the political chaos in Paris make for a baffling French crisis. But, finally, something may happen.

You vs. recession 22

PORTER, CORDINER

There are things you can do for yourself about the recession, say Columnist Sylvia Porter and General Electric's President Ralph Cordiner, who tell how.

Newly popular Benson 79

SECRETARY BENSON

Secretary of Agriculture Benson, to whom the farm boom has brought a new popularity, enjoys unusual romp and makes some revealing observations.

COVER
France's General Charles de Gaulle holds his historic press conference and asks, "Is it credible that at the age of 67 I am going to begin a career as a dictator?" *(see pp. 15-21)*

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Sailing beauty gets set for cup tryouts: in tune-ups over historic yachting course, *Vim* shows form and speed of racing class that will defend *America*'s trophy. Photographed in color for LIFE by George Silk 42

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The feuding past of a coveted cup: bad manners, bitter fights cloud contests for prize *America* won. By Maitland Edey 53

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6, 9—JOE CLARK
10—HOWARD SOCHUREK—EDWARD A. COURNOYER—U.P.I.
15—LARRY BURROWS
16, 17—JOSEPH MCKEOWN—LARRY BURROWS
18, 19—PARIS-MATCH, JOSEPH MCKEOWN—PARIS-MATCH, PIERRE BOULAT, PEVSNER FROM PEVRS-PRESSE
20—PARIS-MATCH—PIERRE BOULAT
21—HOWARD SOCHUREK
22—JOE SCHERSCHEL
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30—GEORGE SILK—HANS WILHELM KEY—HARRY CLARK—JOE SCHERSCHEL, HANK WALKER
35—KEITH HAWKINS FOR THE HOUSTON POST—U.P.I.
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40—CARL MYDANS—PETER STACKPOLE
53—DMITRI KESSEL
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86, 87, 88—CARL MYDANS
91 THROUGH 94—YALE JOEL
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105—ALFRED EISENSTAEDT
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108—WINFIELD I. PARKS JR.

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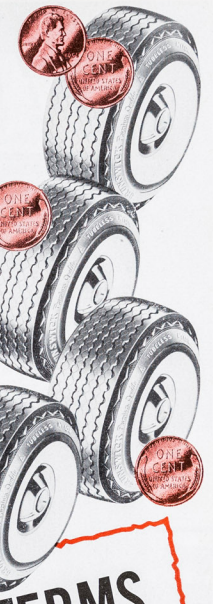
IT'S HERE AGAIN!

Annual

BRUNSWICK

Big Nationwide

1¢ TIRE SALE



Buy 3 tires at regular list price—get a 4th tire for 1¢

Once every year—just in time for summer driving—Brunswick offers you tremendous savings on famous-for-quality Brunswick Tires! This is your opportunity to put a set of four safe, long-mileage Brunswick Tires on your car for the price of three, plus one penny! You save on any Brunswick Tire . . . tubeless or tube-type, rayon or nylon, black or white sidewall . . . during this big country-wide sale.

BIG SAVINGS ON 1 OR 2 TIRES, TOO!

You don't have to buy a set of tires to get a bargain! Your Brunswick retailer is offering special prices on purchases of 1 or 2 tires, too.

No trade-in is required to get 1¢ Sale prices. Add Federal Excise Taxes.

EASY TERMS If You Wish

Plus

LIFETIME GUARANTEE

Buy and Save at these Brunswick Retailers Now!*

ALABAMA
Auto-Lec Stores

ARIZONA
Blakely Service Stations
Seaside Service Stations

ARKANSAS
Oklahoma Tire & Supply Stores

CALIFORNIA
Seaside Service Stations
Lucky Auto Supply Stores
Builders Emporiums
Jackson Tire Center
American Auto Supply
Blakely Service Stations
Adam's Tire Service
Marcus Auto Supply Co.

CONNECTICUT
Clover Stores
Tip-Top Stores
Pete's Auto Stores

DISTRICT OF COLUMBIA
Manhattan Auto Stores

FLORIDA
Auto-Lec Stores
Southern Auto Stores

GEORGIA
Southern Auto Stores
Southern Auto Associate Stores

IDAHO
Phillips 66 Service Stations

ILLINOIS
Mid-West Tire Auto Stores
Gebhart Stores

KANSAS
Oklahoma Tire & Supply Stores

KENTUCKY
Checker Stores

LOUISIANA
Auto-Lec Stores
Oklahoma Tire & Supply Stores

MAINE
Kauf's Auto Stores

MARYLAND
Joe, The Motorists' Friend Stores
Manhattan Auto Stores

MASSACHUSETTS
Kauf's Auto Stores
Jack & Harry's Auto Stores

MISSISSIPPI
Auto-Lec Stores

MISSOURI
Oklahoma Tire & Supply Stores

MONTANA
Phillips 66 Service Stations

NEVADA
Phillips 66 Service Stations

NEW HAMPSHIRE
Kauf's Auto Stores

NEW JERSEY
R & S Auto Stores

NEW YORK
Noah's Ark Stores
Times Square Stores
National Stores

OHIO
Checker Stores
Giant Tiger Stores

OKLAHOMA
Oklahoma Tire & Supply Stores
Babcock Bros. Auto Supply Stores

OREGON
Phillips 66 Service Stations
Moty & Van Dyke
Marshall Motor Supply

PENNSYLVANIA
Joe, the Motorists' Friend Stores
American Auto Stores
Rose Auto Stores
Gatling's Auto Stores
Blatt's Auto & Radio Stores
Charles Auto Stores

RHODE ISLAND
Jack & Harry's Auto Stores

SOUTH CAROLINA
Southern Auto Stores

TENNESSEE
Auto-Lec Stores
W. W. Acuff Co.

TEXAS
Babcock Bros. Auto Supply Stores
B. E. Needles & Son
Lack's Stores, Inc.
Lack's Auto Supply
Reid Bethel Tire Co.

UTAH
Phillips 66 Service Stations

VIRGINIA
Joe, the Motorists' Friend Stores
Manhattan Auto Stores

WASHINGTON
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Top Auto Stores
Wilkins Distributing Co.
Marshall Motor Supply

WEST VIRGINIA
Joe, The Motorists' Friend Stores

WISCONSIN
Mid-West Tire Auto Stores

WYOMING
Phillips 66 Service Stations

National Auto Stores
Gatling's Auto Stores

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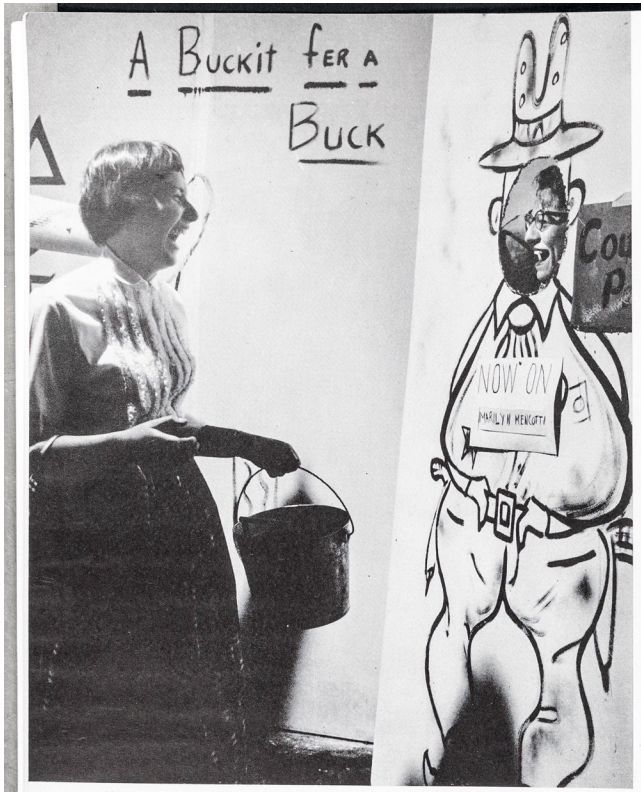
BRUNSWICK
Famous for Quality
TIRES
Akron, Ohio



SOPHOMORE ELVIRA FEKETE GETS READY TO DOUSE STUDENT COUNCIL PRESIDENT MARILYN MENCOTTI

A BUCKET OF WATER HITS MARILYN FULL-FACE.

MARILYN KEPT GLASSES ON DURING THE ORDEAL

ELVIRA STANDS BACK TO ENJOY MARILYN'S WET FACE. "IT WAS WORTH EVERY PENNY," SHE SAID

Big Shots $1 a Shot

At their annual spring carnival students at the University of Detroit reveled for a modest price in the exquisite pleasure of cutting their Big Men (and Women) on Campus down to size. While campus leaders fearfully squinched up their faces, those of their tormentors made a study of unholy delight as they let fly with water ($1 a bucket) and meringue pies ($1 apiece at close range).

The big shots suffered the humiliation for a noble cause—to help pay off the mortgage on a new student union building which had been financed in part by eight previous spring festivals. This year it took 400 buckets and 300 pies before the students had satisfied their hidden urges. After the carnival, the students were within $65,000 of paying off the mortgage.

PRESIDENT MENCOTTI CATCHES IT AGAIN AS ELAINE GEMS MASHES PIE IN HER FACE

A ROW OF BIG SHOTS SUFFERS A SIMULTANEOUS ASSAULT

STILL SMILING THROUGH THE MESS, MARILYN MENCOTTI BRACES HERSELF FOR NEXT PIE

The Detroit News
Sunday
Pictorial
June 15, 1958 36 Pages

The Saturday Evening
POST
July 12, 1958 – 15¢
RICHARD NIXON
The Mystery and the Man
By STEWART ALSOP
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REG. U. S. PAT. OFF.
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SEPTEMBER 8, 1958
25 CENTS

Vol. 45, No. 10

LIFE

REG. U.S. PAT. OFF.

September 8, 1958

Red China's power play 18

As the Communists blast Chiang's offshore islands and the U.S. wonders if they mean to risk a world war, exclusive LIFE pictures show some of the first casualties.

CHIANG ON MATSU

A Darwin treasure 56

In its voyage of rediscovery to the scenes that inspired Darwin, LIFE arrives in the Galápagos Islands and finds a trove of evolutionary treasure.

GALÁPAGOS ANIMALS

Aid to disturbed 95

With skill, patience and affection, a unique camp eases the confusions and fears of disturbed children and helps start them toward normal life.

HANDS IN CONFLICT

Rickover enigma 104

Why is the famous father of the atomic sub disliked, snubbed—and respected? Robert Wallace tells why in an intimate portrait of an extraordinary man.

ADMIRAL RICKOVER

Hoops for millions 37

Millions of Americans are whirling millions of colored plastic hoops around their middles and making a big business out of the newest craze.

YOUNG HOOPERS

COVER

A quarter-ton tortoise heaves up out of his water hole in the Galápagos Islands. Above him, in a scene which might have been witnessed by Charles Darwin when he landed there, perches a vermilion flycatcher (*see pp. 56-76*)

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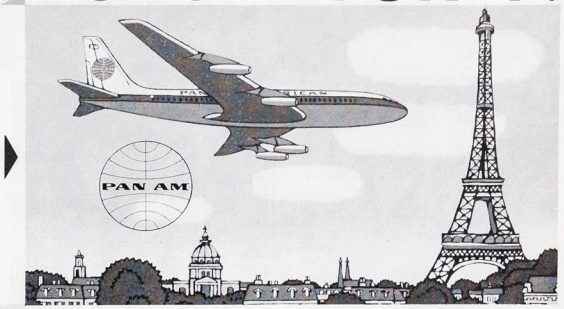
Just 25 words can win you this fabulous prize!

Just *one* of the hundreds of *exciting* prizes in Esterbrook's BIG School Days Contest. It's so *easy* to enter . . . and WIN!

GRAND PRIZE

A fabulous Jet Clipper trip to Europe for 4! Just 390 minutes from the U. S. via PAN AMERICAN, "The World's Most Experienced Airline" . . . for a 2-week tour of England, Holland, Belgium and France.

Visit the scenes of old world culture, with sight-seeing, hotel, and meal expenses paid!



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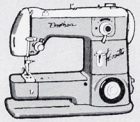
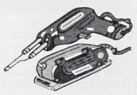


19 BROTHER "Pacesetter" Portable Sewing Machines featuring the exclusive Brother's Wishing Dial . . . "See it, dial it, sew it—wishing makes it sew!"

17 CALORIC Gas Ranges—Latest 1959 model with exciting new features. America's easiest range to keep clean! You'll love Caloric's "Years ahead" styling.

22 SONIC Capri Hi-Fi Phonographs. *Thrill* to the superb fidelity of the Sonic Capri . . . tomorrow's sound today.

80 AMF Bowling Outfits—Your bowling will improve when you own a *professional* AMF outfit. Ball, bag, shoes.



120 WELLER "Wonder Duo" Tool Sets—For the hobbyist, home improver. Contains Power Sander, Soldering Kit.

80 AIREX Fishing Outfits—Eldorado Kit, Spin Cast Rod, Change-A-Lure Kit, Airex Net, for *seasons* of fun.

55 EVANS "Sonic Scout" Bicycles—America's new rugged, super-speed triumph. Horn, light, kick-stand. Will *thrill* any boy or girl!

Anyone can enter... and win a prize in the exciting

ESTERBROOK SCHOOL DAYS CONTEST!

It's as simple as (1), (2), (3)

1. When you buy your new Esterbrook pen or pencil . . . or even a new point, refill, or ink cartridges for your present Esterbrook . . . your dealer will give you an Official Entry Blank. (Remember! The salesclerk must sign it to make it *official!*)

The blank shows all the prizes, gives the rules and has a place for your entry.

2. Use your Esterbrook! You'll discover that it's easy to say nice things about it!

3. FINISH THIS THOUGHT IN 25 WORDS OR LESS: I like to write with an Esterbrook pen because . . .

Simple! Of course it is. Entries will be judged by Reuben H. Donnelley Corporation, an independent judging agency.

HELPFUL HINT: Make your entries as original, sincere and to the point as possible.

You can enter as often as you wish. Each entry must appear on a separate Official Entry Blank, individually mailed. GOOD LUCK!

Only Esterbrook gives you a choice of 32 replaceable points

You choose the one to suit you best!

THERE'S AN Esterbrook point to suit every writing style—every writing need. You can be *yourself* and write the way that suits *you* best when you write with an Esterbrook pen.

And, Esterbrook starts writing instantly . . . ink flows smoothly, evenly. You'll find your Esterbrook won't skip or blot.

Best of all, if you damage a point, it threads out in seconds. Replaceable points cost an economical 60¢. It's the perfect pen for everyone.

Choose a beautifully balanced, precision-made Esterbrook Classic with your point choice as *your* key to the BIG PRIZE!

The Esterbrook Classic—complete with point, only $2.95

GET YOUR ESTERBROOK AND ENTER NOW! CONTEST ENDS AT MIDNIGHT, OCTOBER 17, 1958. (Contest open to all residents of U. S. and Canada.)

(In Canada, see your Esterbrook dealer for special contest rules.)

Esterbrook®

FOUR ROSES DISTILLERS COMPANY, N. Y. C. BLENDED WHISKEY • 86 PROOF, 60% GRAIN NEUTRAL SPIRITS

Nothing dampens the spirit of the **Four Roses Society**

(Get on the team!)

Even a cloudburst has a silver lining in the Four Roses Society. Because they've got a team spirit that can be enjoyed—rain or shine.

You can't beat 'em, so you might as well join 'em—and enjoy the smoothest, mellowest down-pour of all. Ask for bright-tasting Four Roses. The one, the only, the preferred brand.

As they say in the Society—"It's the nicest thing that could happen to a glass!" Let it happen to yours—this very night. Cheers!

You belong with **Four Roses** *...the sociable drink*

IN FILENE'S DEPARTMENT STORE IN BOSTON, MAJORETTE SUE KILEY LEADS PROSPECTIVE YOUNG CUSTOMERS IN A HOOP LESSON. THIS DAY STORE SOLD 2,000

WHOLE COUNTRY HOOPS IT UP IN A NEW CRAZE

Big business that will sell 15 million plastic rings unlimbers hips, gives heaps of fun to the uninhibited

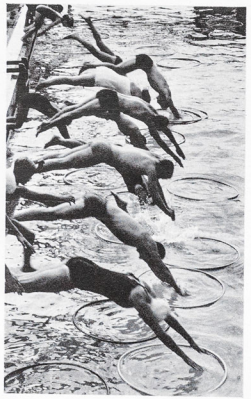
Hoops, powered by hips and a refreshing lack of inhibition, were spinning everywhere last week. The brightly colored plastic rings, three feet in diameter and variously called "Hula-Hoops," "Spin-a-hoops" and "Hoop-de-dos," were orbiting around four million undulating torsos in backyards, on playgrounds and beaches, at barbecues and cocktail parties all over the U.S. Said one breathless hoop huckster about the newest national craze: "It's bigger than Davy Crockett, bigger than Zorro, bigger than anything that ever hit the toy business."

The current boom in hoops, which small boys have been following down paths for centuries, began last spring in Los Angeles. Spud Melin of the Wham-O Manufacturing Company heard about the phenomenal sales of hoops in Australia and made a few out of a light, stiff polyethylene plastic. He demonstrated them personally at local parks and schools, and kids began to buy them by the thousands. Hooping rolled east. Adults unlimbered their hips and picked up the idea. At least 40 more novelty makers hopped on the hoop wagon, and sales, at prices varying from $1 to $2, are expected to total 15 million by November.

The new hoops can be tossed in the air, skipped through and made to climb stairs. But the best fun comes in trying to keep the ring moving around the body without using hands. Women are more adept than men, but almost anyone who doesn't mind looking foolish while having fun can master the art. Instructions accompanying Spin-a-hoop say: "Hug the hoop to the backside. . . . Push hard with the right hand. . . . Now rock, man, rock! . . . Don't twist. . . . Swing it. . . . Sway it. . . . You got it!"

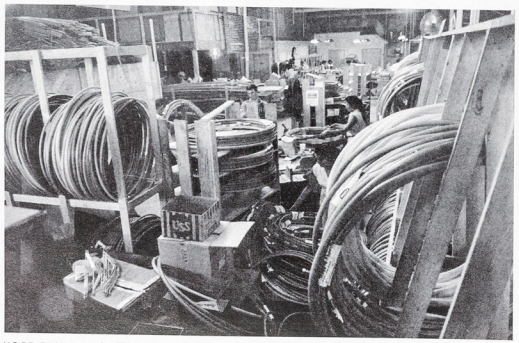
CONTINUED 37

HOOPS CONTINUED



HOOP DIVING en masse is popular after-practice activity for young swimming team members and their guests at Olympic pool of Detroit Boat Club.

SPIN AND SWIM is hoop game played by children at North Hollywood, Calif. pool. Leaping into water are George Newberger (*foreground*) and Gary Olden.

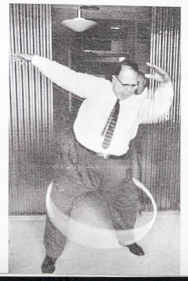


HOOP FACTORY, the Wham-O plant in San Gabriel, Calif., turns out 20,000 hoops a day and is still falling behind on orders. The hoops, which cost only about 50¢ to produce, are made by taking long strips of stiff polyethylene tubing, forming them into circles held together by a wooden plug and staples.

MASS "HOOPLA" IS PERFORMED BY 300 CHILDREN

AT BROOKSIDE SWIM CLUB IN UNION, N.J. WHILE MOTHERS (UPPER LEFT) LOOK ON, CLUB'S ENDURANCE RECORD OF 3,000 SPINS IS HELD BY A 10-YEAR-OLD BOY

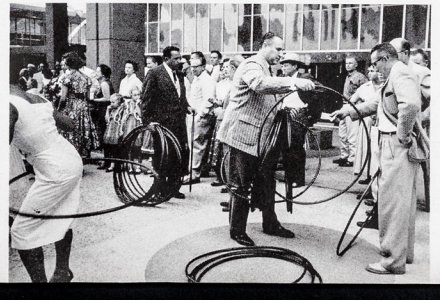
WEIGHT REDUCING is the prime purpose of hoop used by hefty advertising man Jim Riley of Chicago.



RUNNING HOOPS, Ellen Ilfeld, 3, plays in Jackson, Mich. Object is to leap through ring as it is rolled by.

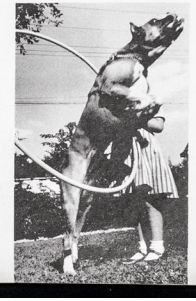
RELAXING HOOPSTERS at an Atlanta motel practice rotating at the pool during the cocktail hour. Atlanta department stores were selling hoops like hot cakes, had largely exhausted their supplies, were desperately trying to order more.

HAWKING HOOPS in Denver, public relations man Dick Fenton (in striped jacket) explains the tricks of the toy to customers at a local benefit where the hoops were demonstrated by models (*left*). Sales proceeds were given to charity.



HOOPING QUARRY, Wally Conrad playfully lassos date Roberta Montal, 19, at Oak Street Beach in Chicago.

ALLEY HOOP! is performed by amiable boxer in Grosse Pointe, Mich. as Denise Renaud, 4, plays ringmaster.



MULTIPLE HOOPING is demonstrated by Ricky Ilfeld, an 11-year-old Jackson, Mich., expert who here is keeping 14 hoops in operation simultaneously. Tracing of the patterns in this time exposure was achieved by first attaching tiny light to each hoop, then catching Ricky's action with a stroboscopic flash. Other flexible hoopsters can move the rings on neck, arms and hips at the same time and one boy can take his shirt off and put it back on again without dropping his hoop.

Quality at your feet...

BROWN SHOE COMPANY

the pedwin SMOKE TONE

Soft casual shoe with a bold look. Comfortable two-eyelet with cushioned crepe wedge sole. Also in Oyster Shag or Dark Grey. Pedwin Division, Brown Shoe Company, St. Louis.

Shoe Illustrated **10.95** Other styles 8.95 to 11.95.
Pedwin, Jrs., for boys, 7.95 to 9.95. All styles Higher Denver West

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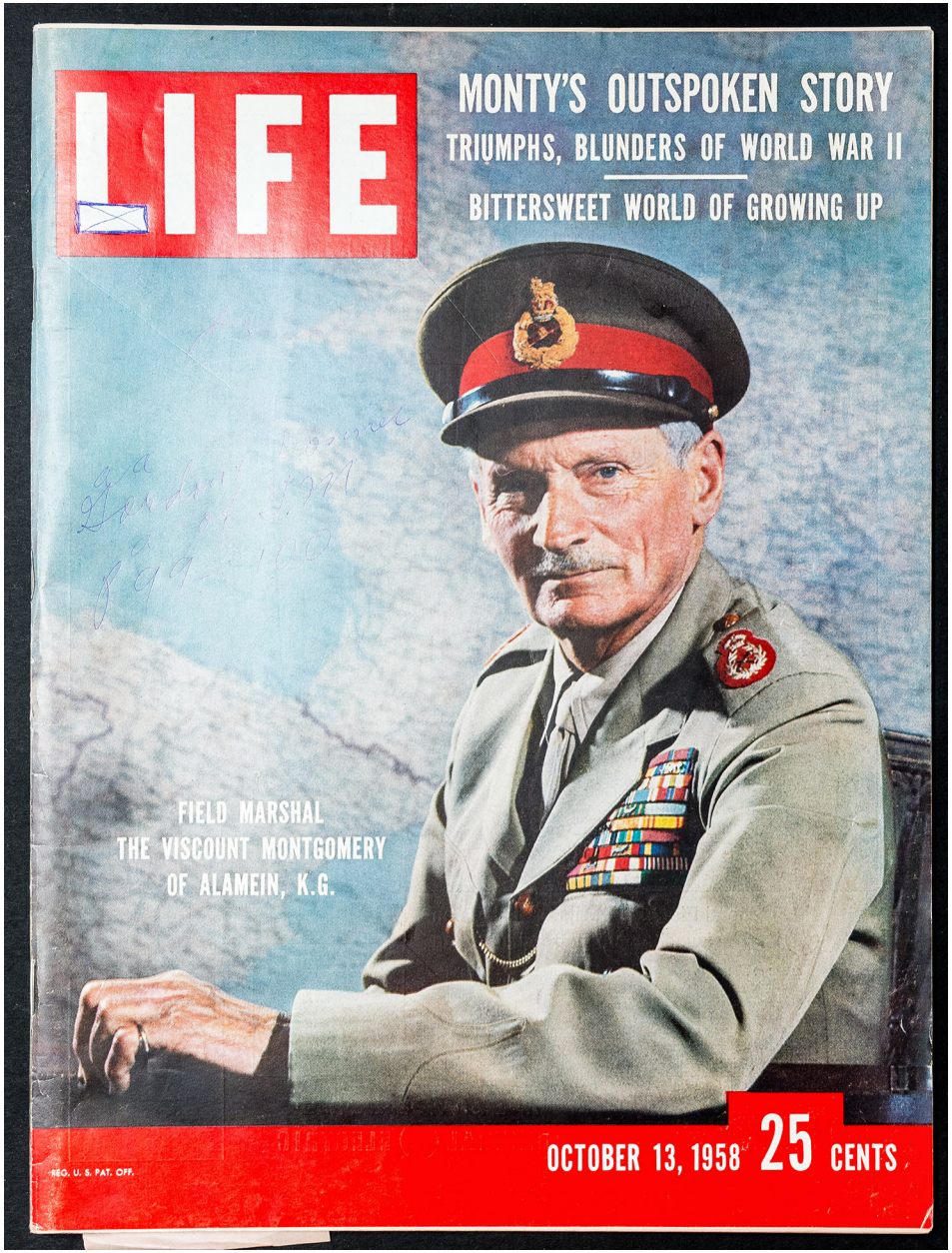
young ideas in shoes


LIFE
MONTY'S OUTSPOKEN STORY
TRIUMPHS, BLUNDERS OF WORLD WAR II
BITTERSWEET WORLD OF GROWING UP
FIELD MARSHAL
THE VISCOUNT MONTGOMERY
OF ALAMEIN, K.G.
OCTOBER 13, 1958 25 CENTS
REG. U. S. PAT. OFF.

Little Mike of INA's Family with a Future feels secure with Dad and Disneyland's railroad engineer. Information Center maintained by INA and its agents is nearby. ©W.D.P. 1958

In Disneyland—or anywhere—you're free from care

"Daddy never worries about me in Disneyland," a little boy said one day, "not like at home."

What *is* there about Disneyland that gives fathers and mothers and children alike the feeling that trouble has been left at the gate? It's like a dream where everything you do is fun, everyone's a friend and you live in yesterday, today and tomorrow all at one time.

"Wonderful!" you may say, "but my family can't live like that at home."

It *can*, in spirit, if your financial future is protected with modern family insurance . . . the *right* insurance, designed by INA's engineers of family security and kept on the track by an experienced INA agent.

Your family can have this protection right now. And it's easier than ever to pay for, through INA's new Pay-by-the-Month Idea*. One small check each month pays for your INA Homeowners, Automobile, Accident & Sickness and Life Insurance—all at once!

There's important protection, for instance, in INA's new Family Accident & Sickness Policy. It helps restore loss of income when the head of the family is disabled. It covers most normal *and major* medical, surgical and hospital bills. It pays lump sums when certain misfortunes strike. Any or all four parts of this flexible new policy may fit your needs. Bring the worry-free spirit of Disneyland into your home. Make yours a Family with a Future. Your INA agent—or your broker—is the man who knows how.

Sorry—not yet in Ohio or Virginia

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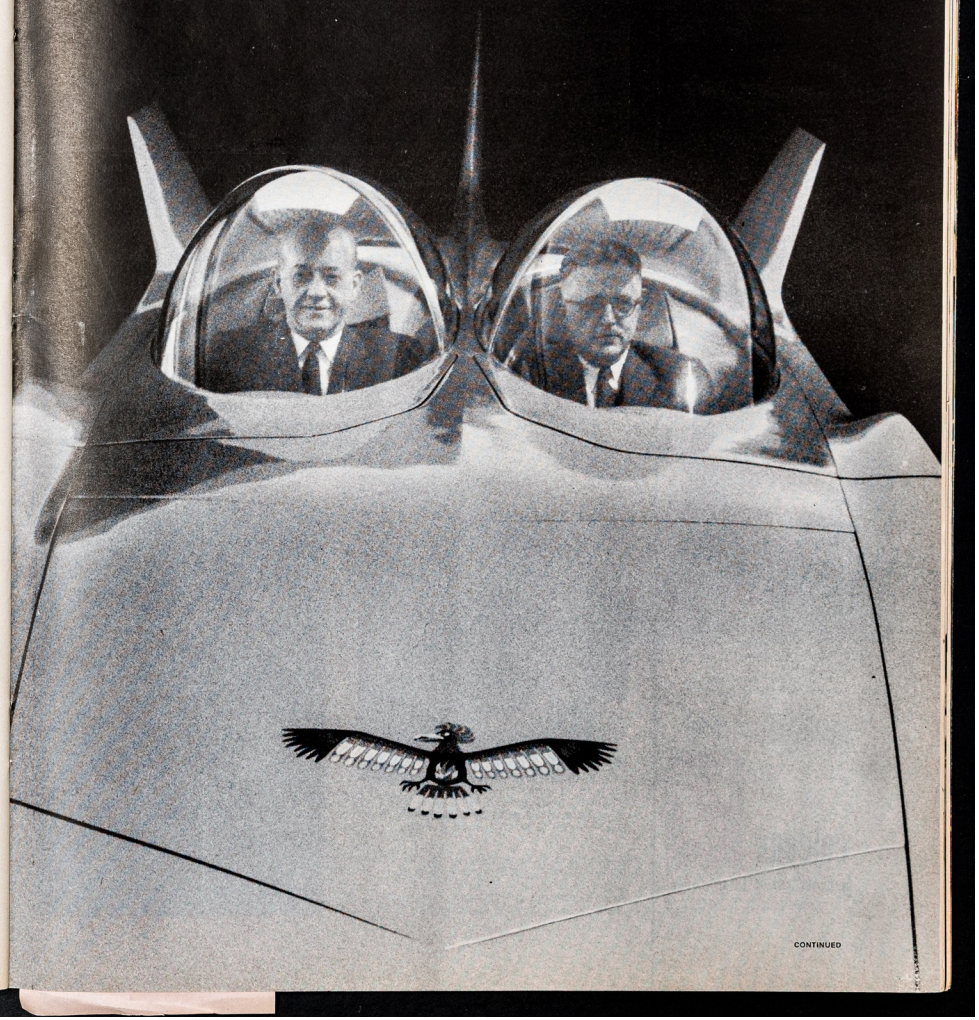
INSURANCE BY NORTH AMERICA INA

CLOSE-UP

New Top-riding Team at GM

THE two executives below, looking like pilots of a spaceman's dream-buggy, are actually the new chief executive and pilot of the world's largest industrial company, Frederic G. Donner (*right*), and the president and copilot, John F. Gordon. The company they run is General Motors and the car they are in is GM's experimental Firebird III.

In an industry that type-casts its talent as readily as show business, Chairman Frederic Donner is known as a financier and President John Gordon as an engineer. Both men are far more versatile than these characterizations suggest. But each has a healthy respect for the other's particular abilities. "If we stick to our specialties," says Donner, "we'll be so damn busy we won't have time to worry whether the other guy is invading some area we think we ought to handle."



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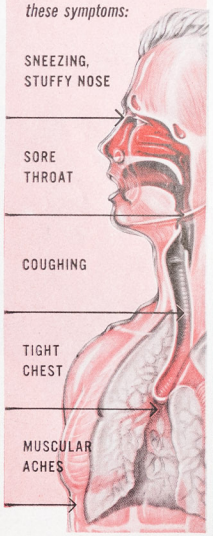
Coldene® catches your cold in any of its 5 stages*

and relieves these symptoms:



The common cold is not a single ailment and its *stages progress in no certain order. A cold attacks various parts of your system, bringing a variety of miseries to different parts of your body.

Coldene combines in one medicine quick-acting ingredients known to provide relief at your cold's several stages. Coldene acts faster because it's a liquid. Brings feelable relief before a tablet can be digested. Most powerful cold medicine you can buy without a prescription.

coldene®

feelable relief in minutes

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coldene is a reg. trademark of Pharma-Craft Corp.

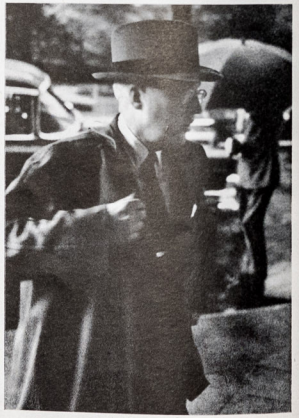
GM EXECUTIVE COMMITTEE meets in Detroit with new team. Clockwise from bottom are Carl H. Kindl (Overseas and Canada), Roger M. Kyes (Household Appliance, GMC Truck), Thomas H. Keating (Passenger Car), Cyrus R. Osborn (Engines), President John F. Gordon, Frederic G. Donner, Secretary William Collins, Louis C. Goad (Executive V.P.), Sherrod E. Skinner (Accessories), James E. Goodman (Body and Assembly).

Donner's progress: boy wonder to boss

Both Chairman Donner and President Gordon are Midwesterners, both alumni of the University of Michigan and both long-time GM men. But there the resemblance stops. Affable Jack Gordon, 58, is a motor-city man, who has been with the company 35 years, knows car production and engineering. Under his postwar leadership Cadillac broke all sales records.

Fred Donner, 56, who has been with GM 32 years, is considered a "New York man" in Detroit because his close association with finances has kept him largely in the company's eastern headquarters. Known as "GM's boy wonder" when he was made head of the financial staff at the age of 38, he devours pages of reports at a glance and confounds his staff by quoting them verbatim from memory. He often holds three meetings in his office at once but rejects as untrue the myth that he is just "an animated slide rule." He protests, "I don't even own one," and adds, "Most people have a false idea of what the financial end is. At GM it can mean personnel, engineering, research, sales, even styling—and for me it now means all of them."

FROM New York apartment Donner discusses GM strike situation (later settled) with Vice President Louis Seaton, in Detroit, then (*right*) rushes to office.



***I don't think it's important whether as chief executive I live in New York or Detroit. I couldn't shuttle back and forth any more than I have for the last 30 years. My wife keeps saying about me,* 'He's nearly always on the way to Detroit.' **

CONTINUED

John Kilkenny

Alaska—in America's new frontier, an old challenge

"Now that Alaska is on the verge of statehood, the petroleum industry is gambling that it will be a richer source of oil than it has been of gold.

"The job isn't going to be easy. There are few good roads—we have to bring our geological crews in by helicopter. In some areas the weather

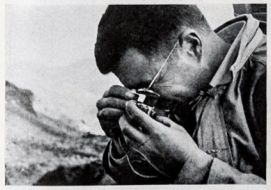
lets you work only three months out of the year.

"The industry will spend millions of dollars in exploration before oil is developed in commercial quantities. And that's only the beginning.

"You've got to build the pipe lines to get the crude to the terminals. You've got to build the terminals to load it on the tankers. And you've got to build the tankers to get it to the refineries.

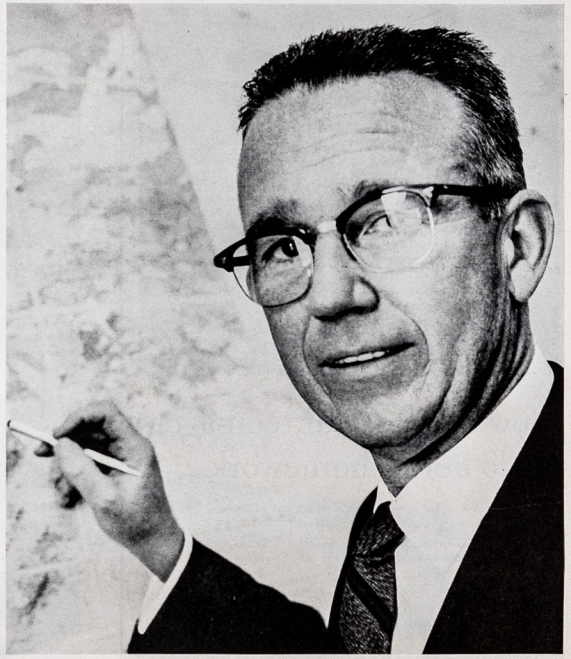
"All in a day's work? Not quite. But it's the old-fashioned kind of challenge an oil man relishes. The industry grew up solving the tough ones like this.

"I can promise you one thing: if oil is there,



we'll find it and bring it out. That's our business.

"And, what with all the world tensions, won't it be a comfortable feeling to know we've discovered a new source of oil within the boundaries of our own country?"



JOHN KILKENNY: "IN OUR 49TH STATE—MILLIONS TO FIND IT, MORE MILLIONS TO GET IT OUT."

John Kilkenny is Union Oil's Chief Geologist for the Pacific Coast Area.

The difficulties and sometimes extraordinary costs of finding oil that he describes help to explain a recent study by the Chase Manhattan Bank and First National City Bank of New York.

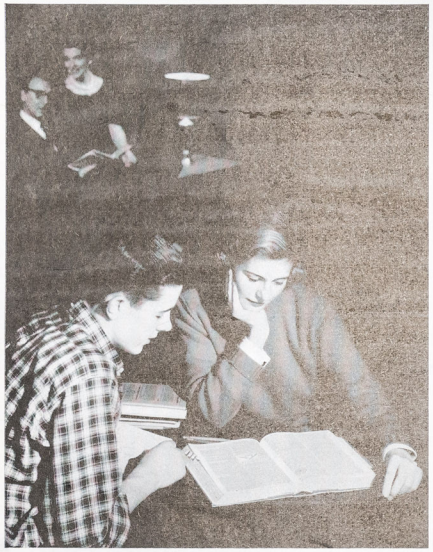
The study reveals that U.S. domestic oil companies showed an average profit of only 11.4% on their net worth compared with the average of 13.8% earned by other manufacturing companies.

In spite of this low rate of return, petroleum prices have only risen 18.2% above the U.S. commodity index level compared to a 25.8% increase in all other commodities (farm and food products excepted).

YOUR COMMENTS INVITED. *Write: Chairman of the Board, Union Oil Co., Union Oil Center, Los Angeles 17, Calif.*

Union Oil Company OF CALIFORNIA 76

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL



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The pressure is on for better grades. How can you as a parent help your children do better homework, better schoolwork?

Help them build up their word power: give them Webster's New Collegiate Dictionary — the Merriam-Webster, required or recommended by nearly every school and college.

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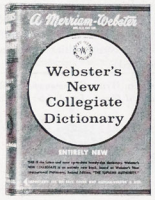

INSIST ON

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AND DISCOVER THE DIFFERENCE

Some "Webster's" do not even include the binomial genus and species terms essential for high-school and college students. To be sure of the accuracy, up-to-dateness, and well-rounded balance a student must have in a dictionary, look for the word *Merriam*. The only company specializing in dictionaries — publishers of the famous unabridged Webster's New International Dictionary, Second Edition, G. & C. Merriam Company, Springfield 2, Mass. Advt. Copyright by G. & C. Merriam Co.

COLLECTOR Donner, whose enthusiasms are Dickens, the Civil War and ancient history, leafs through first edition of *Pickwick Papers* in his New York apartment.

"The books you see here are not for bedtime reading. I take detective stories then—as a soporific. As for taking strenuous exercise, I agree with the man who said when he felt exercise coming on he lay down until the feeling passed."

MRS. DONNER, former high school teacher who holds M.A. in political science at Columbia, works at needlepoint. The Donners have two grown children. Mr. Donner says:

"We were married just before the '29 crash and after that things didn't look so secure. Looking forward, of course, they never do. Security is only real when you look back. It's that 20-20 vision of hindsight."

STEREO MUSIC BY WEBCOR

Webcor for '59... truest stereofonic music—most distinguished modern and period cabinetry

The inspiring music you hear on a new 1959 Webcor is *true stereofonic music*—as natural as the original—with precisely the same values, dimensions, *and* direction. Play the new stereofonic records . . . hear the sound from *two separate speaker systems* . . . and you're literally sitting in the middle of the marvelous music.

The Webcor Magic Mind Stereo-Diskchanger plays all four speeds; automatically plays 33 and 45 rpm records—both stereo and monaural—intermixed.

And the new Webcors look as beautiful as they sound. Their magnificent modern and period console cabinets are styled by one of America's foremost furniture designers—master-crafted from finest, carefully selected hardwoods—hand-rubbed to a luxurious, satiny finish.

The Webcor Contemporary (illustrated)—when played with its matching external amplifier-speaker system—provides 60 watts audio power, thrilling 7-speaker stereo sound.

Webcor Contemporary has AM-FM radio with Armstrong circuit — provides complete music center for your home.

Stereo Mate III Amplifier-Speaker System (above, left) has 3 speakers—30-watt amplifier—off-on-volume control. About $125.*

Contemporary Stereo-Fidelity Radio-Fonograf (above, right) has Magic Mind Stereo-Diskchanger—4 speakers—30-watt amplifier—automatic shut-off—13-tube AM-FM radio-fono. In Mahogany, Walnut, Blonde or Ebony. About $450.*

*Prices slightly higher West and Southwest

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A MASS "HOOPLA" IS DONE BY 300 CHILDREN AT A CLUB IN NEW JERSEY

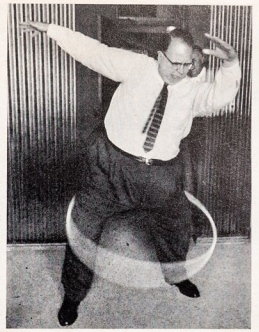
EXHIBITION SPURS SALES IN BOSTON DEPARTMENT STORE. THE STORE SOLD 2,000 HOOPS THIS DAY

WHILE MOTHERS (UPPER LEFT) LOOK ON, CLUB'S RECORD OF 3,000 SPINS IS HELD BY A 10-YEAR-OLD BOY

NEWEST AMERICAN FAD: HOOPS

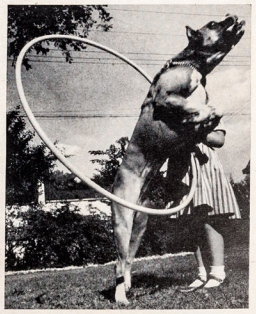
Craze becomes big business and makes a nation of gyramaniacs

In ancient Rome and Greece, small boys trundled hoops through the market places in springtime. For centuries hoops have been indispensable accessories to circus animal acts, jugglers and barrelmakers. But never have hoops been responsible for mass madness of the kind now sweeping the United States. At beaches, playgrounds and parks and in backyards everywhere, brightly colored plastic rings, not quite a meter in diameter, are orbiting around undulating torsos. The hoop craze began a few months ago in Los Angeles, when Spud Melin of the Wham-O Manufacturing Company heard that hoops were selling phenomenally well in Australia. He made a few out of a light, stiff polyethylene plastic, demonstrated them at parks and schools, and sold them by the thousands. More manufacturers jumped into the hoop-making business, until there are now as many as 40. Already they have sold four million, expect to sell 15 million by November. The new hoops can be tossed in the air, dived through, and made to climb stairs. But the best fun comes in trying to keep the ring moving around the body without using hands. One expert can take off his shirt without dropping his whirling hoop. But girls are more adept at the art of hoop-whirling, and look better doing it, too.



AS WEIGHT REDUCER hoop is used by Jim Riley, an advertising man in Chicago. Manufacturers are preparing expandable hoops for expanding waists.

AS A LASSO hoop is used by Wally Conrad to catch his quarry, Roberta Moutal, on Chicago beach. The hoops are also used as targets for diving practice.



AS A HOOP the new toy helps an agile and obliging boxer show off his trick as Denise Renaud, 5, of Grosse Pointe, Michigan, plays part of ringmaster.

CONTINUED

Snap-on

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- **NEEDLE NOSE** — Made to retain precise jaw alignment and accurate meeting of tips over long use.

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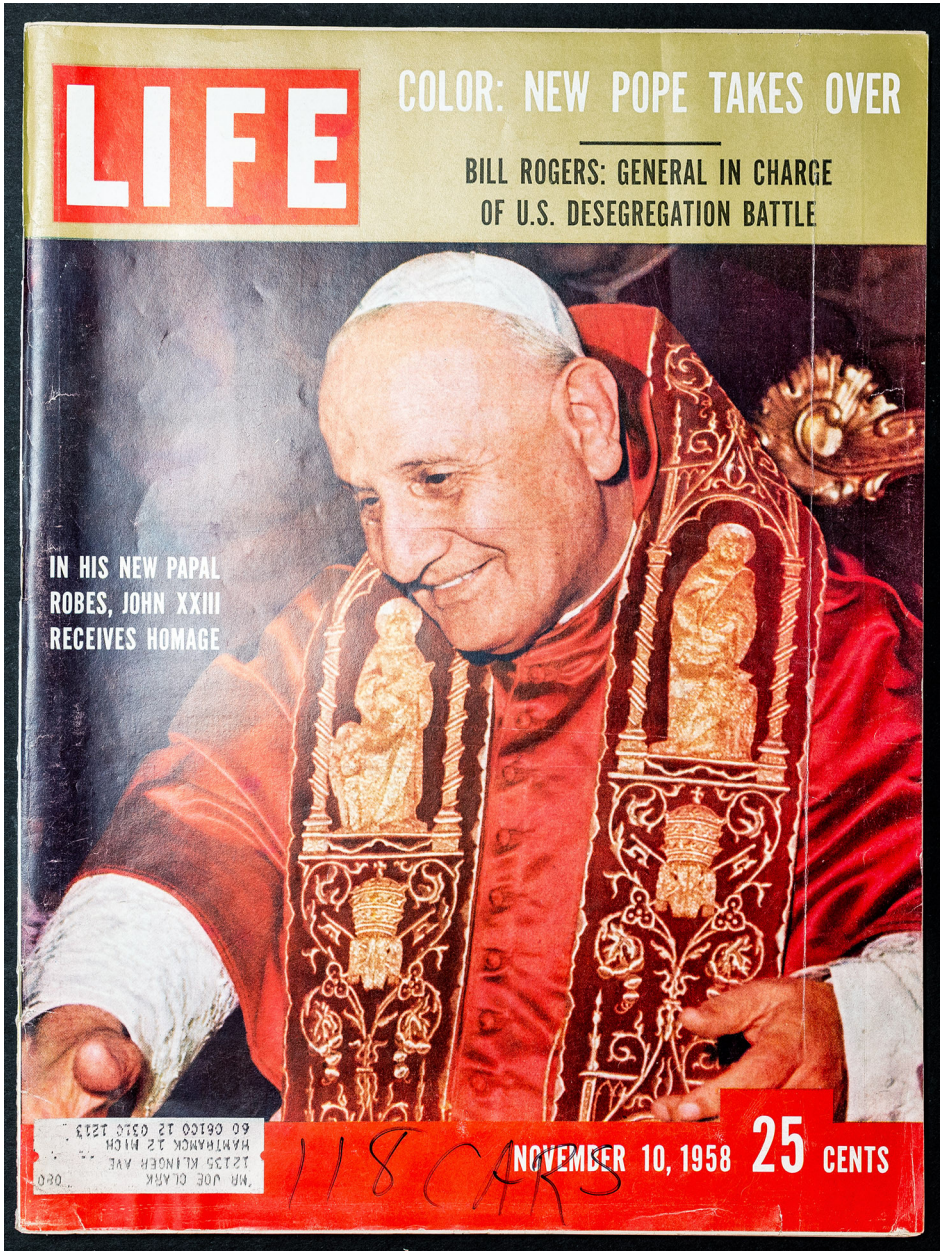
LIFE
COLOR: NEW POPE TAKES OVER
BILL ROGERS: GENERAL IN CHARGE
OF U.S. DESEGREGATION BATTLE
IN HIS NEW PAPAL
ROBES, JOHN XXIII
RECEIVES HOMAGE
NOVEMBER 10, 1958 25 CENTS

Vol. 45, No. 19 **LIFE** November 10, 1958

REG. U.S. PAT. OFF.

Miracle at a mine 24

To a mining town mourning its lost men, to the trapped men in the mine far below, the unbelievable happens twice. On the sixth day 12 are rescued, on the ninth seven more. Survivors tell their own story.

RESCUED MINER

In color: Pope takes over 30

Amid scenes of color and ceremony John XXIII assumes his papal authority. Why he was chosen, what kind of man he is, what problems he faces are revealed in an intimate look at the Pope's personality.

POPE JOHN XXIII

Historic debate re-enacted 103

Making history come alive, hundreds of citizens in Illinois dress up in costumes, march in parades, recite orations in full-scale re-enactment of the great Lincoln-Douglas debate on slavery 100 years ago. Although the words are old and the partisan passions are simulated, the issues involved are remarkably timely today.

LINCOLN AND DOUGLAS

A fighting Attorney General 120

Young, little known, relatively new to his job, Bill Rogers has become one of the most important men in America. As Attorney General, he has mapped a clear, effective U.S. policy for enforcing integration.

WILLIAM P. ROGERS

Tastes from a new cook book 62

Handsome excerpts in color from LIFE's new *Picture Cook Book* (which is being published this month) show imaginative ways of bringing out the best in two culinary workhorses: vegetables and cheese

VARIETIES OF CHEESE

COVER
Pope John XXIII spreads his hands in benevolent greeting to well-wishers just after his election. He wears papal stole of red silk, embroidered in gold with figures of Apostles Matthew (*left*) and John (*right*). (*See story starting on page 30*)

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27—CARL MYDANS, ALFRED EISENSTAEDT (2)—ILLUSTRATION BY ADOLPH E. BROTMAN
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146—BRUCE MOZERT FOR FLORIDA'S SILVER SPRINGS

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; B.S., BLACK STAR; EUROPEAN, EUROPEAN PICTURE SERVICE; U.P.I., UNITED PRESS INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

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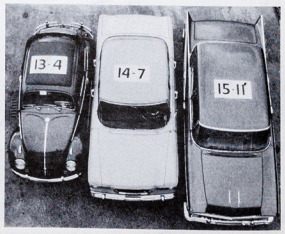
FOUR BASIC MODELS of Lark are (*top to bottom*) station wagon ($2,590, F.O.B. South Bend), two-door sedan ($1,925), four-door sedan ($2,310), hardtop ($2,275). All but two-door sedan have either 6- or 8-cylinder engine.

LIFT FROM 'LARK' FOR STUDEBAKER

A new car with a happy-sounding name is making Studebaker-Packard executives happier than they have been for years. S-P's Lark, smallest car made in America, is coming on the market next week, yet it has already brought over 30,000 advance orders—60% as many as S-P filled all year for its '58 models—and has helped send the price of S-P's stock from around $3 a share to over $13. Three feet shorter than the average U.S. car, the Lark is 3 to 16 inches shorter than American Motors' Rambler, which was the one U.S. car to sell better this year than last.

For all their tininess, Larks have adequate leg room, all the conventional comforts and full-sized 6- or 8-cylinder engines. Their prices start at $1,925 F.O.B. South Bend, less than Big Three cars, about the same as Ramblers. The company brags about the mileage (nearly 30 miles per gallon on some models) and the easy-to-get-at nuts and bolts which make for economical or even do-it-yourself repairs.



COMPETING SHORT CARS—(*from left*) Volkswagen, Lark, Rambler—are shown with lengths marked on tops.

THE PURSUIT OF
EXCELLENCE

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LIFE AND WORK OF A DEBAUCHED GENIUS
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123-125
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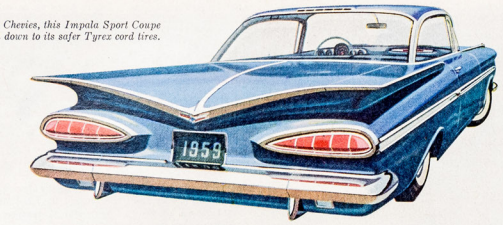

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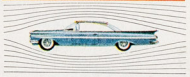

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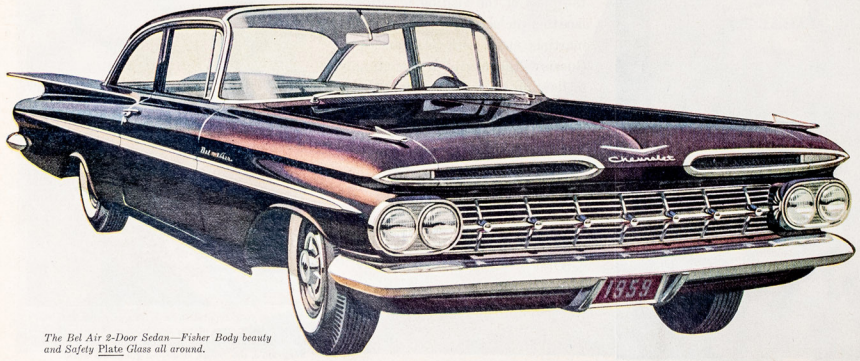

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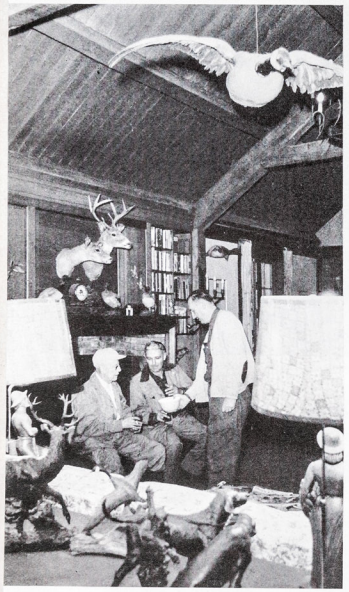

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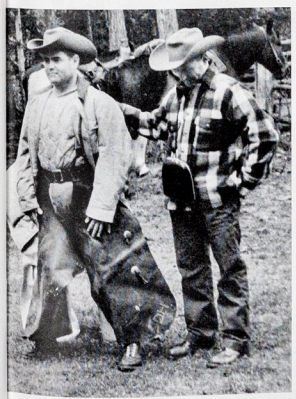

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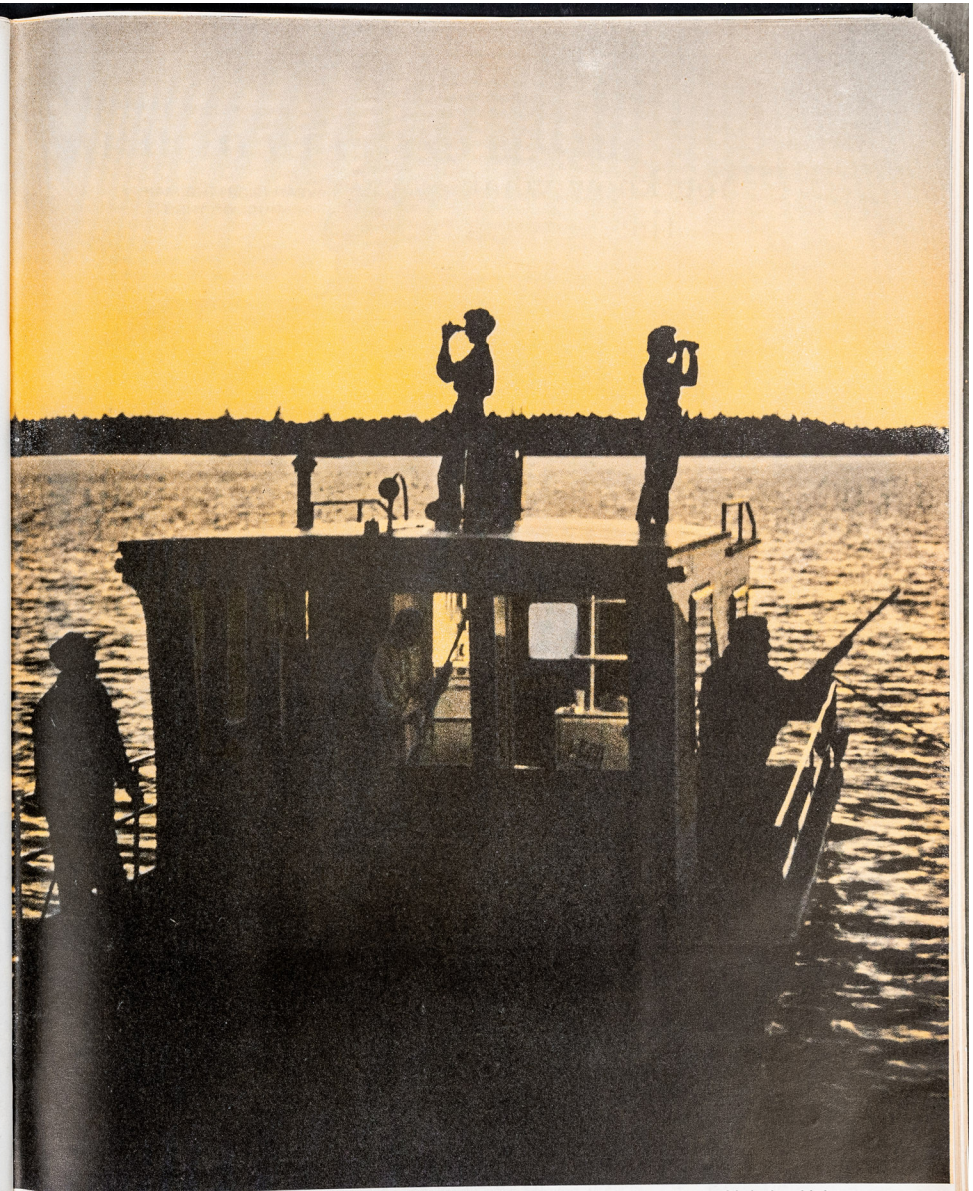

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WHAT TO WEAR AND BEWARE

When the tenderfoot sets out to equip himself, his first impulse is to buy clothing that will make him least resemble a deer, bear—or a cow. Then, happily clothed in gaudy cap and jacket, he adds the basic hunting equipment—gun, boots and ammunition. After that the tantalizing gadgets are practically limitless and line the sporting goods counters like bright new toys. He can take along a kidney warmer and a "Hot Seat," for waits on cold deer stands. He can carry BAR-noculars (*below*) that offer a strong field glass on one side and a liquid container on the other. And he can fill his pockets with duck calls, buck lures, hand warmers and waterproof matchboxes. This year safety experts are telling him that he should dress in yellow from boot to cap if he wants to wear the most visible color. But the most important items of hunters' equipment are caution and common sense. Mixing these judiciously, he should be sure he himself is not one of the dangerous minority of shoot-first, sight-later hunters who imperil everything that moves.

POSTED GUERNSEY wears warning to hunters in Pompano, Fla. Last season this farm lost two cows to erring deer hunters.

DRESSED TO KILL, model shows elaborate choice of gear. He holds Mannlicher-Schoenauer 30-06 rifle with scope ($278); tall shotgun is Franchi 12-gauge ($148); other is Zephyr Uplander 20-gauge ($144). He wears reversible jacket ($25), insulated rubber boots ($17). On rail are leather boots ($20); combination boots below ($18). On post is fur-collar coat ($61). Pack is $7, BAR-noculars $55. Gear from Stoeger Arms Corp., David T. Abercrombie Co.

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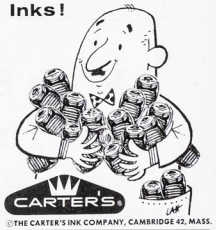

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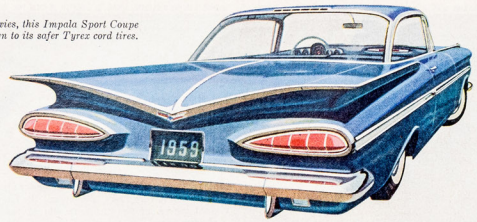

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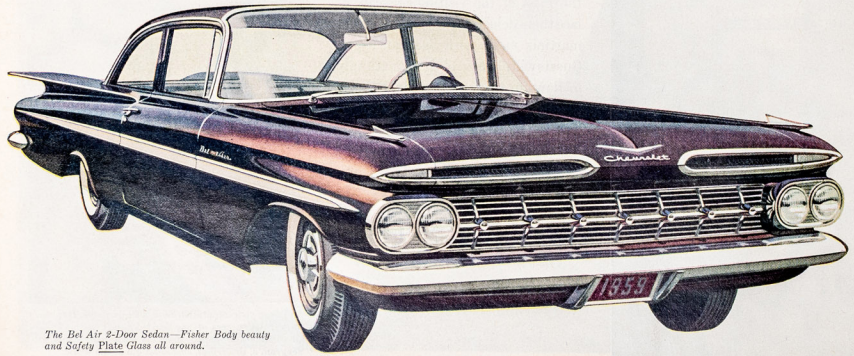

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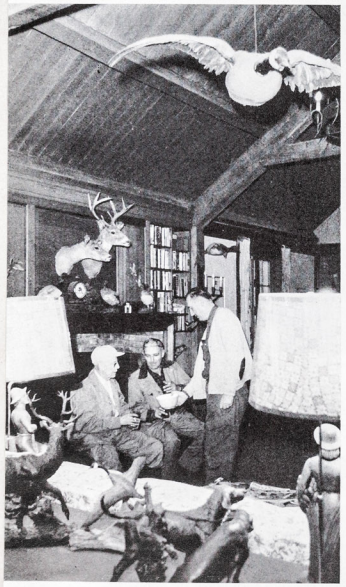

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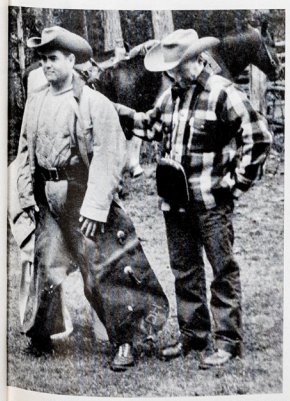

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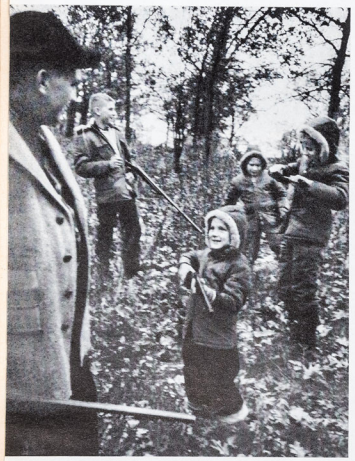

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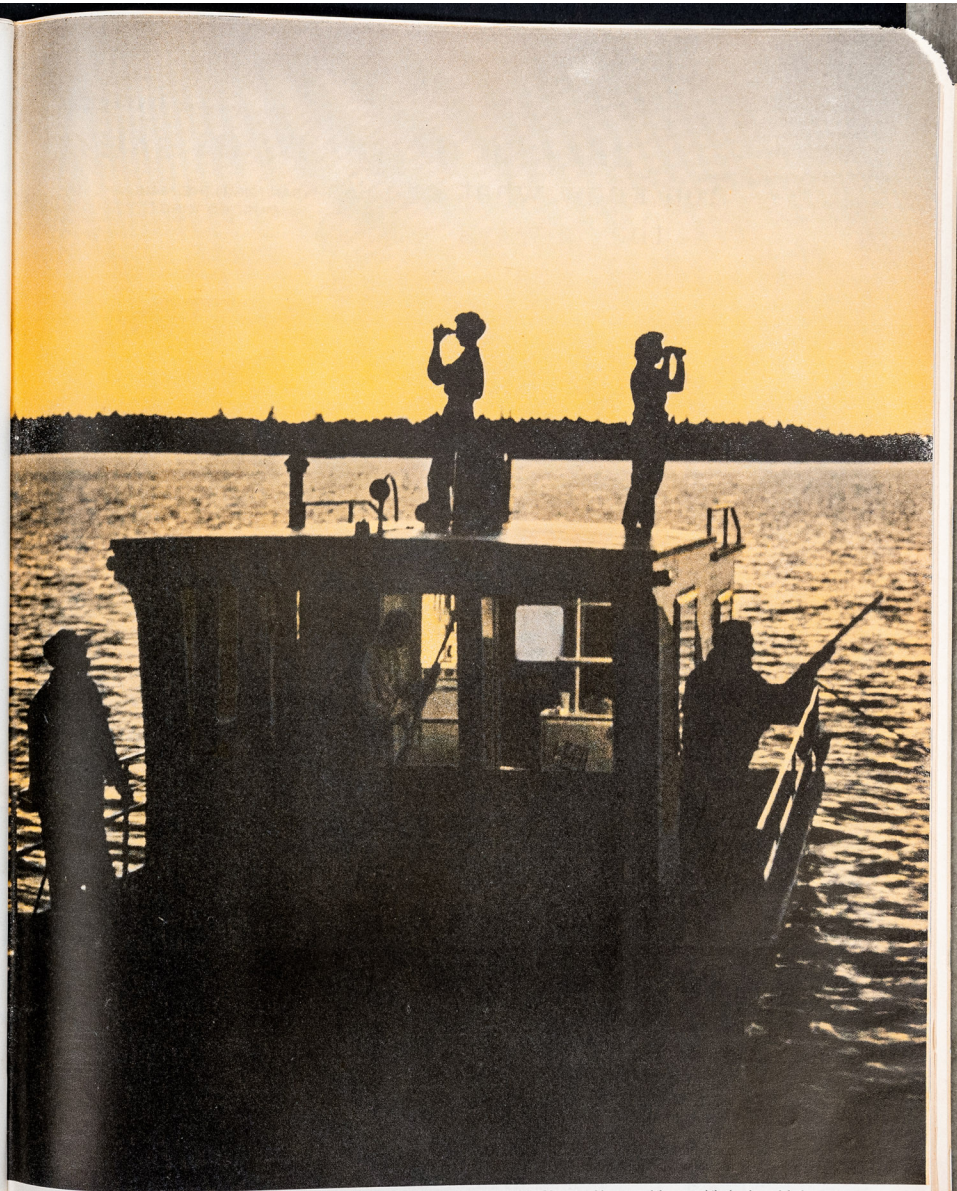

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This fellow carries the mail. His job sometimes makes him tired. Maybe yours does, too. When you feel all worn out with a headache and upset stomach, just dissolve one or two ALKA-SELTZER tablets in a glass of water. Let it fizz—and there it is—relief that sparkles you "back again." With ALKA-SELTZER, relief is just a swallow away!

MILES PRODUCTS Division of Miles Laboratories, Inc., Elkhart, Indiana

WHAT TO WEAR AND BEWARE

When the tenderfoot sets out to equip himself, his first impulse is to buy clothing that will make him least resemble a deer, bear—or a cow. Then, happily clothed in gaudy cap and jacket, he adds the basic hunting equipment—gun, boots and ammunition. After that the tantalizing gadgets are practically limitless and line the sporting goods counters like bright new toys. He can take along a kidney warmer and a "Hot Seat," for waits on cold deer stands. He can carry BAR-noculars (*below*) that offer a strong field glass on one side and a liquid container on the other. And he can fill his pockets with duck calls, buck lures, hand warmers and waterproof matchboxes. This year safety experts are telling him that he should dress in yellow from boot to cap if he wants to wear the most visible color. But the most important items of hunters' equipment are caution and common sense. Mixing these judiciously, he should be sure he himself is not one of the dangerous minority of shoot-first, sight-later hunters who imperil everything that moves.

POSTED GUERNSEY wears warning to hunters in Pompano, Fla. Last season this farm lost two cows to erring deer hunters.

DRESSED TO KILL, model shows elaborate choice of gear. He holds Mannlicher-Schoenauer 30-06 rifle with scope ($278); tall shotgun is Franchi 12-gauge ($148); other is Zephyr Uplander 20-gauge ($144). He wears reversible jacket ($25), insulated rubber boots ($17). On rail are leather boots ($20); combination boots below ($10). On post is fur-collar coat ($61). Pack is $7, BAR-noculars $55. Gear from Stoeger Arms Corp., David T. Abercrombie Co.

Styled for happy holidays

Sir Jac

COMBED COTTON POPLIN

This handsome *Sir Jac* will warm any man's heart, come Christmas. Crafted in finest combed cotton poplin, with colorful red tartan plaid lining. Has smartly styled knit waistband, cuffs and turn-up collar—raglan sleeves—storm flaps on pockets—yoke umbrella back. Washable; water repellent. Ask for Model 3926L at good stores. About $12.95.

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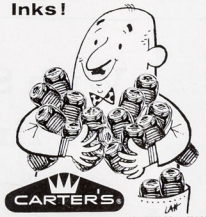
10¢ & 25¢ SIZES AT CHAIN, DRUG, VARIETY STORES

I GO FOR CARTER'S New Jewel-Tone Inks!



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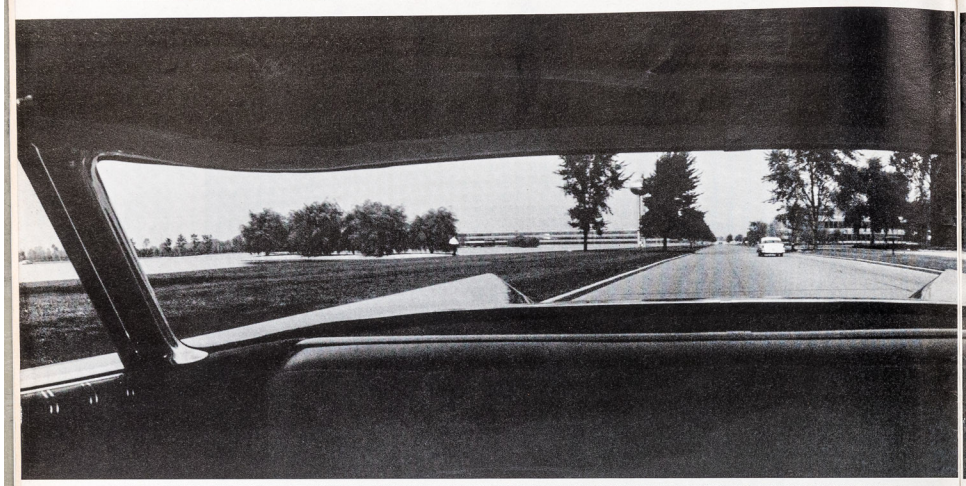
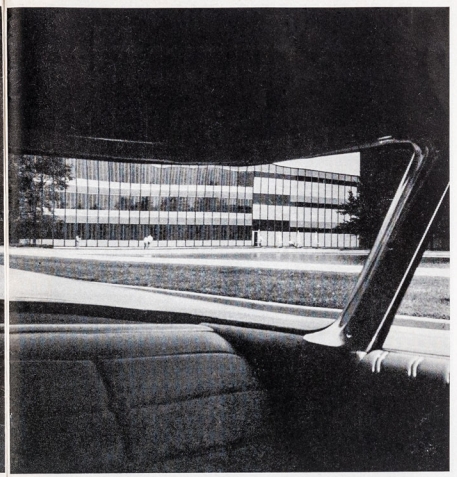
LIFE
INTERNATIONAL
IN COLOR: THE POPE'S FUNERAL
ROCKET SHOOT FOR THE MOON
DARWIN'S REALM OF TROPIC INSECTS
CARS
8-9-10
FRANCE NUYEN—
BROADWAY'S NEWEST STAR
NOVEMBER 24, 1958
REG. U.S. PAT. OFF.



A VAST BACKWARD PANORAMA OPENS BEYOND THE HUGE WRAP-AROUND REAR WINDOW OF THE BUICK ELECTRA 225 HARD-TOP. WINDOW IS 10 INCHES WIDER



THAN ON 1958 MODEL AND WHOLE CAR HAS 520 SQUARE INCHES MORE GLASS

THE NEW U.S. CARS: GLASSIER, FINNIER

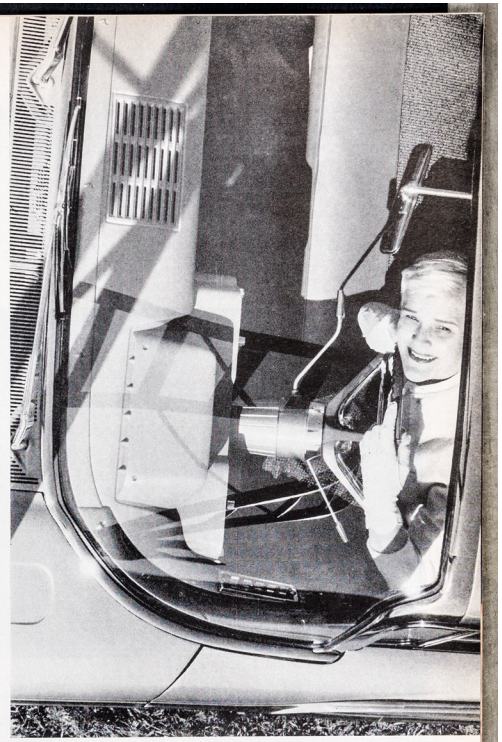
1959 MODELS REVIVE SALES

A national, autumnal preoccupation in the U.S. every year is the careful study of the new line of automobiles. This autumn Detroit, the U.S. auto capital, anxious to forget a year of lagging sales, has rushed the new season. Almost all of the new models have already been unveiled, earlier than in any year since World War II. Even American Motors, manufacturer of the smaller Rambler, the only U.S. car to sell more in 1958 than 1957, is out early with a new model. What car-conscious Americans are just getting to see is a blending of the picture-window look and the fancy and winged rear end.

Most of the 1959 models have more glass than ever, opening huge, uninterrupted vistas. Enormous stylistic emphasis has been put on the south end of northbound cars (*below*), which is what other motorists see most of anyway. Fins, mostly finnier than ever, rise higher or spread like the wings of a gull in flight. The front ends (*next page*), with multiple lights recessed into fenders and grilles, have a hollow-eyed look.

The designs of the Big Three '59s were set before the small, foreign car vogue loomed so big (LIFE International, Oct. 13), so the new models are often bigger, though somewhat less chrome-covered, than before.

Far more rides on the new wheels than esthetic curiosity. The '59s will enormously help or retard the present recovery. First looks at the '59s were exciting—and so were some early sales. The wide-eyed Buick, first car out, made three times as many sales as in the same period last year.

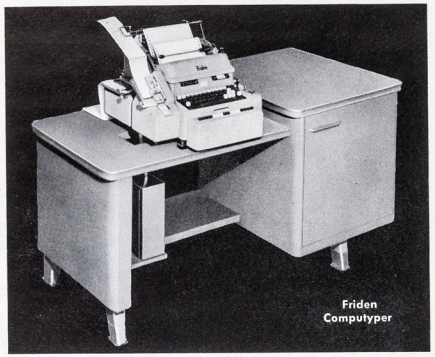


BIGGEST WINDSHIELD of all is Mercury's. As shown here from above car, it slopes up, almost over driver's head, and also comes far around to the side.

BIG THREE'S PLYMOUTH, FORD, CHEVROLET SHOW HEAVILY RESTYLED REAR ENDS. THE PLYMOUTH (LEFT) HAS SLEEKED-UP RACY "FORWARD LOOK." THE FORD (CENTER) OFFERS A LESS EXTREME LOOK WITH TRIMMED FINS, MASSIVE TAIL LIGHTS. CHEVROLET, COMPLETELY REVAMPED, FEATURES GULL-LIKE CANTED FINS

Increase your office work output without increasing your payroll— with Friden IDP*

punched tape



Now, tape-operated machines automatically read, interpret and write with tremendous time and cost savings. They increase production and efficiency; reduce overtime; increase accuracy.

Friden Tape-Talk machines can automate your office in any desired degree . . . (1) eliminating need for manual movements and operator decisions . . . (2) increasing work volume output without increasing payroll costs or overtime . . . . (3) ending primary and compounded errors normally occurring in data recopying.

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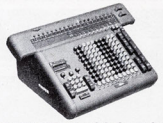

The fully automatic Calculator which performs more steps without operator decisions than any other comparable machine . . .

. . . and the 10-Key Natural Way Adding Machine with a keyboard window to permit visual verification of each item *before* it is printed or added.

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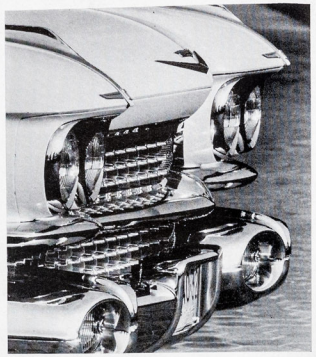
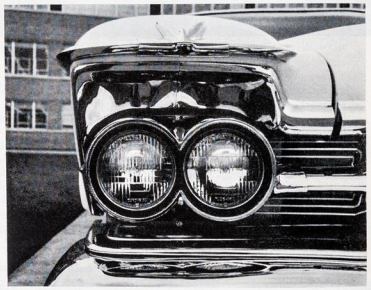
BIG THREE'S BIG FRONTS



MASSIVE GRILLE of Cadillac is honeycombed, has recessed lights in bumper, headlights set between grille guard and fenders.

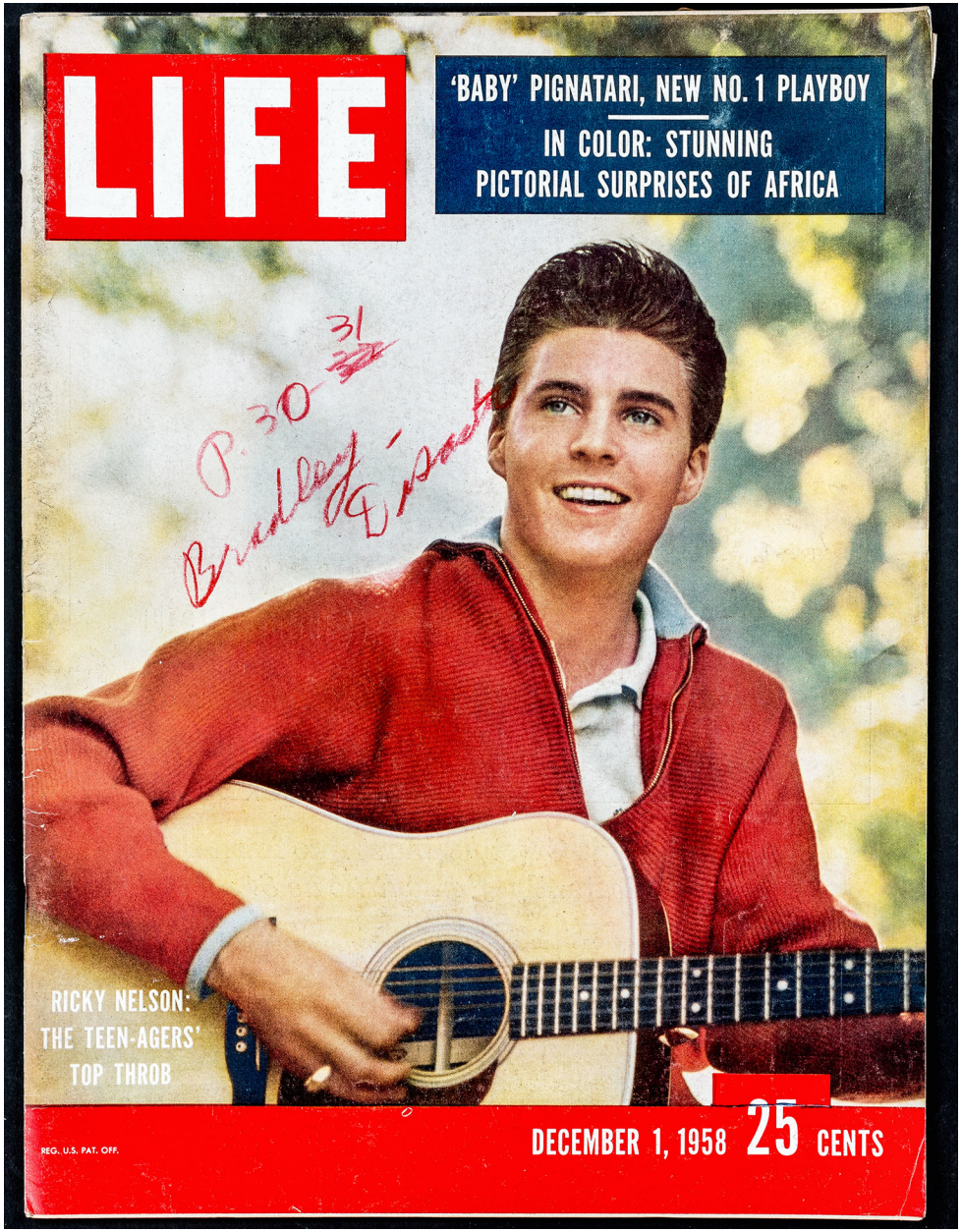


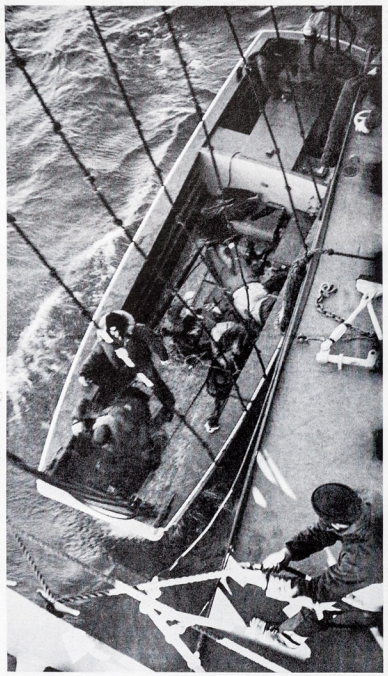
LOWERED HEADLIGHTS of Chrysler Imperial, decorated with chrome and eagle insignia, sit flush with grille. Chrysler will have bigger changes in 1960.

HOODED HEADLIGHTS, wrapped by the sweeping fenders, are a feature of Lincoln, which also has parking lights in bumper.

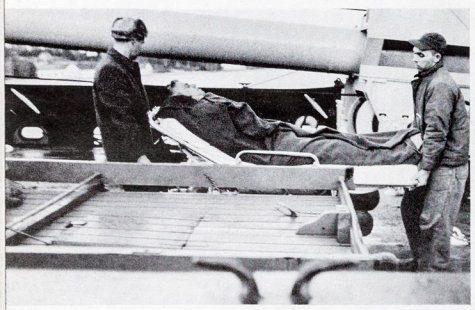
The more you know about Scotch, the more you like Ballantine's

THE SUPERB SCOTCH


LIFE
'BABY' PIGNATARI, NEW NO. 1 PLAYBOY
IN COLOR: STUNNING
PICTORIAL SURPRISES OF AFRICA
P. 30-31
RICKY NELSON:
THE TEEN-AGERS'
TOP THROB
REG. U.S. PAT. OFF.
DECEMBER 1, 1958 25 CENTS



RETURNING THE DEAD, a launch is hoisted back on board the Coast Guard buoy-tender *Sundew* with some of the eight bodies it recovered off Gull Island.



RETURNING A SURVIVOR, men carry Frank Mays from *Sundew* to an ambulance in Charlevoix, Mich. Raft that saved him and Fleming is in foreground.

AN ORDEAL ENDS as the survivors, Elmer Fleming (*left*) and Frank Mays, are reunited with their wives Mary and Marlys in solarium of Charlevoix hospital. →

SURVIVORS TELL OF

by DON UNDERWOOD

AT 5:30 p.m. the *Bradley* was sturdily riding the 20-foot waves. But at 5:31 p.m. Captain Bryan and First Mate Elmer Fleming, going over charts in the pilothouse, heard a thud behind them. They felt nothing, but the extraordinary sound caused them to spin around. In the glare of the string of deck lights they saw the *Bradley*'s aft section pull upward slightly. "If we hadn't heard the sound," says Fleming, "we wouldn't have known about it. It was unusual. It was just a thud. It shouldn't have been there." The captain stopped the engines, and 20 seconds later a second thud came, and again the ship hogged upward slightly. "We knew she was in bad trouble," Fleming says. Bryan ordered the first mate to send distress signals. Fleming grabbed the radio phone and shouted, "Mayday! Mayday! Mayday!" (The term derives from the French *m'aidez*—help me.)

Fleming heard the radio operator at Rogers City come on with a plea to other ships and stations: "This is an emergency. This is an emergency. Clear the channel." Fleming then identified the *Bradley*, gave the position and said, "We're breaking in two. We're going to sink." As the ship sagged with the third thud, Bryan gave the abandon-ship signal on the ship's whistle, seven short blasts and one long one.

•

When the fourth thud came, the ship sagged once more—then suddenly split in half. The men in the pilothouse stared at the widening gulf between the two parts of the *Bradley*. The forward section was sinking fast and the lifeboats were all in the stern. Fleming climbed a rail to a life raft. Suddenly the forward section lurched and started rolling over.

Fleming doesn't know how the water hit him but when he surfaced, he was about two feet from the raft and he climbed aboard. Crewman Frank Mays came up four feet from the raft and he also climbed on.

THE BREAK-UP, DEATH, COLD AND FEAR

Mays and Fleming started yelling. "Over here! We're over here!" Fleming says, "We heard a lot of yells. We saw someone and shouted, 'This way! This way!' " Then they hauled up Crewman Gary Strzelecki.

They had lost their oars and were looking for them when they saw the stern make its last lunge and go down. Cries were getting fainter when the three men found one more crew member, Dennis Meredith. He had been in his bunk when the alarm was sounded. He was shoeless, was wearing light trousers and had on a heavy white sweat shirt.

The men struggled with a hatch in the 5x8-foot raft, finally worked out five flares and a sea anchor. They had shot off four flares when, about 75 minutes after the *Bradley* sank, they sighted the *Christian Sartori*.

"The *Sartori* appeared to be coming straight toward us," says Fleming, "when a wave swamped the raft." Fleming was the first to reach the raft again. He helped the others up. "The *Sartori* was rolling at least 50°," Fleming says. "She got us once in her searchlight, but the beam swept by." As she came closer, Fleming frantically tore at his last flare. "I first couldn't get it open. I tore at it, used my teeth, then it wouldn't ignite. I just couldn't make it. The *Sartori* moved on."

After the German ship left, the harshness of the cold hit them. "It was colder than I thought anything could be," says Fleming. "I was mad because I hadn't put on my long underwear. We huddled together."

The four men breathed on one another. They did everything to retain and share all heat. Meredith, with his scanty clothing, was shivering. Fleming put his arm around the shaking Meredith. "I don't know whether he heard me. He wasn't unconscious but I don't think I was getting to him. I kept telling him, 'Once you go to sleep you're lost.' "

Meredith shivered but said nothing. The other three began counting to each other to keep awake. They told each other about the countless search parties that must be under way. They reassured one another that it was a matter of minutes till they would be safe having coffee again in a warm galley. At some point another huge wave crested over them. "It was so high," says Fleming, "we went straight up into the air." When they came down they were once more flipped off the raft. Mays was first back on, then Strzelecki, finally Fleming. But Meredith had vanished.

As the icy night wore on, Fleming kept telling Strzelecki, "Don't go to sleep. It won't be long." Mays and Fleming tried to massage him but he could not keep awake. "Once," says Mays, "I heard him snoring."

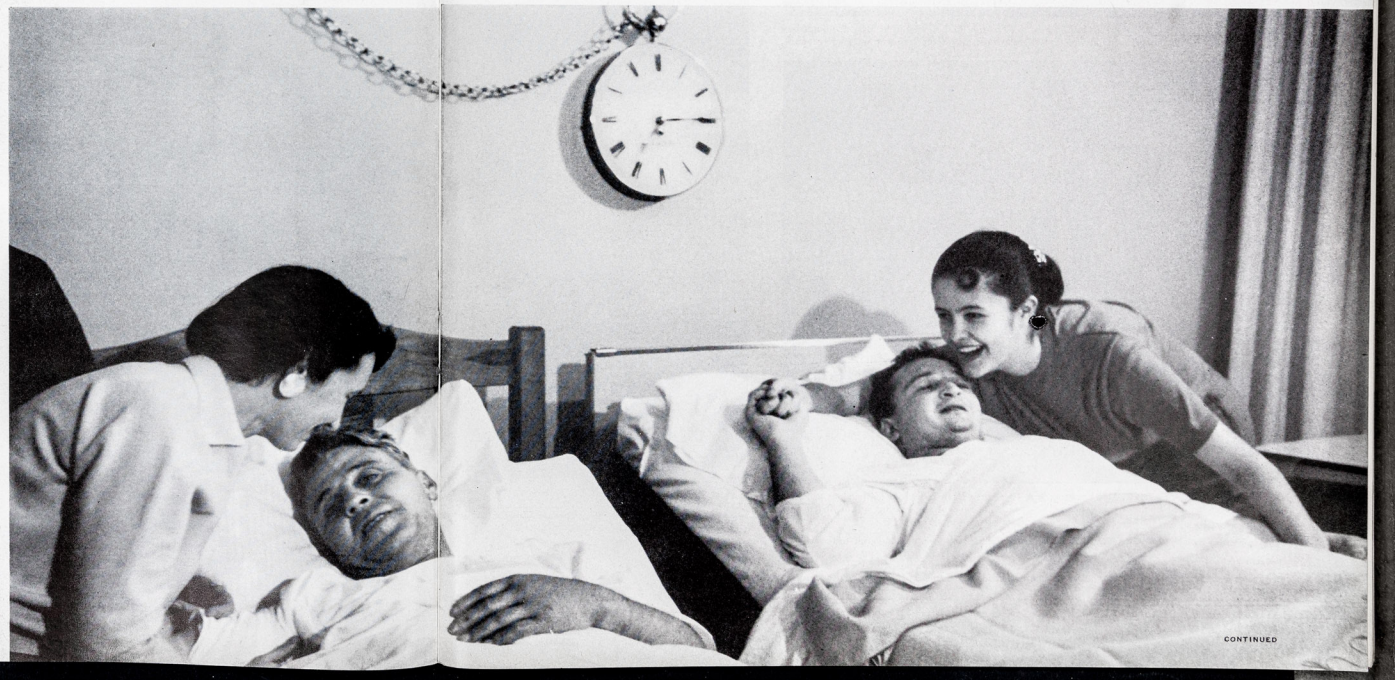
•

Once more a wave turned them over, and this time only Mays and Fleming made it back on the raft. Their legs were numb. "I felt ice in my eyes, on my back and in my hair," says Fleming. They tried to warn each other about slipping. They talked in nonsensical phrases. Fleming thought he saw a trace of dawn in the sky. "I didn't believe it. I didn't want to be disappointed again. I couldn't look again."

When the light did break into the dirty black sky, Fleming thought he saw a plane. Mays looked up and said it was only a sea gull. He looked again. "Then I saw the blinkers. The mate was right." The men tried to get up. There was nothing to wave, no method of signaling. The Coast Guard amphibian did not see the men. It droned away.

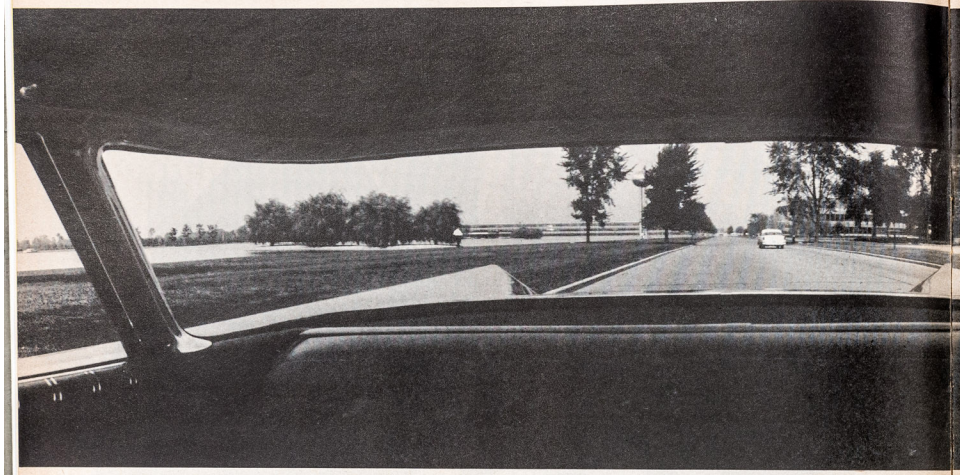
At 8 a.m., more than 14 hours after the sinking, they saw the small square bump of High Island. "I kept watching it," Mays says, "it kept getting bigger. I knew we were going to hit there."

The clouds were breaking, the sun came out. They looked at each other in the bright light. Their eyes were puffed, their faces red, their lips swollen. Fleming got painfully to his knees to take a bearing on the land. "I suddenly wondered if we could survive there," says Fleming. "I wasn't worried about the water now, but could we survive on the land?" Fleming happened to look back—and realized that the question would not have to be answered. Behind them, bearing down straight toward them, was a ship.



CONTINUED

LIFE
EN ESPAÑOL
EN COLOR: EL NUEVO PAPA
'EL VIEJO Y EL MAR' EN CINE
DARWIN III: LO QUE VIO EN BRASIL
AN XXIII,
EN HABITO PAPAL,
RECIBE HOMENAJES
ARGENTINA ..... 14 PESOS
BRASIL ..... 70 CRUZEIROS
CHILE ..... 300 PESOS
COLOMBIA ..... 1 PESO 50 CENTAVOS
COSTA RICA ..... 1 COLON 50 CENTIMOS
CUBA ..... 20 CENTAVOS
ECUADOR ..... 4 SUCRES
EL SALVADOR ..... 50 CENTAVOS
ESPAÑA ..... 25 PESETAS
GUATEMALA ..... 15 CENTAVOS
HONDURAS ..... 40 CENTAVOS
MEXICO, D. F. ..... 2 PESOS
NICARAGUA ..... 1 CORDOBA 50 CENTAVOS
PANAMA ..... 20 CENTESIMOS
PERU ..... 5 SOLES
PORTUGAL Y POSESIONES ..... 8 ESCUDOS
PUERTO RICO ..... 15 CENTS
REPUBLICA DOMINICANA ..... 20 CENTAVOS
REPUBLICA FILIPINA ..... 50 CENTAVOS
URUGUAY ..... 2 PESOS
VENEZUELA ..... 1 BOLIVAR
1 DE DICIEMBRE DE 1958
MARCA REGISTRADA
REG. U.S. PAT. OFF.



UN VASTO PANORAMA SE DIVISA POR LA VENTANA TRASERA, DE FORMA ENVOLVENTE, DEL BUICK ELECTRA 225. LA VENTANA ES 25 CM. MAS ANCHA QUE EN 1958,

Y EL AUTOMOVIL TIENE EN TOTAL 3.350 CM² MAS DE SUPERFICIE DE CRISTAL

EL PARABRISAS MAS GRANDE es el del Mercury, visto aquí desde arriba. El cristal se extiende casi hasta la cabeza y, también, los hombros del conductor.

LOS AUTOS DE 1959: CRISTAL Y ALAS

AVIVAN LAS VENTAS EN EE.UU.

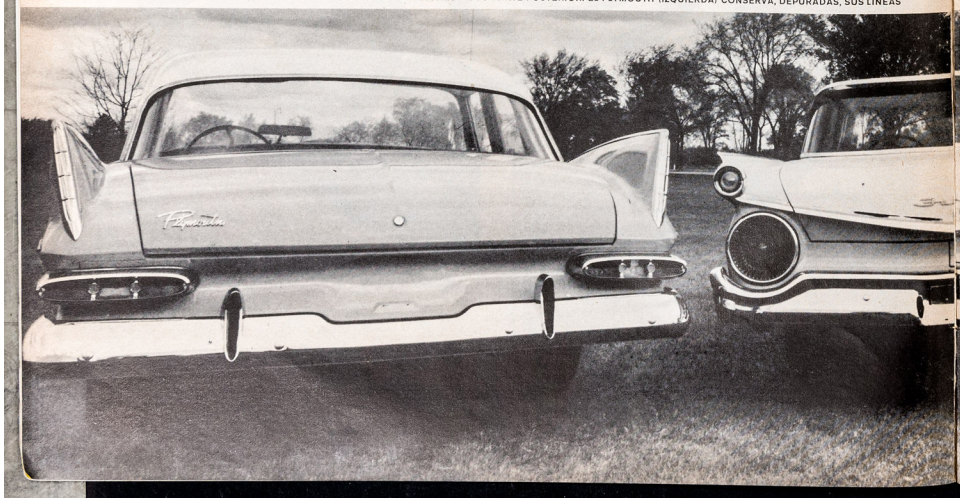
Todos los años el examen cuidadoso de los nuevos modelos de automóviles constituye una preocupación nacional en los EE.UU. Este otoño los fabricantes, deseosos de olvidar una mala temporada de ventas, sacaron sus nuevos modelos antes de lo que acostumbran, incluso la American Motors, fabricante del pequeño Rambler, el único auto norteamericano que se vendió más en 1958 que en 1957.

Lo que el público ha advertido en esos vehículos es la coordinación de la visión panorámica con la parte posterior de forma caprichosa y alada. En la mayoría de los autos de 1959 abunda como nunca el cristal, que abre amplias e ininterrumpidas vistas. Se ha hecho enorme hincapié en la parte trasera (*abajo*), pues después de todo es la más visible para los otros automovilistas. Las aletas, más pronunciadas si cabe que en años anteriores, se extienden en algunos casos como alas de gaviota. Los frentes (*página siguiente*), con sus múltiples luces empotradas en guardabarros o rejillas, ofrecen aspecto de ojerosas concavidades.

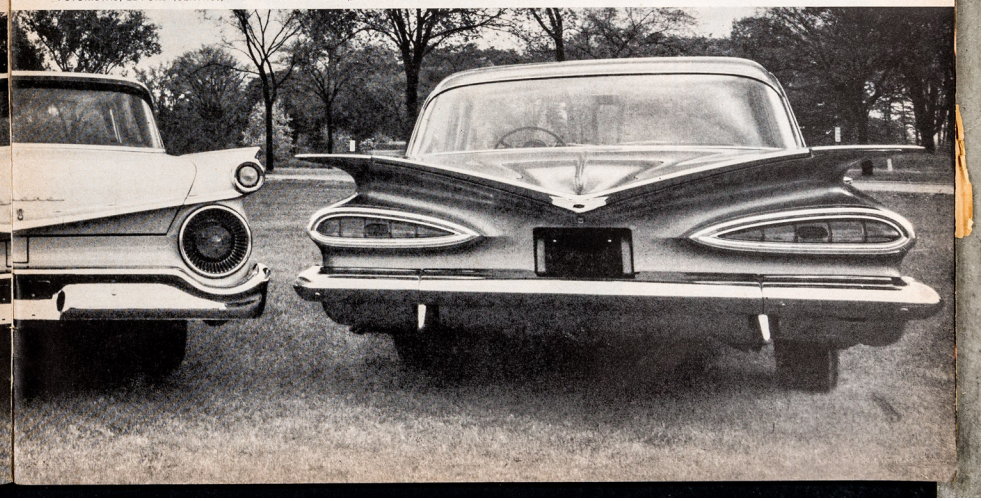
Los modelos de 1959 de los "Tres Grandes" (General Motors, Ford y Chrysler), proyectados antes de que empezaran a aumentar en forma alarmante las ventas de pequeños autos extranjeros, son con frecuencia más grandes, aunque menos recargados de cromo, que sus antecesores.

Los modelos de 1959 pueden contribuir a la recuperación económica del país, o retardarla. El ojiabierto Buick de 1959, el primero en exhibirse, triplicó ya sus ventas con respecto al mismo período del año pasado.

PLYMOUTH, FORD Y CHEVROLET PRESENTAN NUEVAS ESTILIZACIONES DE SU PARTE POSTERIOR. EL PLYMOUTH (IZQUIERDA) CONSERVA, DEPURADAS, SUS LINEAS



FUTURISTAS; EL FORD (CENTRO), ALETAS MAS DISCRETAS, CON ENORMES FAROLES; EL CHEVROLET, TOTALMENTE RENOVADO, TIENE ALAS COMO DE GAVIOTA



LIFE
A FAIRY TALE WORLD
CHILDREN PAINT ANDERSEN FAVORITES
IN COLOR: ROCKEFELLER IN VENEZUELA
26-27
STOCK MARKET
YOUNG LEADERS OF NEW YORK SOCIETY
REG. U.S. PAT. OFF.
DECEMBER 8, 1958 25 CENTS

LIFE
Vol. 45, No. 23 Dec. 8, 1958

LAWYER, DENTIST, RESTAURANT WORKER ANXIOUSLY WATCH PRICES IN DETROIT BROKERAGE OFFICE

WHAT SMALL INVESTORS ARE DOING TO MARKET

GRASS ROOT GOLD FOR WALL STREET

It was easily the unlikeliest crop ever to sprout on a Kansas field. The four salesmen shown at right were part of Wall Street's zealous and successful quest for new, small investors. And those investors, rural and otherwise, are keeping Wall Street's brokerage houses in a profitable turmoil of trading. A succession of three- and four-million-share days has made this the heaviest trading autumn in 25 years. Brokerage houses, which make money aiding customers whether prices go up or down, are crowded with small investors eying prices and making cautious purchases. Out in the Midwest, the new hero at Farm Bureau meetings may be not the man who increased his corn yield but one who got in on American Motors at 11.

The number of U.S. stockholders stands at better than 10 million and is growing by perhaps half a million a year. Not all are big-city fat cats: the biggest recent increase in stock ownership has come in cities of less than 25,000 population. And almost two thirds of all stockholders have annual incomes of less than $7,500, though their holdings add up to only a modest fraction of all stocks available.

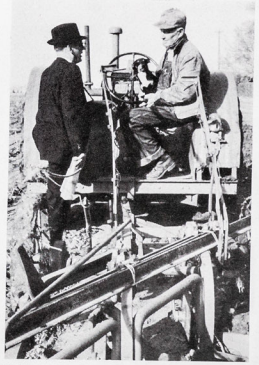
The pressure of small investment buying has helped send prices to all-time highs. Prices might go up—as they have—or go down—as they have and will again—but investors counted on a long-run rise in an expanding economy.

LITTLE OLD LADY, Mrs. Edna Beattie, has worrisome moments as she watches board in Chicago office of Bache & Co. A Bache client for 20 years, she says, "How else can you get a 6% return?"

WALL STREET GOES WEST, in the persons of four salesmen from Bache & Company's Salina, Kan. office, Nattily standing in a winter wheat field are *(from left)* Bob Muir, Kelly Slaughter, Lyle Fackler, Harry Nickelson. They serve a growing list of farmer-investors, do not always dress so dudishly.

ON THE JOB, Lyle Fackler talks stock with Wilmot Rishel, who runs grain elevator at Galva, Kan.

STOCK TALK engrosses Mrs. Alice Watson, Salina, Kan. antique dealer, and Harry Nickelson of Bache.



FIELD WORK brings Harry Nickelson alongside tractor to talk to customer, Otto Delfs near Salina.

CONTINUED

PORTRAIT OF INVESTMENT FIRM shows some 500 of the 900 home-office employes of Bache & Company, one of largest U.S. brokerage houses. In center, holding "Partners" sign, is managing partner Harold Bache. All the firm's departments are represented. There are 91 branch offices, a total of 800 field salesmen.

BUSY DAYS FOR BROKERS, A CAUTIONARY NOTE FROM ONE

WIESENBERGER

The heart of the stock business lies in Wall Street, where the bulk of the nation's shares are traded. With trading on the rise, as seen in one index of activity (*below*), most brokerage firms have rarely had it so good. Bache & Company (*above*) did the biggest nine-month gross in its history.

It has been a heady time for the small investor, with stock prices steadily on the rise. Has the market gone too high?, Wall Street worriers ask. For the moment, yes, said highly respected Broker Arthur Wiesenberger. In an advertisement and in a report to his firm's customers, he advised that the market was due for a "reaction" (Wall Streetese for a drop). The time had come to take some profits.

As if to bear him out—and perhaps because of his warning—the market dropped sharply the first two days of last week. Then it rallied and by Friday wiped out more than 60% of its losses. The break was a valuable warning. The full drop foretold by Wiesenberger had not occurred; it still might. But for the long pull Wiesenberger is as bullish as any investor. By 1962, he believes, the Dow-Jones industrial average—the prices of 30 industrial stocks—will double.

WASTE PAPER, OVER A TON OF IT, LITTERS THE FLOOR OF NEW YORK STOCK EXCHANGE AFTER A DAY ON WHICH NEARLY FOUR MILLION SHARES WERE TRADE

STOCK EXCHANGE (CENTER) AND WALL STREET WORK ON AFTER A BUSY TRADING DAY

A LOOK AT THE WORLD'S WEEK

A STATELY DEDICATION OF MEMORIAL TO U.S. DEAD

As Queen Elizabeth and U.S. Vice President Richard Nixon stood in silence, the American chapel of London's St. Paul's Cathedral was dedicated last week. At left is Queen Mother; behind Nixon is Prince Philip. The chapel contains names of 28,000 Americans based in Britain who were killed in World War II, and was built with contributions from British people.

A WIDE-ANGLE PHOTOGRAPH OF NATIONWIDE AIR STRIKE

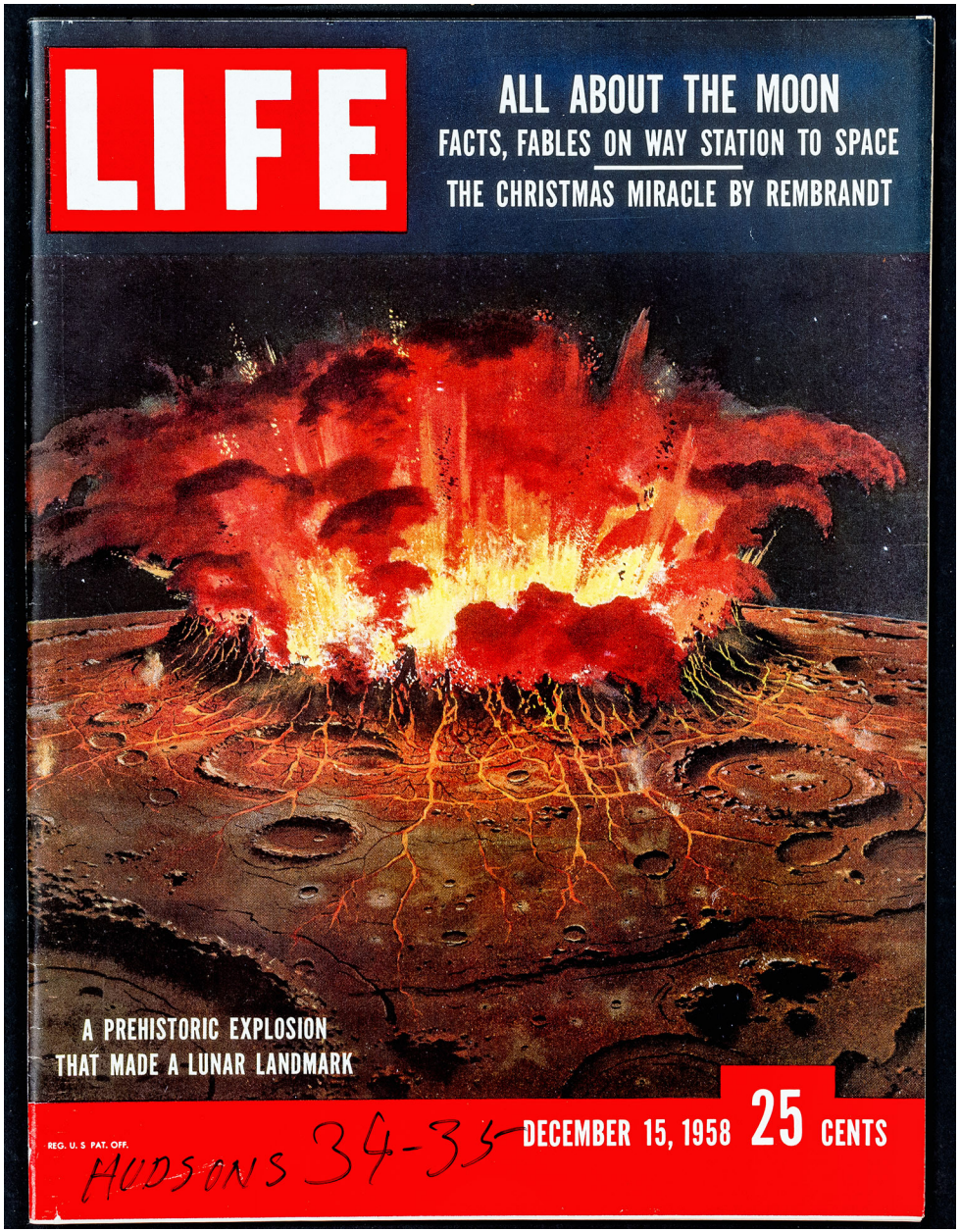
At Eastern Airlines' home terminal in Miami, Fla., shown here in a remarkable wide-angle view, 81 planes were grounded by striking machinists and flight engineers. With TWA also strikebound, a third of the nation's domestic flights were stopped. But other lines worked overtime to take up the slack and nearly everybody got where he was going for Thanksgiving.

A CRASH CUSTOMER MAKES AN EMERGENCY PHONE CALL

"You won't believe this," said Mrs. Florence Gardner, as she explained her predicament on the phone. She was calling from a Long Beach, Calif. delicatessen after a smashing arrival. Another car had hit Mrs. Gardner's car and forced it out of control. Mrs. Gardner came right through the window, wound up among the cold cuts and pickles, doing $5,000 damage.

A COURTLY MEETING WITH A HOME-GROWN PRINCESS

Here in the U.S. for a four-week visit, Monaco's lovely Princess Grace and Prince Rainier (*left*) held court at a reception at Manhattan's dignified Lotos Club. Clockwise are: Marcel Palmaro (*left foreground*), Monaco's New York consul general; Francis Cardinal Spellman (*glasses*); the Lotos Club's Harry Bruno (*at right of princess*); Jim Farley; New York's Mayor Wagner.


LIFE
ALL ABOUT THE MOON
FACTS, FABLES ON WAY STATION TO SPACE
THE CHRISTMAS MIRACLE BY REMBRANDT
A PREHISTORIC EXPLOSION
THAT MADE A LUNAR LANDMARK
REG. U. S PAT. OFF.
HUDSONS 34-35
DECEMBER 15, 1958
25 CENTS

Quart decanter at regular quart price. Gift carton has eggnog recipe inside.

Behold! The perfect gift decanter for Four Roses

—AMERICA'S FAVORITE GIFT WHISKEY

This gift decanter will be treasured, poured with pride for many Christmases to come. So squarely handsome with its diamond point crystal—it's the *only* quart decanter of the season.

Inside is the traditional Christmas time favorite—mellow, bright Four Roses. *A full quart of perfection at regular quart price.* Extra good news—

Four Roses prices have been reduced just in time to fit your Christmas budget. So why not give a pair—a matching set of Four Roses decanters!

The famous *fifth* comes in a candlelight gift wrap with removable cellophane sleeve.

FOUR ROSES DISTILLERS COMPANY, N.Y.C. BLENDED WHISKEY • 86 PROOF, 60% GRAIN NEUTRAL SPIRITS.

DOWNTOWN CHICAGO'S BRAND-NEW LURE FOR SHOPPERS, BRILLIANT NEW STATE STREET LIGHTING, DRAWS CROWDS WHICH STREAM HAPPILY PAST THE STORES

A BIG COME-ON FOR THE U.S. CUSTOMER

Holiday shopping season shows off a sweeping change in the selling stratagems of the stores

Charging ever faster toward another Christmas, U.S. shoppers are finding that many of the nation's stores have so greatly redesigned their selling methods that the old Latin warning of "*caveat emptor*" (let the buyer beware) seems to have been replaced by a new merchandising motto of "*gaudeat emptor*" (let the buyer rejoice). Everywhere the sellers are trying to respond to the more casual, more do-it-yourself, more decentralized way that Americans live. By this means, the country's retailers expect not only to increase 1958 Christmas sales 4% over last year but to keep the U.S. annual retail volume perennially zooming upward. It has already soared from $169 billion to over $200 billion in the last five years.

Traditional downtown shopping areas, countering competition from gleaming suburban centers and discount houses, are shining up their faces. Chicago's State Street (*above*) has installed new lights which make it 700 times brighter than full moonlight. Department stores are creating special wonderlands for that influential new crop of customers, the children (*next pages*), and are expanding service to highly fancy proportions. Meanwhile retailing executives wax analytical (*p. 38*) about that indispensable ingredient for a merchandiser's merry Christmas, the consumer. They all want to earn the accolade (and the consequent patronage) that one Middle-Western woman bestowed: "This store understands me."

CONTINUED 33

IN TOTS' SHOP at Hudson's in Detroit, Lee Nan Bamford, 6, considers golf club covers as a Christmas present.

TESTING APRON for her mother, Lee Nan fits it on Sales Supervisor Suzann Reynolds before deciding to buy it.

TRYING TIE for father, Lee Nan laughs happily. But she finally decided on pocket chess and checker set for him. →

IN CHILDREN'S EMPORIUM, the "Merry-Go-Christmas" shop at Hudson's, flock of young customers eagerly examine the tempting merchandise. Shop keeps everything on low, open shelves kids can reach, takes chance on breakage.

CHILDREN ONLY IN THE 'MERRY-GO-CHRISTMAS' SHOP

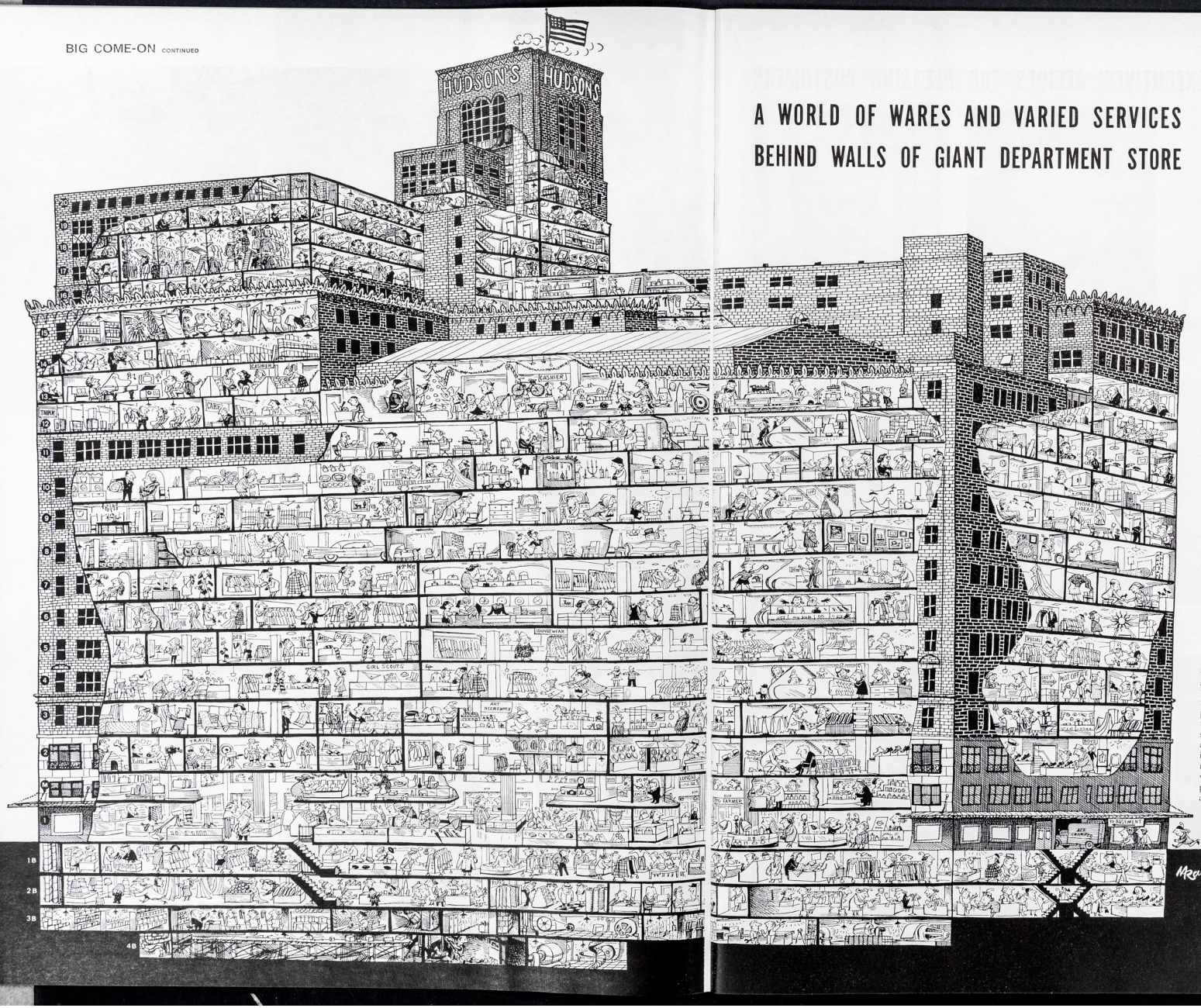
While many stores try to make shopping more pleasant for everybody, a few go out of their way to make it a lark for the youngsters. The "Merry-Go-Christmas" shop in Detroit's J. L. Hudson Company department store starts right out appealing to kids by being off limits to parents. It enhances the youngsters' feeling of being in their own world by such devices as miniature desks where they can write out gift cards. Teen-age shopping counselors are on hand, although only the grown-up clerks may complete cash transactions. Everything in the shop can be bought from a modest piggy-bank: most items cost between 50¢ and $3.

Hudson's expects 30,000 kids to leave their savings in the shop before Christmas. And it hopes to get the kids used to finding their way around the giant store whose myriad activities are shown on the next pages.

BAR FOR KIDS serves milk and crackers, also keeps small fry occupied until the parents have finished their shopping.

BAR TO PARENTS, curtains keep the adults out. Girl has emerged to give mother change left from shopping foray.

CONTINUED



A WORLD OF WARES AND VARIED SERVICES BEHIND WALLS OF GIANT DEPARTMENT STORE

Big modern department stores offer a fantastic selection of goods and services, and J. L. Hudson Co. in Detroit, which rivals Macy's in sales, is a fascinating example. Here on 25 stories and 49 acres of shop floor Detroiters can examine over 500,000 commodities and buy anything from jeweled dog collars to baby bumble bees preserved in soya sauce and sugar.

Cutaway at left reveals the innards of this friendly, enterprising colossus. Top floors provide storage space and working quarters for display artists and laundry staff. The other floors are numbered at left. **20** This is occupied partly by a telephone switchboard bigger than GM's, where 228 operators take 25,000 calls a day—politely in four languages. **19** Advertising copywriters and artists conceive big friendly ad campaigns here while workmen (*farther right*) frame pictures for art gallery. **18** Girls audit day's sales and keep 400,000 charge accounts straight. **18** and **17** A two-story section is devoted to cold storage for 50,000 furs (in summer). **17** and **16** At back right are workrooms for 42 carpenters and 11 painters who remodel store unobtrusively weekends and nights. **15** Sales displays are put together and manikins dressed.

14 The first customers' floor, this contains beauty salon where shoppers relax. **13** Pianos, TV sets, record shop and a dining room for Hudson executives (*far right*). **12** This includes IBM machines to be used in store's accounting, class on selling bicycles, office for CARE packages, a parcel wrapping room and huge toy department. **11** Here are executive offices and lamp shop. **10** Here housewares are sold—everything plain and fancy, from platters to bars to kitchen sinks. **9** Furniture is displayed in careful left-to-right progression from traditional to ultramodern. **8** More furniture, carpets, home decorator's shop, an art gallery and a car just to look at, not buy. **7** and **6** These are for women's clothes: costly ones at left, less expensive things farther right. **5** Clothes for juniors and misses (customer is her own judge of whether she is a miss). **4** Children's wear and post office. Merry-Go-Christmas shop shown on pp. 34, 35 but not in drawing is on this floor. **3** Fabrics and specialties. **2** Cameras, travel agency, men's wear, a college shop and boys' shoes.

1 and **M** Main floor and mezzanine house specialty and accessory counters: suitcases, greeting cards, clocks, eyeglasses, ties, typewriters, umbrellas, costume jewelry, cosmetics, and a drugstore selling everything from penicillin to camomile tea. **1B** and **2B** This is the basement economy store owned by Hudson's but run separately from main store—and the main store's biggest competitor in Michigan. **3B** and **4B** On first of these two maintenance floors cleaning squads are taught their work and central cashiers make change via pneumatic tube. In bottommost level are package conveyor belt, furnace and boiler rooms.

CONTINUED

TOP U.S. RETAIL EXECUTIVES' RECIPES FOR PLEASING CUSTOMERS

MACY'S: Arthur L. Manchee favors splashy public shows to push sales. "When over two million people look at our fireworks, or our Thanksgiving parade, their appreciation makes them want to see Macy's."

GIMBEL'S: Bernard F. Gimbel believes in commercial benefits of promoting his city, New York. "If you get 100,000 more people into the city in any one week, you're bound to get a share of their spending."

JORDAN MARSH: Edward R. Mitton boosts Boston store's high-fashion Designer Shop. "This is not a big profit-maker but it gives a certain tone to the store. It's a fine background for other merchandise."

FILENE'S: Harold D. Hodgkinson plugs the bargain basement for which Boston store is famous. Goods in Filene's basement are automatically reduced the longer they stay unsold, are given away after 30 days.

HECHT'S: Harry N. Hirshberg of Washington, D.C. emphasizes "open selling" from counters which encourage customers to handle goods. Hecht's newest store has interior design that puts shoppers at ease.

MARSHALL FIELD: James L. Palmer runs organization that helped pioneer department stores' move to suburbs. "We try to create a beautiful, charming and exciting place for our customers," Palmer says.

NEIMAN-MARCUS: Stanley Marcus of the lavish Texas stores regularly lectures his staff on giving service, declares, "We try to impress on all our people that service is half profession, half religion."

BULLOCK'S: Walter W. Candy Jr., president of a firm with five California stores, is strong for "unitization," under which store units group items related in use and price that appeal to one type of buyer.

MEIER & FRANK: Aaron M. Frank of Portland, Ore. believes in making shoppers happy. His toy department has miniature trains to ride and Frank insists operators blow whistle often to thrill children.

Gold Crest Toiletries

Surprise package of the season! Famous Mennen Skin Bracer* and new Mennen Body Cologne now gift packed in white opal glass decanters, with golden ball tops. Handsome decanters that sit proudly under the tree, or on his dresser. And the toiletries inside say "Merry Christmas" in any man's language. They're *his* brand... all man... all Mennen! *If he's a man, he wants Mennen!*

Gift-boxed Gold Crest Decanters—each, $1.50; set of both, $3.00. Plus tax.

all new... all man... all Mennen

*Reg. U. S. Pat. Off.

Vol. 45, No. 24 **LIFE** December 15, 1958

REG. U.S. PAT. OFF.

LET'S NOT FORGET PENCIL AND BRUSH

The picture story was perfected before there were cameras. Modern photographers can well envy Hogarth, who not only drew a superb portrait of the low life of his times but provided penetrating satirical comment too. And, at the highest level, they should certainly envy the artists of the Renaissance who gave us the inspiring picture story of the Bible.

A NUN AS A HEROINE

The picture magazine isn't so new, either. The editors of LIFE are beholden to the old *Harper's Weekly*, which showed what could be done with pictures in journalism. *Harper's* pictures were all drawn, sometimes on the spot, sometimes copied from photographs. Now engravings can be made of photographs, which give the reader a sense of participation in an event—LIFE is dedicated to the camera. But there are times when present skills must bow to those of long ago.

FICTIONAL MOON MAN

For instance, in our essay on the moon (*pp. 89-97*) Chesley Bonestell crosses thousands of miles and years to show what the moon looked like long before man. In a different way Boris Artzybasheff paints never-seen vistas by showing the moon as it might look today if inhabited by all the strange denizens which authors have ascribed to it.

INSIDE BIG STORE'S STORIES

The magic of visualization lets artists re-create terrible events which they could not have survived. Franklin McMahon was not on hand when flames ravaged a Chicago school last week. But for our story of the fire (*pp. 17-25*) he can enter the classroom and reconstruct what went on.

Some things are so complicated that they are hard to visualize as an entity. For our story on modern retailing Michael Ramus figuratively tears down the 25-story brick wall of a big department store and makes the complexity behind it neat and amusing (*pp. 33-38*).

REMBRANDT'S HOLY FAMILY

And in this issue of LIFE, one which owes more to *Harper's Weekly* than most, we are privileged to present the work of a master, Rembrandt van Rijn, in the greatest story ever told.

COVER

In a re-creation by Chesley Bonestell of what scientists think happened on the moon four billion years ago, a flood of fiery lava spews upward after a tiny planet, the size of a 100-mile mountain, has torn a hole in the moon's outer shell (*see pp. 89-97*)

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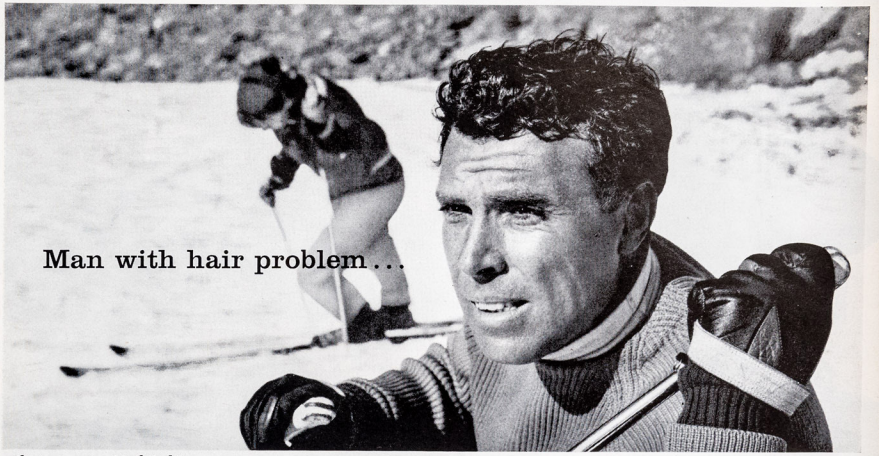

Ski instructor Neil Robinson has a hair problem even tougher than yours. Vermont sun and winds dry out his hair, give it a terrific beating. That's why Neil uses Vitalis®. It prevents dryness, tames even the wildest hair with V-7®, the *greaseless* grooming discovery.

Neil Robinson licked his hair problem with Vitalis. So can you. Use Vitalis every morning and keep your hair neat all day *without grease*. And Vitalis has a special non-drying alcohol formula that fights embarrassing dandruff, provides wonderful protection against dry hair and scalp. Try Vitalis and see!

Keep your hair neat all day without grease

...and prevent dryness, too!

White glove test proves difference: New Vitalis contains V-7, the greaseless grooming discovery. That's why it won't rub off even on a clean white glove, doesn't leave messy stains the way ordinary cream and oil hair tonics do.

ANOTHER FINE PRODUCT OF BRISTOL-MYERS

LIFE
IN COLOR
THE TALKING SATELLITE
THE NEW CHINA—FROM INSIDE
HOP SCOTCH
SAVE
SPACE
Hopscotch
NEW GENERATION CHINESE
AT ANTI-U.S. RALLY
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JANUARY 5, 1959
25 CENTS

THE BIG BIRD ORBITS WORDS OF PEACE

A human voice, cradled in outer space, spoke a message as warm as the Christmas season it celebrated. "This is the President of the United States . . . my voice is coming to you from a satellite . . . I convey to you and to all mankind America's wish for peace on earth . . ."

Dwight Eisenhower's Christmas greeting—alternately in his own voice and in signal code from the tape reproduced above and below—was coming from an Atlas ICBM, in orbit around the world at more than 17,000 mph. Though technical considerations prevented the voice being heard direct throughout the world, it was relayed by the U.S. and was even grumpily acknowledged by Russian newspapers.

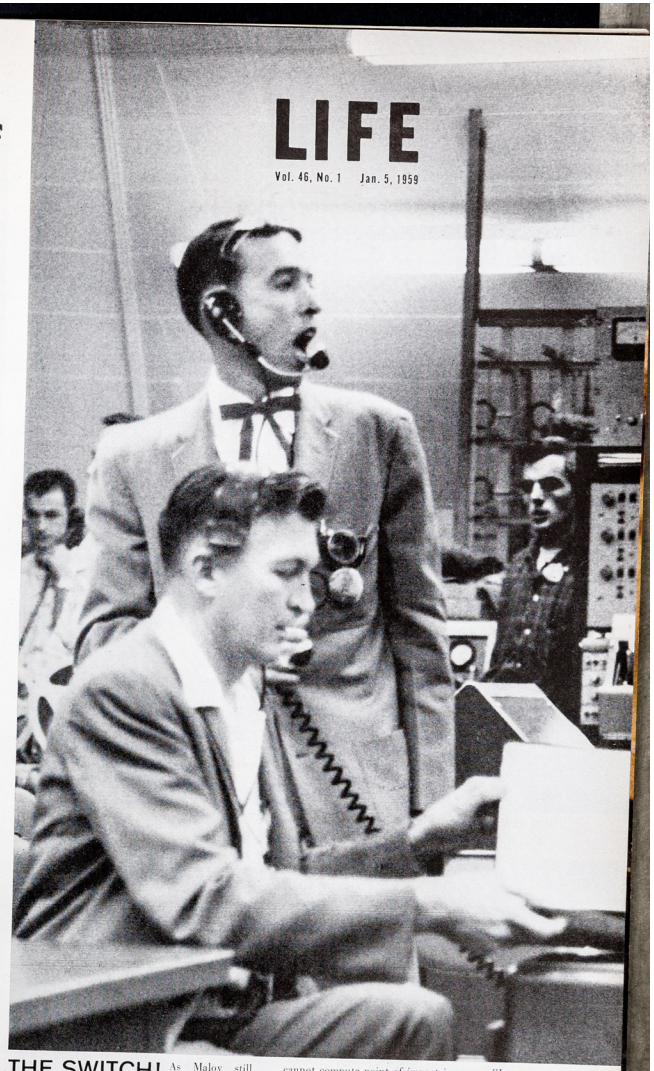
The orbiting Atlas, coming one year after the shocked and envious gloom of watching Russia's Sputniks streak across the sky, was America's unique peaceful Christmas gift to itself and the world. Out there was the largest single object—as long as a Pullman car—ever hoisted into orbit by man. Vastly more important than its size was the bloodless but marvelously responsive electronic system it carried. On order from below, as the Atlas sped on its successive 100-minute passes around the world, it repeated the President's words, erased them, accepted and rebroadcast new messages both in voice and code. Though defense officials called the performance "as primitive as a baby's first words," they also saw limitless potentialities for world communications: more reliable radio channels and worldwide television relays (*p. 19*).

Putting Atlas up for all to hear was a marvel of high-speed but wondrously precise improvisation. It all began seven months ago when, on a visit to the Convair plant in San Diego, the chief of the Advance Research Projects Agency, Roy W. Johnson, heard that Atlas was capable of orbit. Offered a choice of stockpiled Atlases, Johnson chalked his name on one labeled 10-B. Thus Project SCORE (Signal Communications by Orbiting Relay Equipment) was born. The bird, called "the delicate beast," needed a sharp nose cone, a new richer fuel ratio to give longer burning, and provision for a guidance system to trim the big bird into orbit from the ground. The Army Signal Corps was called upon to design the lightweight (140-pound) system of recorders, receivers and transmitters which make up the payload.

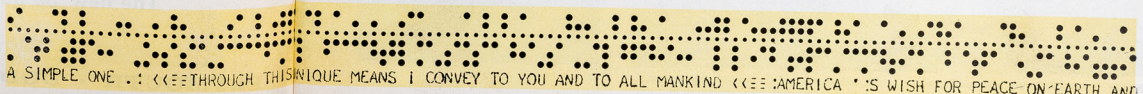
All this was cloaked in melodramatic secrecy, for SCORE was determined to avoid the kind of premature publicity which has turned some rocket launchings into propaganda embarrassments. The secret was so close-held that only a "club" (*pp. 20–21*) of 88 men ever knew what was going on. Indeed, as these pictures show, not even the man who pressed the firing button knew until Atlas was on its way to orbit. Once up there, Atlas showed an almost human frailty by making an occasional typographical error (on tape, *top left*).

FIRE! Test Conductor Curtis Johnston—in Texas tie for luck—presses a button which starts the firing sequence. He and Convair engineer Travis Maloy watch missile monitor screen.

IT'S UP! Johnston raises clasped fists exultantly as Atlas mounts. He still thought it was a routine launch. Maloy, one of 88 in on secret, keeps his eyes on the screen.



THE SWITCH! As Maloy still wears poker face Johnston gasps four minutes after launch when he suspects truth. Earphones carry word that trackers cannot compute point of impact in ocean. "I suspected then that computer didn't have anything to predict because Atlas was going to stay up there," he said. "Soon after Maloy told me it was in orbit."



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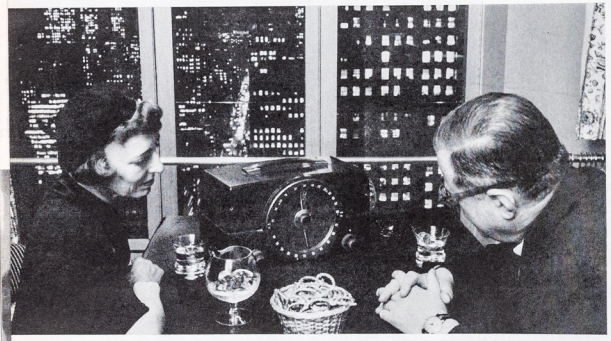
IN LONDON family of Louis Menuge and friends in their Kensington home wait before a TV set for President's message. Recording of voice from space was not broadcast in Britain until the second day.



IN NEW YORK tourists Mr. and Mrs. David Grossman listen to broadcast of historic message on table radio while having cocktails in Top of the Six's restaurant. "I don't believe it," Mr. Grossman said.

IN SAN FRANCISCO customers and Proprietor Enrico Banducci (wearing beret) group around radio in coffeehouse to hear message. One overenthusiastic listener yelled, "We have a man in space!"

IN SEATTLE cooks at Ivar's fish bar, Robert Lazenby and Frances Bruggeman, stop work to listen.

SPACE VOICE HAS A WIDE AUDIENCE

People around the world listened raptly to the first voice from outer space. In homes, schools, restaurants, they crowded close to radios to hear broadcasts of the President's 58-word message. All but a few words were clear in retransmission, but they sounded much like the muffled receding words of an early overseas broadcast. Ham radio operators tried to intercept the voice directly, but only those well-equipped and close to one of the four official tracking stations could get Atlas' broadcast.

The President (*pp. 14, 15*), hearing his voice from space shortly after it was received and recorded at Cape Canaveral, said, "That's one of the astounding things again in this age of invention. Maybe the next thing they'll do is televise pictures down here." Other listeners were speculating on how soon there would be direct communication with manned space vehicles. "I wonder what the phone rates will be up there," mused one Seattle housewife.

AT AIR FORCE ACADEMY cadets in radio club try unsuccessfully to pick up voice from Atlas.

FROM SPACE TO HAMTRAMCK, MICH., the President's voice comes into the home of Fireman Ed Oleksiak, sitting on couch with his wife Helen and daughter Valerie, 9. On floor are son Ron, 12 (*left*) and two neighbors. Mrs. Oleksiak was "so thrilled," said this event would usher in "a new radio age."

CONTINUED

HEARING HISTORY as it is made, sixth-grade pupils in Santa Monica, Calif. listen to President's voice radioed from satellite. The globe on the table is fitted with ping-pong balls to simulate satellites.

PENTAGON PLAYBACK of voice from space is run off for proud Air Force officials, including *(front row, seated)* Vice Chief of Air Force General Curtis LeMay and Air Force Secretary James H. Douglas.

OUTER-SPACE SPOKESMAN, President Eisenhower, listens for first sounds of his voice broadcast from Atlas. He heard it before public on tape recorded over phone from Cape Canaveral to White House.

DELIGHTED AT SUCCESS of experiment, President grins broadly as he listens. Though he noted a bit of static, he felt that his first space message to the world had come through quite understandably.

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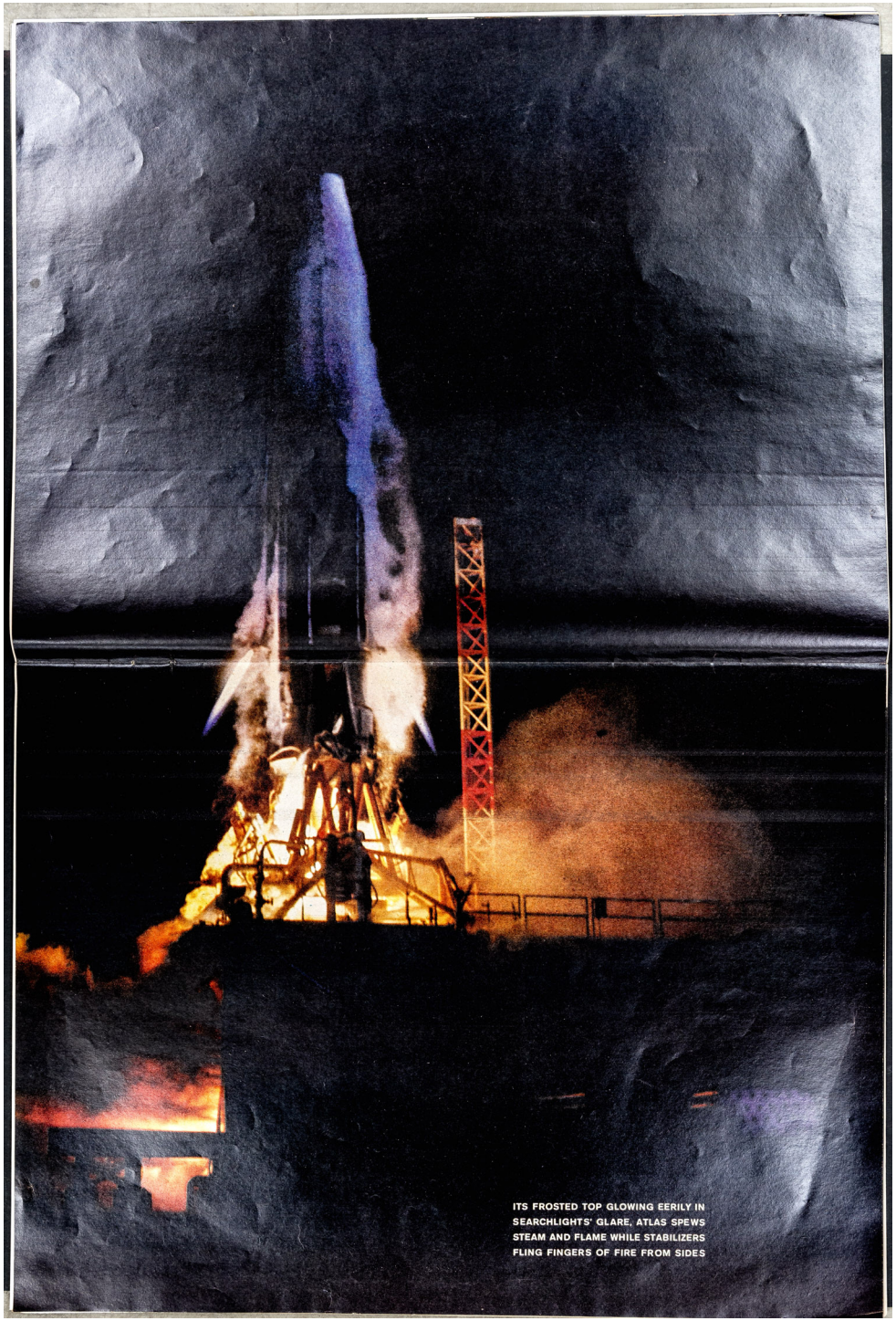
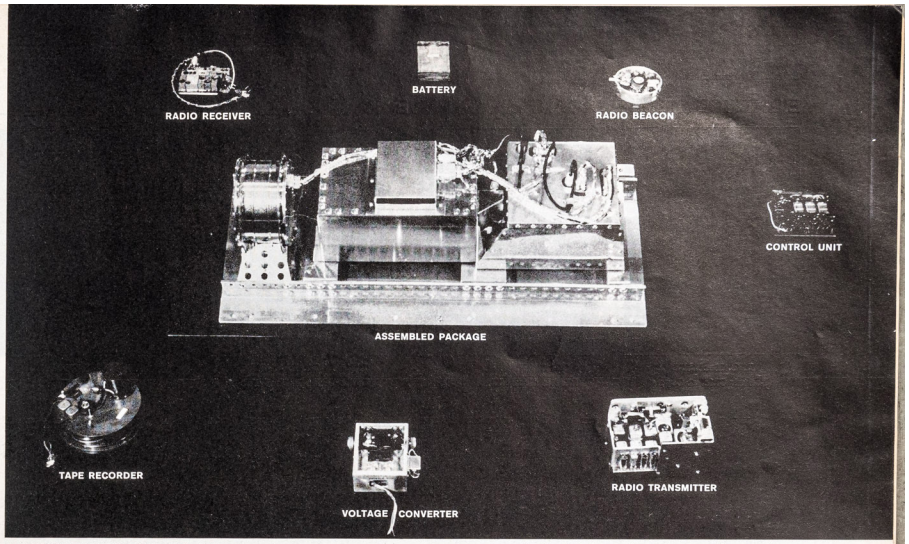


ITS FROSTED TOP GLOWING EERILY IN SEARCHLIGHTS' GLARE, ATLAS SPEWS STEAM AND FLAME WHILE STABILIZERS FLING FINGERS OF FIRE FROM SIDES



COMMUNICATIONS SYSTEM of Atlas is here shown in separate parts around the assembled unit. System is powered by battery whose voltage is stepped up during transmission by voltage converter. Receiver gets messages from ground, relays them to control unit which directs the whole system. Tape recorder records some messages, sends them back to earth when required through the transmitter. The radio beacon reports changes in internal temperature of the unit.

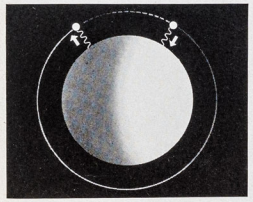
SUCCESS OF ATLAS OPENS A NEW ERA OF COMMUNICATION

The Atlas' brilliant success in relaying messages from orbit was brought about by the apparatus above. Scientists of the Army Signal Laboratory at Fort Monmouth, N.J., painstakingly adapted standard equipment, rearranged components, and hand-built the final system for this specific task.

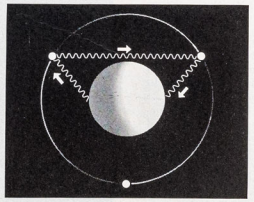
The component requiring the most ingenuity was the crucial control unit, a tiny electronic brain which performs several complex functions. Depending on the nature of the instructions it gets from the ground, it may direct the tape recorder to play any one of a number of prerecorded messages, or to erase them entirely, or record new ones to be broadcast later. Or it may bypass the recorder altogether and retransmit the message directly back to earth.

The Atlas achievement, which is no mere technical trick, is the forerunner of more sophisticated systems already proposed which would use satellites for worldwide broadcasting (*below*). There would be one overriding advantage to having satellites do these tasks: they could use microwaves instead of the conventional radio signals. Standard radio waves, which can be made to travel around the earth, are subject to fading, distortion and jamming with every sunspot or atmospheric disturbance. Microwaves are far more reliable and could provide many new uncrowded channels, but they travel in straight lines and go right off into space. Satellites would intercept and relay them back to any desired point on earth. Television uses microwaves, and satellites would make possible intercontinental TV broadcasts.

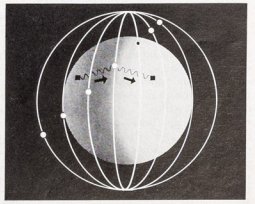
THREE WAYS OF USING SATELLITES FOR BROADCASTING



ATLAS SYSTEM of communication employs an orbiting satellite equipped to pick up and record spoken or written messages sent by radio signals (wavy lines) from stations on the earth. It can store the messages on a tape recorder for any length of time desired while it continues to circle the globe. When satellite comes in range of message's destination, its transmitter sends message down to receiving station.



"STATIONARY" PLAN, usable for simultaneous worldwide radio and TV broadcasting, calls for three satellites (*left, right and bottom*) which orbit over the equator at the same speed as earth's spin. They thereby remain over the same spot. Signals are relayed from one satellite to another, then transmitted back to destination on ground. Three properly placed satellites bring whole world in radio reach.



"MIRROR" SYSTEM, an alternate proposal for the stationary broadcasting system, requires 24 satellites. These are metalized balloons, rocketed into space, which carry no radio equipment. They simply act as reflectors, bouncing signals off their shiny surfaces back to ground stations. They move around the earth's poles in staggered orbits so that one is always in position to receive and bounce back signals.

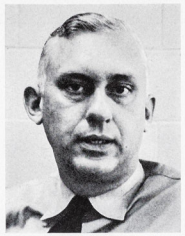
← **CURVING OUT** four minutes after take-off, Atlas, by an optical illusion, seems to be returning to earth. But it has merely stopped rising and is going into orbit.

CONTINUED

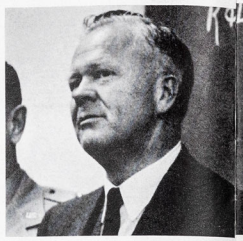
EIGHT TOP MEMBERS OF THE EXCLUSIVE 88 CLUB

B. G. MacNABB
Convair Chief at Cape

COLONEL H. H. EICHEL
Missile Group Chief at Cape

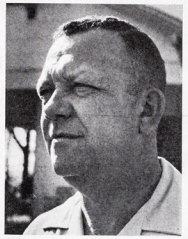


LIEUT. COL. E. A. MEYER
Senior Atlas Project officer

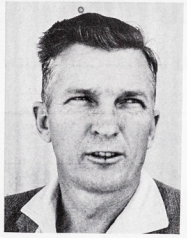


ROY W. JOHNSON
Director of ARPA

MAJOR GEN. D. N. YATES
Head of AF test center at Cape



LIEUT. COL. R. D. STEPHENS
Range Safety Operations Chief



TRAVIS MALOY
Senior Convair Engineer

CAPTAIN D. P. PARRISH
Atlas Project guidance officer

HOW INSIDERS KEPT THEIR GREAT SECRET

Those who alone needed to know missile's true goal had to fool outsiders, associates and even each other

by LOUDON WAINWRIGHT

THE group which prepared the Atlas for orbiting formed one of the most exclusive societies in the history of secrets. Known to its members as "the club," it numbered only 88 men until just before the firing. There was no grip and no password; the single requirement for admission was the absolute need to know this enormous spatial secret. Because they *did not* need to know, many high-ranking government officials, Air Force generals and executives of Convair were left outside the club while some of their subordinates were inside. One of the principal functions of club members, in fact, was to fool their most trusted associates. And few members actually knew who all their brethren were.

Head of the club and presiding over its Washington chapter was the Pentagon's Roy Johnson, chief of the recently created Advanced Research Projects Agency. Other club chapters came into being at Convair headquarters in San Diego, at the headquarters of Major General Bernard Schriever's Air Force Ballistic Missile Division in Inglewood, Calif., and in Fort Monmouth, N.J., where the Signal Corps began work on the communications system which would eventually transmit the famous message from honorary club member Dwight D. Eisenhower.

But the club's leading chapter, especially in the last hectic days before firing, was located at Cape Canaveral, Fla. Here, after Atlas Missile 10-B arrived from San Diego eight weeks ago, the final, critical preparations had to be made. Much of the work involving the installation of special equipment and the alteration of existing equipment on the missile had to be done at night after nonclub engineers and scientists had gone home. And so it happened that at scientifically oriented Canaveral, a community where every second man can deduce a big fact from the smallest scientific hint, a bare handful of club members manfully lied to inquisitive nonmembers to make sure the secret was kept. If the word were to leak, the firing would be canceled.

●

In the period before the static test, when the engines are run while the missile is held on the stand, club activity began to speed up. A group of Army Signal Corps trailers with monitoring equipment for the missile's communications package was brought under false orders at night to Canaveral with the connivance of a cooperative but mystified provost marshal and parked in a remote spot. At the site, Chief Test Conductor Travis Maloy began putting in a rocket system which in a normal firing would be set off during flight to separate the nose cone for recovery at sea. Maloy knew he would have to take it out before the firing. To make it easily removable he had to do some extra wiring. His own associates, although puzzled as to why he was not hooking up the rockets in the usual way, went along. But design engineers back in San Diego heard about the changes and began to make complaints. Finally Maloy got a telephone call. It was from his fellow club member Deane Davis.

"What do you think you're doing out there?" Davis shouted at Maloy. "I understand you think you're redesigning the missile."

As the tirade continued, Maloy could not believe his ears. Here he was getting told off in no uncertain terms for club activities by another member. Maloy began to get angry. He tried to cut in on Davis and finally shouted him down. There was a moment of silence.

Suddenly Davis came on again, this time quietly. "It's all right now, Trav," he said. "They've left the room. I had to make the call. I'm sorry. Go right ahead."

For B. G. MacNabb, Convair's operations boss at Canaveral, the pressure was particularly great. "We've got a smart bunch of engineers here," he said. "Not only did we have to make the changes, but we had to bitch about them as if Schriever and all the rest had gone crazy."

Speculation that something special was up began to reach a peak. Curtis Johnston, the engineer who was to press the button that would trigger 10-B on its journey, was not a club member. "What are you doing out there," he kept asking Maloy, "cuttin' holes in my bird?" Then a propulsion expert in the office of the Atlas program's project officer, Lieut. Colonel E. A. Meyer Jr., guessed the secret. One morning he wrote the number 25,000 on a blackboard, pointed to it and said, "I figure that's the speed she's going to reach." But the club members remained silent.

Two days before the firing, word came to change the blunt nose cone to a more streamlined one. The delicate operation was performed that evening. A quick look in the morning would tell nonclub members of the distinct change, but they would have 12 hours less to speculate about it. Maloy's painstakingly installed rocket system came out that night, too.

In the final 24 hours more important undercover changes were made. A device called the Azusa transponder, used in tracking missiles but not needed on this firing, was taken out altogether without the knowledge of the expert whose job during the countdown would be to check the fact that it was working properly. Unexpectedly, there was a last-minute switch of the taped message which the missile carried. In the communications package already installed was a tape of a message *not* by Eisenhower. The President's words would have to be placed in the missile.

There were two possible ways to do this. One was to go to the missile, take out the old tape and put in the new one. This would be a complex and time-consuming job. A simpler way would be to beam the new message from the Signal Corps' trailers to the missile, thereby automatically erasing the old one. But this would involve going on the air with a message that was not supposed to be heard until it was beamed back from the orbiting satellite. There was a remote but definite risk that an unsuspecting ham operator might pick up the transmission and thus tip off the whole operation. In the dark hours of the morning before firing, the new message was beamed into the missile. No outsiders heard it.

A blockhouse test indicated that the fuel cutoff mechanism for the main engine was operating. If this had been really so, the engine would have stopped burning too soon. Actually the cutoff was not working at all. The man who was checking just thought it was. An accomplice of Maloy's had disconnected a wire and at the moment when the cutoff light would normally have flashed on the panel, he sent a charge in that caused the light to flash on schedule. Even the blockhouse was rigged.

The three-hour countdown started. In the central control building two miles from the launching pad, the men gathered who would track the progress of the missile after firing. A few club members were there, including Roy Johnson of ARPA and General Donald Yates, head of the Air Force Missile Test Center at Canaveral.

Twenty-seven minutes before time zero, the Azusa tracking equipment was to get a last check. Maloy, who knew this would indicate the Azusa was *not* working, left his seat at the main console board and told the operator to let him know if there was any difficulty. Sure enough, the check failed to get a response. The operator called Maloy.

This was a ticklish moment. The Azusa fulfills an important role in range safety precautions, and ordinarily a firing would be delayed if it were impaired. Club members Maloy and Meyer made a show of talking it over, then called range safety headquarters for permission to fire without the Azusa. Taking the call at the other end of the line, Lieut. Colonel and Chief of Range Safety Raymond Stephens astonished his staff by granting the unique request. Stephens, naturally, was in the club.

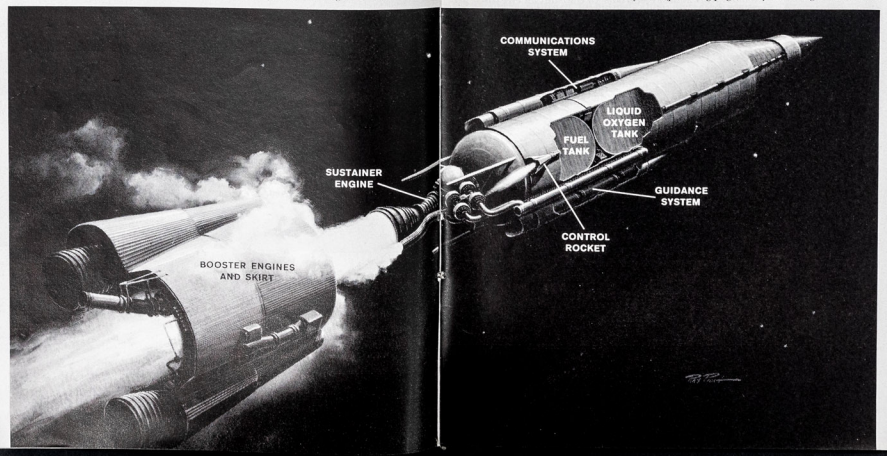
With only a few minutes left, tension for the club suddenly reached an almost unbearable point. But at seven seconds past 6:02 p.m. on Dec. 18, Test Conductor Johnston, who was suspicious but not quite sure where his bird was going, pressed the button that sent it on its way.

●

As the early moments ticked by, Safety Officer Stephens, staunchly ignoring reports that the bird was not following a normal path, did not exercise his option to destroy the missile. About 20 minutes after the firing a technician dashed up to an Air Force officer in the guidance station. The technician's job was to report where the missile had landed. "I've got an impact point, Captain," he shouted, "but it's 1,500 miles long!" This meant that the computer-controlled recording pen had gone right off its graph. 10-B had kicked into orbit.

Club members waited for two hours as the satellite sped around the world. Then, when they were completely sure the great feat had been accomplished, Roy Johnson called the White House. Only after the President had made his announcement did club members happily unburden themselves of their enormous secret. In the blockhouse, at central control, at the Convair hangar, the cheers rose as the word spread.

With its big job over, the club was unofficially dissolved. Members were subjected to plenty of good-natured joshing from their associates. There were a few non-initiates whose feelings were hurt because they had never been asked to join. In their glow of good feeling club members were anxious to make up for their deep exclusivity. At a dance held two days after the satellite firing, MacNabb approached a young Air Force officer, Captain Davis Parrish. "I'm awfully sorry we couldn't let you in," MacNabb said to him. Parrish smiled politely. "That's perfectly okay, Mr. Mac," he replied. "I understand." His smile grew broader as MacNabb walked away. For the past six weeks, unknown to MacNabb, Parrish had been a club member in excellent standing.



THE CLUB'S SECRET, the four-and-a-half-ton Atlas 10-B, is drawn here in partial cutaway at moment when skirt containing booster engines, which helped get the missile off the ground, automatically dropped away after burning out. The sustainer engine, powered by fuel and liquid oxygen, continued to run. The guidance system, directed from the ground, used control rockets to steer Atlas into orbit. The communications system (*preceding page*) relayed messages from earth.

CONTINUED

A CAPSULED MONKEY BLAZES TRAIL FOR MAN IN SPACE

Epic trip shows humans can survive rocket take-off, gravity-free flight

by CAPT. NORMAN BARR, M.D., USN

MONKEY IN CAPSULE, being trained for future space flight at Navy School of Aviation Medicine, Pensacola, Fla., is fastened as Old Reliable was in his epic flight. Body is cushioned in foam-rubber mattress. On head is helmet of soft chamois and rubber. Parts of body are swathed in protective silicon rubber padding. Under padding tiny instruments record body processes and the sound of his voice.

As Director of the Astronautics Division of the U.S. Navy's Bureau of Medicine, Captain Norman Lee Barr was in charge of the project to prepare a monkey for flight into space. He headed a team from the Navy's School of Aviation Medicine and Research at Pensacola, Fla. and its Research Center at Bethesda, Md.

ALTHOUGH the 85-foot Atlas now circling the earth is an enormous achievement, we actually learned more about man's ability to survive in space from the 13-minute rocket flight last month of a 13-inch squirrel monkey named Old Reliable, who went 290 miles out into space. Despite his tiny size and tender age (9 months), the monkey's anatomical make-up and many of his emotional responses were virtually the same as those of man. As a result, we have been able to draw some startling conclusions about human space travel.

CAPTAIN BARR

Before the flight a brilliant team of Navy doctors tested every conceivable physical response of five squirrel monkeys. They studied the monkeys' metabolism, measured their oxygen intake, their water vapor and carbon dioxide exhalation, body temperature and heat tolerance.

The five monkeys were also "trained" for the flight. Each was placed in the small space capsule, at first for brief periods, finally for more than 24 hours at a time. One of the monkeys—we gave him the name of Old Reliable—had far better reactions than the others. When placed in the capsule, he usually went right to sleep. He was never excited or disturbed by the confining metal tube or the array of straps and measuring devices attached to him. Because of his fine space personality, we chose Reliable to make the flight.

On Dec. 12 he was "dressed" for space. The doctors attached the measuring equipment: a tiny thermistor above his nose to measure rate of respiration; another thermistor under his arm to measure body temperature; chest electrodes to transmit an electrocardiogram; a stethoscopic microphone to pick up heart, breath and voice sounds.

Thirty minutes before launch time the capsule was slipped into the nose cone of an Army Jupiter missile at Cape Canaveral. In the blockhouse we watched the dials that showed Reliable's reactions. The monkey was far less excited than we were. True to form, he went to sleep.

Over the loudspeaker came the words: "5 . . . 4 . . . 3 . . . 2 . . . 1 . . . Ignite." As the Jupiter lifted from the pad, Reliable awoke, still untroubled but aware of the gradual acceleration. As he awoke, his pulse rate rose from 230 to 250, a normal increase comparable to that of a man awakening.

As the rocket pulled away, Reliable's body was subjected to a pull of between eight and 10 times the force of gravity. For the first 20 to 30 seconds the monkey breathed regularly, then began holding his breath and exhaling in deep sighs. This was a perfectly normal response to the heaviness he was feeling. His heartbeat rose from 250 to 280.

Although we had not expected a significantly large rise in heartbeat, we were surprised at how small the increase was. It was no greater than the change a man would experience if he got up from a chair and walked across a room.

After 2½ minutes the word "Burnout" came from the loudspeaker. The missile was now in free flight.

This was the moment we had been waiting for. Now we were going to watch Reliable's reactions under true gravity-neutral conditions for more than eight minutes. As the seconds ticked away, we became almost incredulous.

Immediately after burnout, Reliable's respiration dramatically returned to normal. Within 45 seconds his pulse rate leveled off. Watching the dials, one of the doctors kept repeating over and over, "This is amazing! This is amazing!"

Reliable was experiencing no ill effects whatsoever. The weightlessness did not even disturb his placid disposition. Any tension would have registered in an immediate rise in pulse rate, but he rode calmly along, chattering amiably as he always had.

During the entire eight minutes and 20 seconds of gravity-free flight, Reliable's responses did not once waver from complete normalcy. The astounding truth is that nothing happened. The first primate ever to arch through space for an appreciable period of time was hardly affected by the experience.

This is of immense significance to man. With a single exception, Reliable was experiencing the same physical conditions man will one day know in space, and we have every reason to believe that man's reactions will be essentially the same.

The exception, of course, is that man will think about what is going to happen to him. He will be much more excited than a squirrel monkey, and he will not be likely to take a nap during the 30 minutes before take-off! The first space man's knowledge of his role will surely increase the magnitude of his reactions, but I do not believe the increase will be intolerable. Thanks to Reliable, we can now say with virtual certainty that man is physically capable not only of rocket take-off but of sustained, gravity-free flight through space.

When the returning nose cone hit the atmosphere, Reliable was subjected to a great force 40 times that of gravity. His pulse rose a few points higher than the 280 rate during take-off and his breathing again became irregular, but he never lost consciousness.

When the gravity force diminished, Reliable's responses returned to normal, then increased again as the nose cone's two recovery parachutes popped open at about 8,000 feet. Reliable then calmed down until his vehicle dropped into the water.

One thing marred this remarkable flight. Unfortunately the pressures encountered by the missile apparently made a slight crack in the surface of the nose cone. The cone apparently filled with water and finally sank. At a depth of 100 feet the capsule, built to withstand only that much water pressure, must have split open, instantly drowning Reliable.

Although it may sound sentimental coming from a scientist, we were all saddened. Of course, from a purely scientific standpoint, we would have liked to recover the monkey to find out, among other things, what effects high-altitude cosmic rays had had on him. But more than that, we all liked Reliable.

ELABORATE RECOVERY SYSTEM goes into action after nose cone (*bottom*, with a monkey capsule shown in cutaway) hits the water. Attached are twin parachutes which opened at 8,000 feet to help break the fall. On the surface is a balloon which was ejected at 6,000 feet. It spreads fluorescent dye on the water, giving the whole area a yellow-green glow. Its strobe light flashes brightly and its radio antenna signals nearby boats and planes.

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You can tell today's Marlboro by the new gold crest on the package.

HEADING FOR HOME ON GIANT SPIRAL HOPSCOTCH FIGURE CALLED A "SNAIL," A SAINT ELMO PUPIL TRIES TO HOP 66 SQUARES WITHOUT LANDING ON A LINE

IN A SNAIL, a girl keeps her balance precariously as she spirals rapidly inward toward the center.

Hipped on Hopscotch

CHATTANOOGA PUPILS LEARN AS THEY LEAP

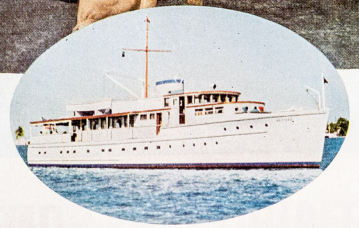
Saint Elmo Elementary in Chattanooga, Tenn. must be the hopscotch-happiest school in the U.S. Every free moment during the day the school's corridors are jumping with throngs of youngsters leaping over hopscotch panels of different shapes painted on the floors. One giant spiral (*above*) is 18 feet in diameter and the school believes it is the world's biggest.

Saint Elmo's principal, Herbert Kaiser, got the idea of institutionalizing hopscotch three years ago as a means of helping the children let off steam on rainy days. Mr. Kaiser himself helped paint the panels. The game, he discovered, has solid educational merits too. It helps the kindergartners learn to count and older youngsters how to use Roman numerals.

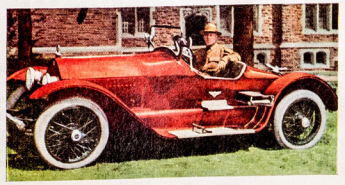
SOPHISTICATED VERSION of game, using Roman numerals, occupies youngsters during recess. →

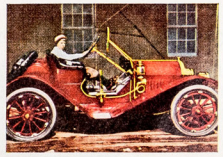
CONTINUED

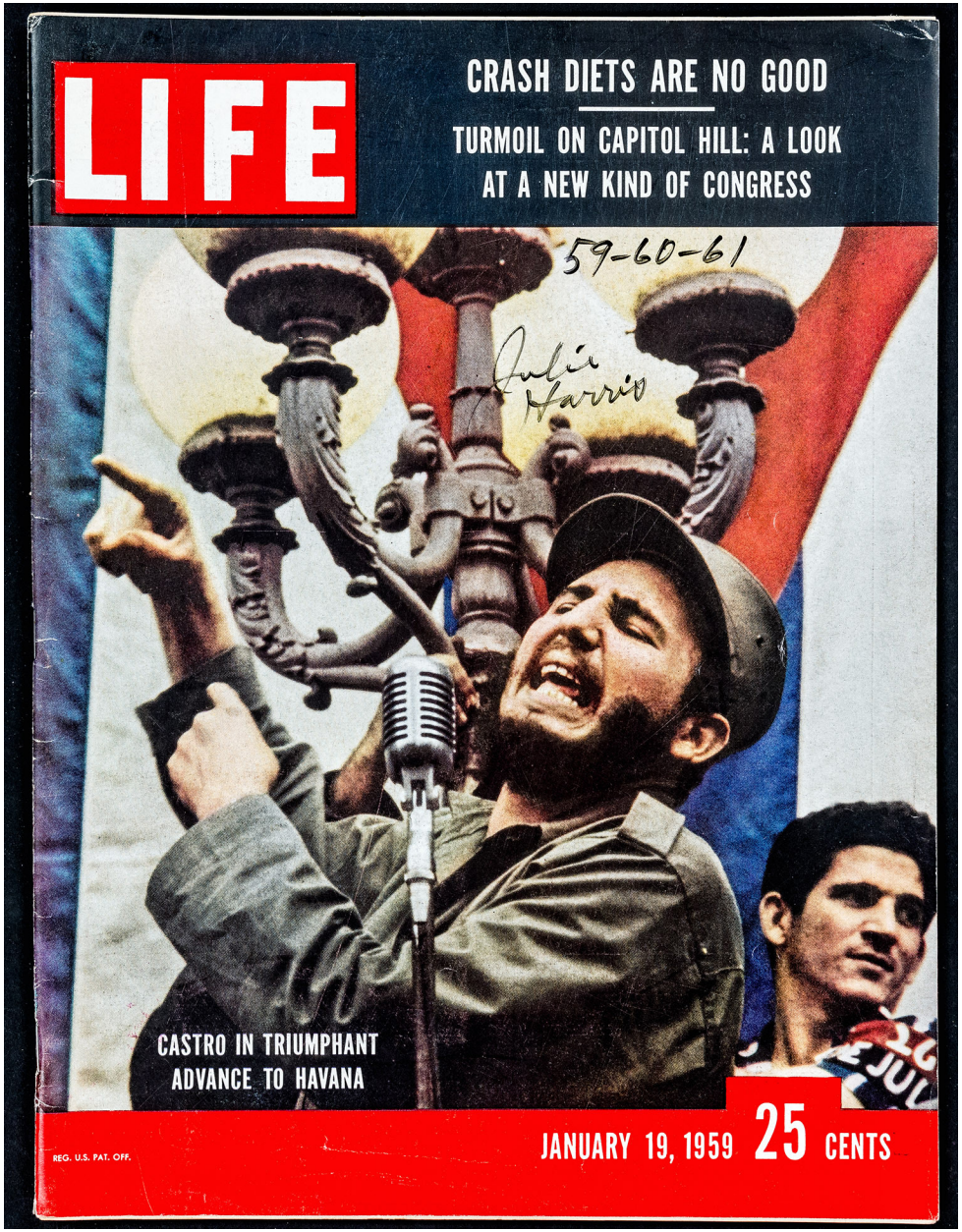
IN WHIRL OF FLYING LEGS youngsters race around giant "snail" during free-for-all after lunch period. For the moment the subtleties of hopscotch are forgotten and now everyone simply concentrates on keeping up with the circular stampede, all hot on each other's heels to an inevitable pile-up in the middle.



Mr. Martin McMartin St Martin III, famous sports car buff, says: "For love or money, you can't beat a Stutz Bearcat for style or stamina. The same thing is true of Springmaid sheets. I used them on my yacht until I lost it in the storms of the recession. But I salvaged the running lights and made seat covers out of the sheets. My driving cape came from the draperies, but my crash helmet was designed in London. You can't go wrong on a Stutz Bearcat."






LIFE
CRASH DIETS ARE NO GOOD
TURMOIL ON CAPITOL HILL: A LOOK AT A NEW KIND OF CONGRESS
59-60-61
Julie Harris
CASTRO IN TRIUMPHANT ADVANCE TO HAVANA
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STRETCHING TO SEE MOTHER, JULIE HARRIS, IN SHOW AT DETROIT'S SHUBERT THEATER, PETER GURIAN GETS BOOST FROM FATHER, THE PLAY'S PRODUCER

Julie Harris in One for the Road

SHE TAKES SON ON TOUR OF PLAY SHE IS KEEPING FROM BROADWAY

For 3-year-old Peter Gurian (*above*), watching his mother perform is nothing really new. His mother is Actress Julie Harris and Peter has been touring for weeks with her new play. But for playgoers in places like Schenectady, Columbus and Seattle, where the show will play over the next year, the sight is something rare in modern theater. A big, new Broadway quality play with an important star has not only opened on the road but plans to stay for a long time—with no exact date set for New York.

For their experiment in taking the play away from Broadway, Miss Harris and producer-husband Manning Gurian chose a gentle comedy called *The Warm Peninsula*. The sentimental odyssey of a plain girl from Milwaukee who seeks happiness among some flashy fly-by-nights in Miami and finds enough wisdom to go back home, the play is tailor-made both for Miss Harris' touching eloquence and home-town audiences. The show has made friends and money everywhere and will probably go on doing so for its 22-town tour. Even if they never try Broadway, the Gurians will be happy with an out-of-town success. And Peter is getting a taste of family theatrical trouping unequaled since the time when any American actor worth his salt claimed to have been born backstage in a trunk.

CONTINUED

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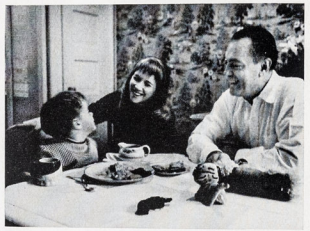
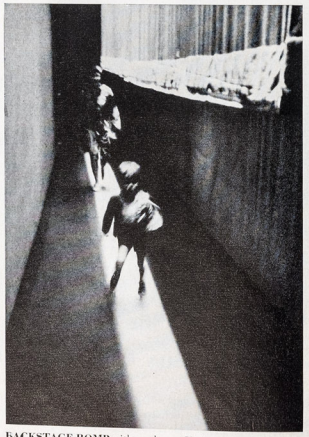
HARRIS
CONTINUED

JULIE IN PLAY comes on as a homely bride, saying, "They say all brides are beautiful . . . I wonder . . . no man has ever whistled at me on the street."

AS GAWKY VACATIONER in Miami, Julie confesses her life's dream in a flashback: to spend one glorious evening with a man she can be proud of.



TOURING TRIO, Peter and parents lunch in Detroit hotel. Because of him Gurians rent housekeeping room, do own cooking.



BACKSTAGE ROMP with mother at Shubert Theater, Detroit sends Peter tearing along between sets. He finally fell down.

PLAYING INDIAN (*right*) Peter holds out "peace pipe" to mother beside tepee improvised from bedsheet and hotel lamp.

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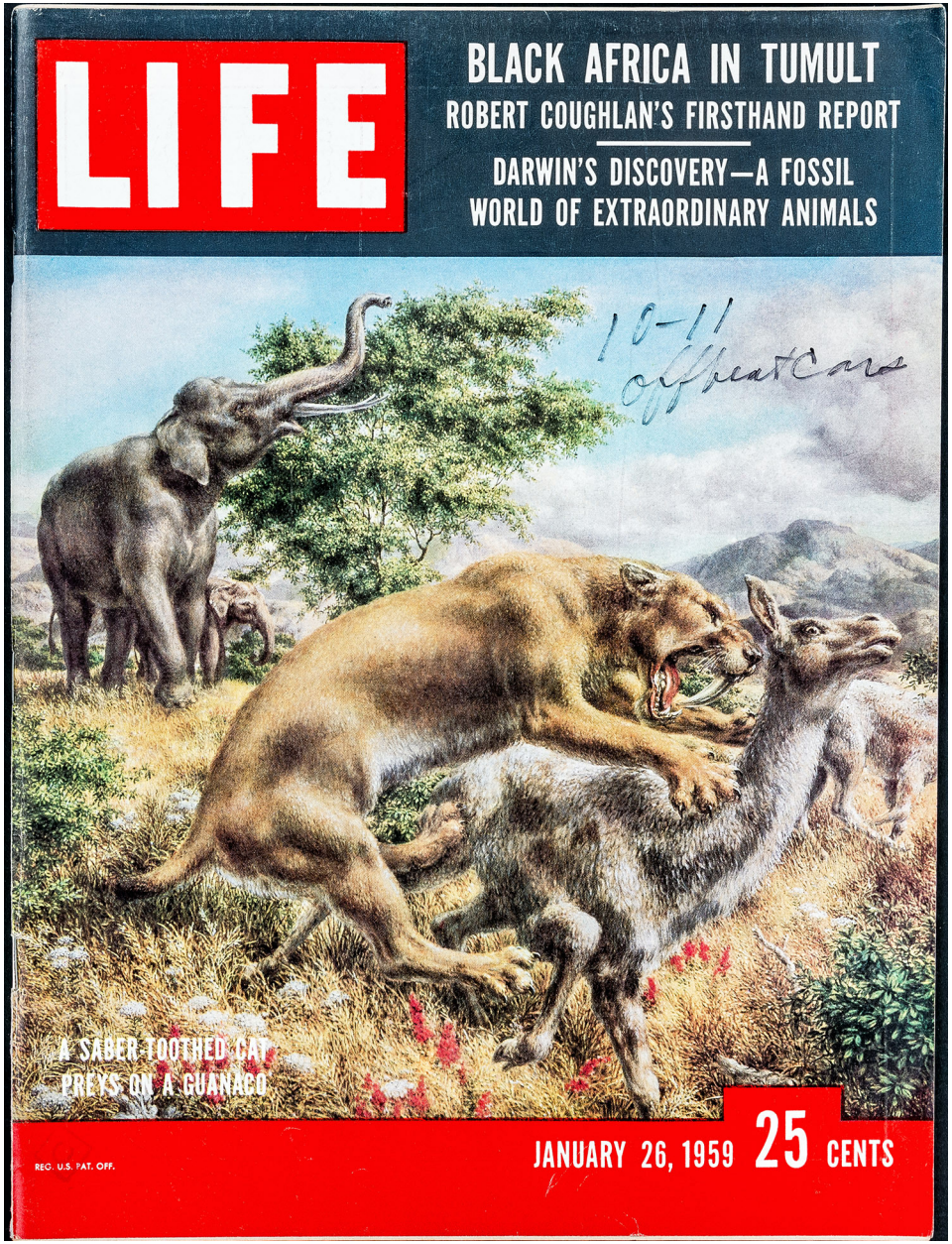
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A SABER-TOOTHED CAT PREYS ON A GUANACO
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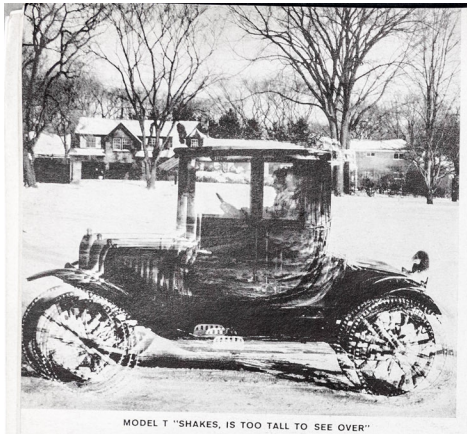
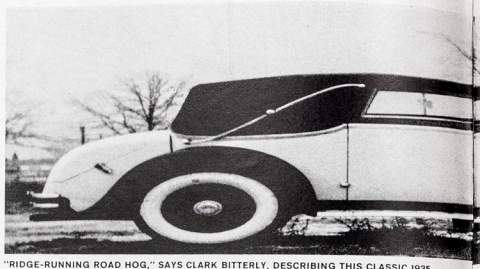
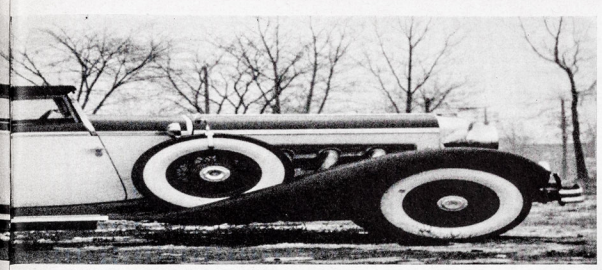


MODEL T "SHAKES, IS TOO TALL TO SEE OVER"



"RIDGE-RUNNING ROAD HOG," SAYS CLARK BITTERLY, DESCRIBING THIS CLASSIC 1935



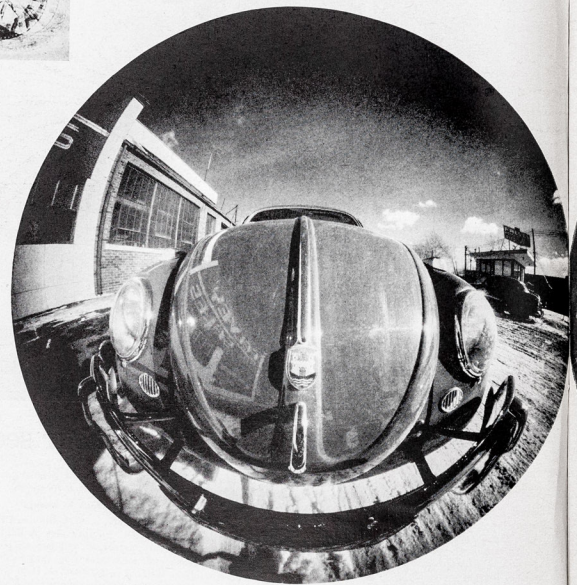
DUESENBERG COUPE DE VILLE. AT 17½ FEET, THE CAR WAS ACTUALLY ONE OF THE LONGEST IN AMERICA

TRUCK DRIVER THREATENS A "BUGLIKE" ISETTA

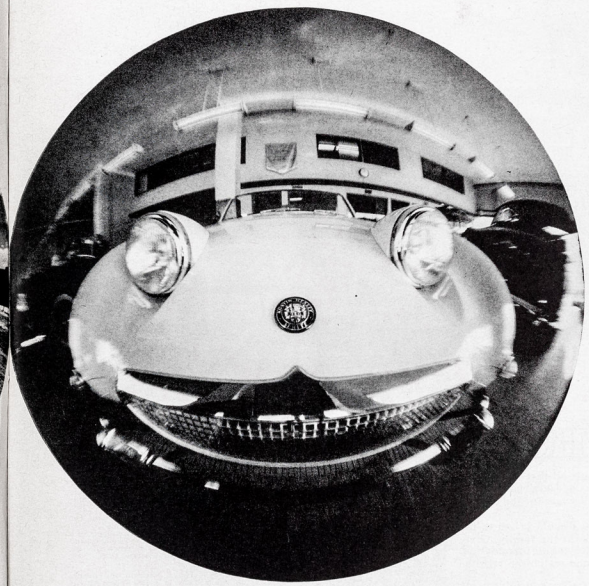
Photo War on 'Bugs'

The dachshund-shaped chassis and grotesque grilles shown here are the outrageous distortions of a Detroit photographer, Joe Clark. Like some other American drivers Clark has long smoldered at the current U.S. rage for offbeat automobiles. "Little bug cars are bought by people who don't have nerve enough to drive motorcycles," says Clark testily. "Antique car fans are just frustrated junk dealers. I wish they'd stop stealing my parking places."

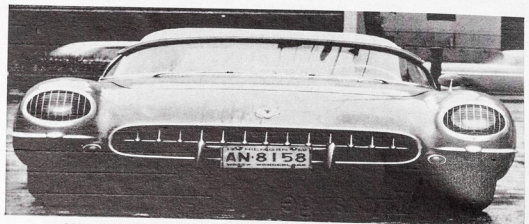
Armed with an array of special lenses, Clark embarked on a masterful job of car character assassination. Panon lenses stretched out long cars like elastic. Cinemascopic lenses distorted small ones. The fish-eye lens, which encompasses a 180° angle, made odd sports car snouts unlovelier. Not even the refurbished tin Lizzie was spared. To top it off Clark provided some acid captions to accompany his photographs. But he was fighting a losing battle all along. "Last week," says Clark sadly, "my 9-year-old son said, 'Daddy, I want an itty-bitty car.' "



VOLKSWAGEN FRONT RESEMBLES "AN UNDERFED LADYBUG"

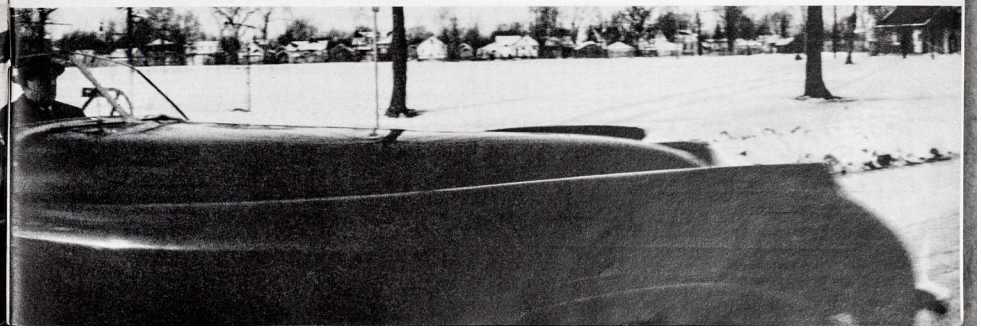


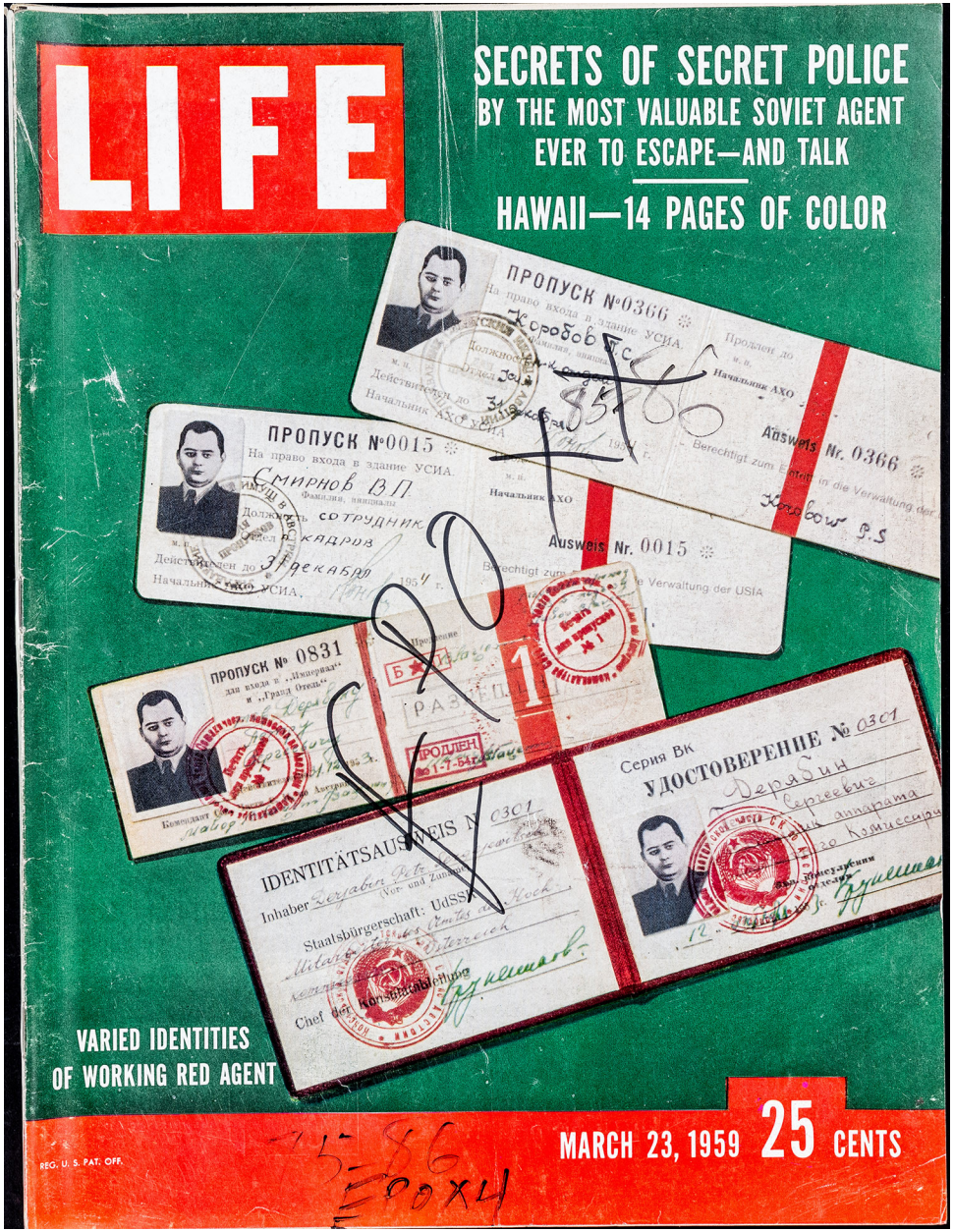
AUSTIN-HEALEY: "SMALL FROG WHO THINKS HE'S A BIG SHOT"



CORVETTE: "THAT'S ONE OF THOSE WIDE MONSTERS I THINK ARE GOING TO GOBBLE ME UP"

JAGUAR, FAMOUS FOR "CORNERING," SEEMS TO BEND ABSURDLY TAKING CURVE →

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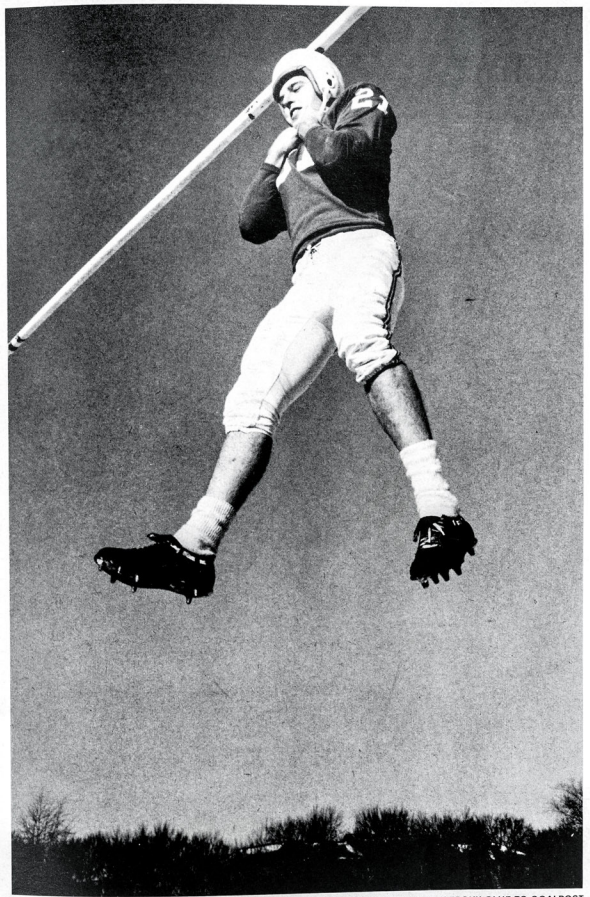

UNIVERSITY OF DETROIT'S 195-POUND BRUCE MAHER DANGLES FROM HELMET STUCK BY EPOXY GLUE TO GOALPOST

A Mighty Glue—Epoxy

Holding this football player up is a dab of epoxy glue, the mightiest adhesive yet produced. Epoxy is the name given to a relatively new class of plastic which, when combined with certain chemicals, links its molecules with the molecules of the materials it is gluing together. The result is a bond often stronger than the joined materials themselves.

Epoxy glues, made by several companies, are just coming into wide use in industry. Where a fastening must be lightweight, corrosion and heat proof, yet super strong, the epoxies—which can fasten almost anything to anything—are supplanting rivets and welding. For fabricating wings of supersonic aircraft, it is ideal. For do-it-yourselfers the epoxies, most of them hard to get and expensive, ultimately replace the hammer and the nail. But what epoxy has joined together no man can put asunder, and the home carpenter will have to live with his mistakes forever.

CONTINUED

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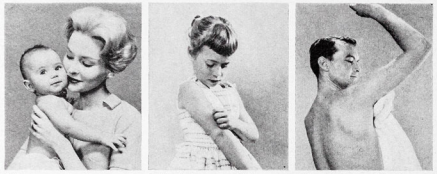
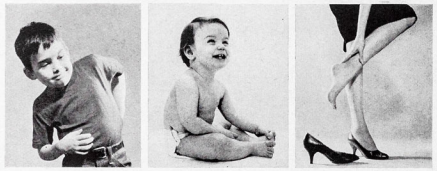
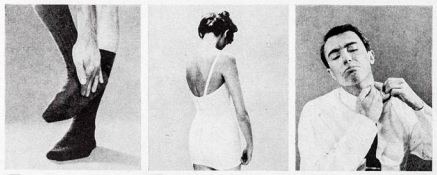


☐ *Ammonia diaper rash* ☐ *Itches and prickles* ☐ *Underarm chafing*



☐ *Heat rash* ☐ *Friction diaper rash* ☐ *"Nylon" feet*



☐ *Burning feet* ☐ *Girdle chafe* ☐ *Collar rub*

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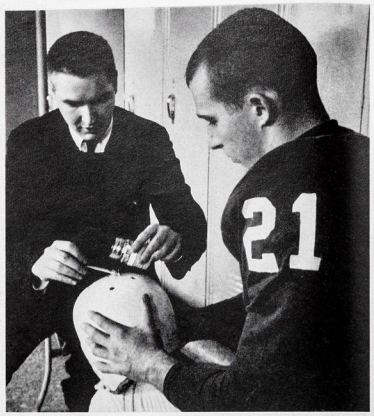
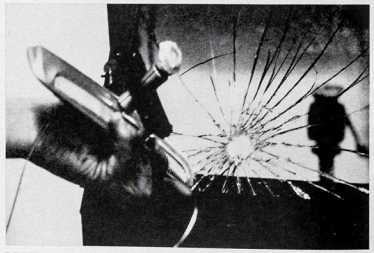
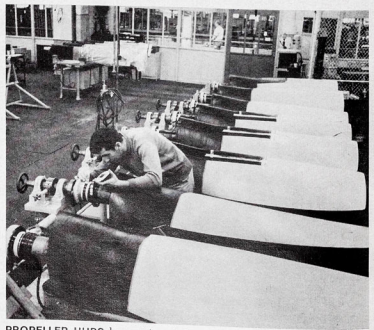


GLUE TEST on previous page is prepared by Bill Klenk (*left*), distributor of Epoxylite, as he applies glue to the helmet held by Bruce Maher. Helmet was first glued to crossbar, then Maher climbed ladder and put head inside.



REARVIEW MIRROR, stuck on car windshield with epoxy glue in experiments at Ford, breaks glass instead of the glue bond when yanked off. Automakers expect many such uses for glue, even fastening chrome trim to body.



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THE PAST'S FANTASTIC LURE
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UNEMPLOYMENT
WEIGHTLESS AIRMEN
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Vol. 46, No. 15 **LIFE** April 13, 1959

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GREAT HUMAN DRAMA BY A SURPRISING CAST

"The long and the short and the tall . . ."

Bless them all, of course. The longs and the talls of the world, as they play out their dramas of great principles and great events, cast mighty shadows on the backdrop of history. The so-called shorts—unheralded, unprepared actors—have shadows that are not so visible. Yet they too participate in human drama—tragedy and comedy—which may be equally significant and certainly has a poignancy that is instantly familiar to every one of us.

BUMPED GI AT HOME

In Japan, for instance, the lives of seven men, all trying desperately to get home to loved ones in trouble or sickness, come together briefly but intensely when they are put off their plane (*pp. 25-29*). Help comes to them in a heart-warming way and after they resume their journeys and reach their destinations, the sequel is sadness for some, joy for others.

JOY IN MODERN WEST

High school students in Charlotte, N.C. who, foolishly but fondly, have swelled a national trend by getting married too young also provide a combination of smiles and tears—which is seasoned in some cases with a plucky determination to make their marriages work. Their problems touch the heartstrings of other young people and their parents alike (*pp. 119-130*).

JOBLESS BUT HOPEFUL

A human problem of even more nationwide proportions is unemployment and the bleak prospects of people who face poverty during a time of plenty (*pp. 32-36*).

It seems to be human nature to look back on the lusty deeds of our forefathers, accompanied by hardship though they may have been, with nostalgic envy. The well-known novelist A. B. Guthrie, in his eloquent textpiece on pp. 79-98, explains the mystique of the old West for moderns. And our accompanying pictorial essay, Part II of a series on the West, shows how the lynchings, gunnings and even acts of cannibalism in days gone by are now celebrated with uproarious good times by people in cow towns where the bloody deeds took place.

HIGH SCHOOL HUSBAND

For modern human beings the hopeful future reaches into space—where Shakespeare's "heartache and the thousand natural shocks that flesh is heir to" may be left behind. But as LIFE Science Editor Warren Young describes on pp. 132-148, the flesh of future men and of novice space pilots now is heir to some pretty horrendous *unnatural* shocks: roastings, freezings, buffetings, bendings, jerks, jolts, shattering noises and psychological stresses. Editor Young, who in tests underwent these ordeals himself, reports that men have a new pleasant sensation to look forward to: the bliss that comes from floating in a state of weightlessness. But weightless or not, as man moves into space and the human condition changes, the old comedies and tragedies will go with him, just as they have gone with all human beings wherever they have roamed in the past.

WEIGHTLESS EDITOR

COVER
Weightless inside a C-131 B plane, Major Edward L. Brown walks upside down to test suction shoes which may be worn by men in space. In background floats a colleague (*see pp. 132-148*)

THE WEEK'S EVENTS
The story of the lieutenant colonel, the lieutenant general and the six bumped GIs 25
A Look at the World's Week 30
Amid boom, scattered unemployment leaves nearly 5 million workers wasted and creates pockets of poverty. Leaders in labor, business, government propose remedies 32
Debbie OKs a quick divorce and Eddie prepares to marry Liz 41
A beautiful parole worker, Pat Rice, brings glamour to the grim proceedings in Kansas City municipal court 45

EDITORIAL
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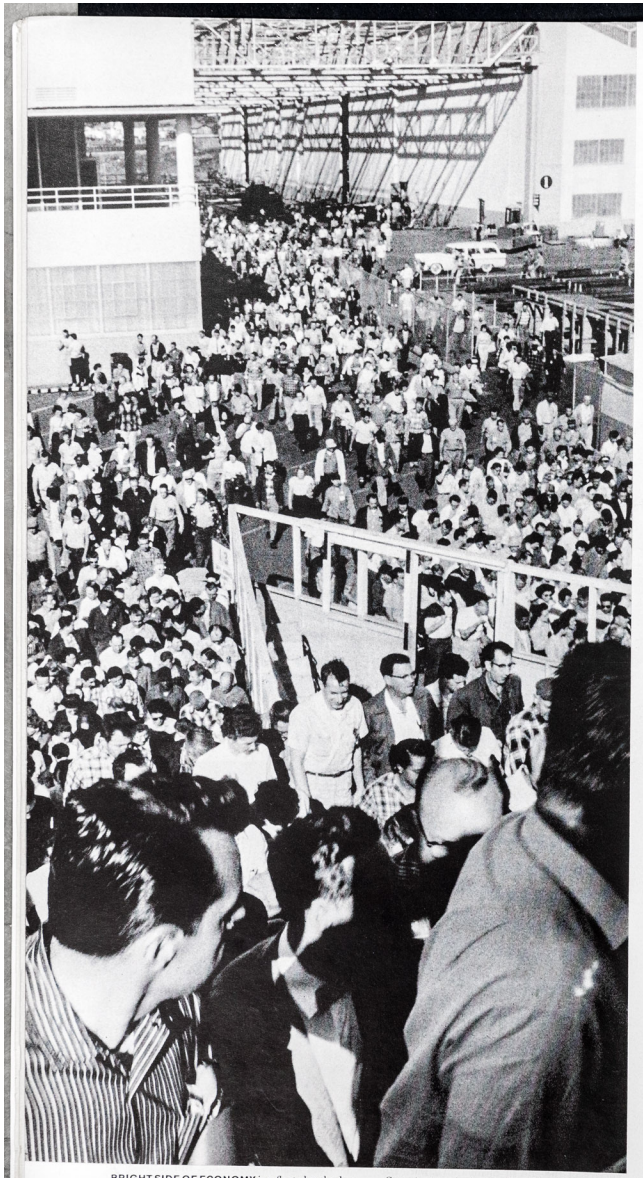
YOUR COMMENTS INVITED. *Write: Chairman of the Board, Union Oil Company, Union Oil Center, Los Angeles 17, California.*

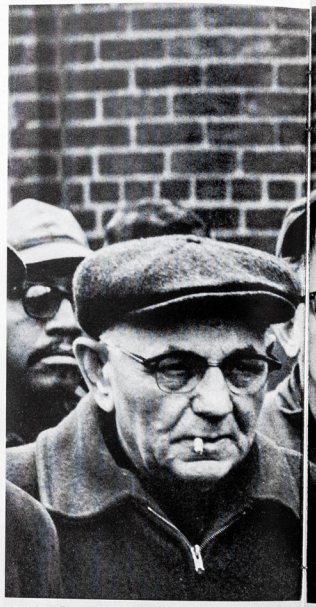
Union Oil Company OF CALIFORNIA 76

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL



BRIGHT SIDE OF ECONOMY is reflected as the day shift of 5,000 prosperously employed streams out of Convair aircraft plant in San Diego, Calif. California enjoys great boom, has skilled labor shortage.

AMID BOOM, FACES OF THE JOBLESS HAUNT U.S.



DOUR AND DESPONDENT, UNEMPLOYED GATHER

OUTSIDE THE DEPARTMENT OF PUBLIC WORKS IN HAMTRAMCK, MICH. LOOKING FOR A DAY'S WORK. THIS DAY THERE WERE FIFTY APPLICANTS, A DOZEN JOBS

Spotty unemployment

leaves nearly 5,000,000 workers wasted and creates pockets of poverty

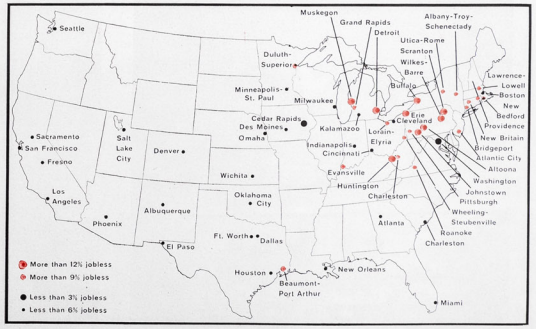
The workers of the U.S. last week were painfully divided into two groups: the haves and the have-nots. Some 63 million haves were efficiently pushing their output and their income to lavish, record peaks. Nearly five million have-nots were tragically jobless, almost as many as at the bottom of the recession a year ago. Aside from the personal sufferings of the unemployed, the cruel contrast of poverty in the midst of plenty was a worry to the economy and conscience of the country (*see Editorial, p. 39*).

The U.S. unemployed were generally contained in well-defined pockets of poverty (*map, right*). In some areas where it had neglected to modernize, like parts of New England, industry had simply moved out. The booming missile and electronic businesses went to places like California and Texas. Prodded by the recession, management in many places realized its inefficiencies and removed them by tightening up or by automation. In some cases demand for local products had dropped.

Often in the hard-hit areas the unemployed were unwilling to move to where jobs were—or they could not afford to. But even more, the unemployed seemed a group who had been left behind in the growing national acquisition of higher skills and the inexorable rise (1.6 a year) in the total work force. California and Texas, where one eighth of the U.S. labor force now lives, were scouring the areas of unemployment for educated hands and not finding too many of them.

To alleviate hardship President Eisenhower signed a bill authorizing the states to extend jobless pay. The Senate sent to the House a $390 million bill to help depressed areas, and the Administration began to direct government contract work to them. Many other steps (*see p. 36*) were being proposed for full recovery.

The most hopeful experts predicted that by fall unemployment might be down to three million. Others gloomily foresaw continued high unemployment as a "normal" scar on an otherwise healthy economy. The unemployed have-nots, inured to prophecies, decided on action. This week thousands of them organized by the A.F.L.-C.I.O. planned a march into Washington to dramatize their plight and to get help.



THE BAD AND THE GOOD in U.S. economy show on map. Worst areas are the traditional industrial states of the North and East. Lucky South and West profit from the shift from northeast, defense boom.

CONTINUED

THE GRIM LOOK OF POVERTY SHROUDS HOUSES IN MINING TOWN OF HAYMOND, KY. 1,500 LIVE IN TOWN BUT ONLY A DOZEN STILL HAVE JOBS IN LOCAL MINE.

A GRIM INSTANCE IN COAL COUNTRY

The bleakness of the nation's depressed areas shows nowhere more starkly than in the unlovely soft-coal mining towns of Kentucky and Virginia. These and other melancholy mining areas have little hope of betterment.

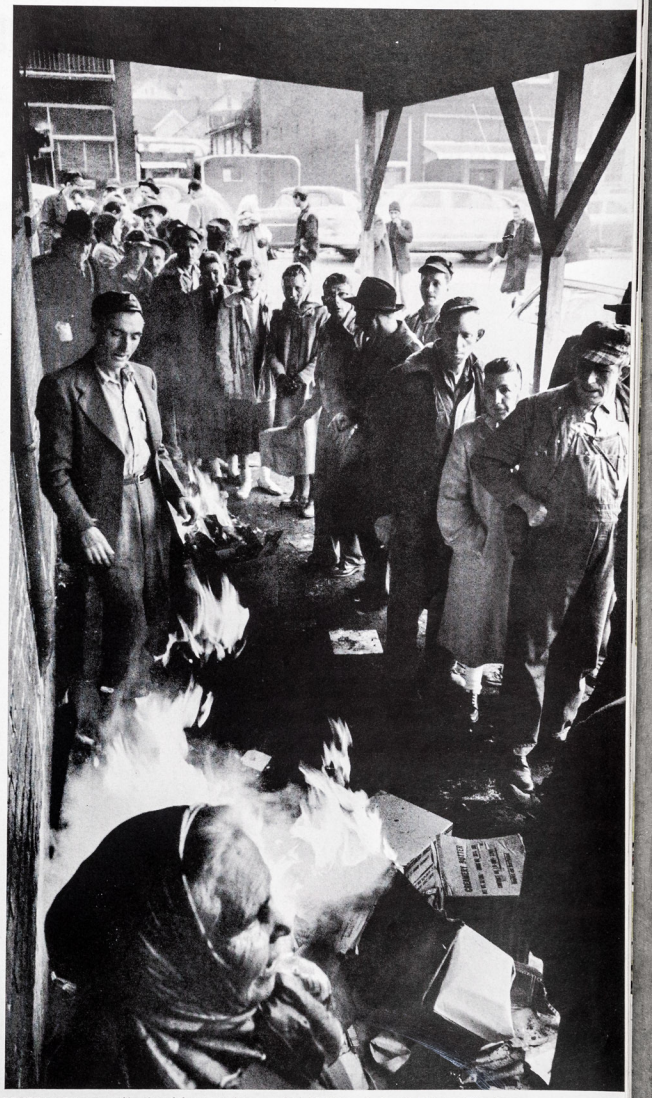
Mechanization has done the miners in. As recently as 1950 the soft-coal output per man per day was six tons. Last year it was 11 tons. Accordingly, half of the 400,000 soft-coal miners are out of work.

This is the kind of thing that makes many unions oppose automation as a destroyer of jobs. But John L. Lewis and his United Mine Workers are for it. They want needed miners to be well paid and the surplus to move, in an expanding economy, to other jobs. Last week working miners' wages went to an all-time high ($121 a week) while the price of coal fell. But the jobless miners have been reluctant to leave home. This makes them a priority item in some new schemes for worker relocation (*next page*).

MAN-DISPLACER, a cutting machine in southwest Virginia mine, breaks coal vein before blasting, does the work that several miners did with hand tools before.

SURPLUS FOOD is hauled home by children in Harlan County, Ky. where one in four is on relief.

JOBLESS CONTINUED



MOST HAVE USED UP UNEMPLOYMENT BENEFITS

RELIEF LINE warms itself at fire while it waits for surplus food at Norton, Va. distribution center on which 10,000 people depend. This is in Wise County, one of seven hard-hit Virginia mining counties.

CONTINUED

PRESCRIPTIONS FOR CURING THE U.S. ECONOMY

To focus public discussion on unemployment and economic growth, LIFE reports proposals as made by spokesmen of the major elements in the economy: labor, represented by Walter Reuther, vice-president of the A.F.L.-C.I.O.; business, represented by Charles R. Sligh Jr., executive vice-president of the National Association of Manufacturers; and government, represented by Secretary of Labor James P. Mitchell.

WALTER REUTHER

A program to get America back to work requires a drastic overhauling of federal activities. As new federal programs create full employment and more rapid economic growth—and as some tax loopholes are closed up—the added tax revenue will easily cover the outlay.

The U.S. government should take measures to raise consumer buying power. The President and Congress should declare that wage and salary increases, combined with a reasonably stable price level, are essential. The U.S. minimum wage should be raised from the present $1 to $1.25 an hour. The minimum wage should be extended to millions of workers in trades and services. The unemployment insurance system should increase the duration and amount of benefit payments. Social Security should provide bigger benefits and medical care with easier eligibility for them. There should be a progressive reduction of the work week. These things would put more money into the hands of more people.

The government should also create new jobs. Defense and other government contracts should immediately be funneled into distressed areas. Distressed areas should get loans and grants to bring in new industries, retrain workers and help workers to move where jobs are. More jobs should be created by national programs to help build houses, roads and all kinds of community facilities for education, health, recreation, civil defense, etc.

Over-all, the government should show its support for rapid economic growth by halting the tight money policy which is restrictive.

CHARLES SLIGH

Abnormally high unemployment during a time when over-all business activity is surging to new levels is largely due to the fact that wage rates in many industries have been outracing improvements in productive efficiency. Therefore it has been impossible in recent years to translate advancing technology into lower prices and wider markets.

To try to keep more people at work producing any product than is necessary to satisfy the public demand for it, as is implied in a cut in the work week, would be self defeating. Prices would have to be raised still higher to pay these unneeded people and the market would shrink still further.

Conceivably many of those laid off during the recent recession may never be called back to their old jobs. The realistic solution is to encourage new products and new business activity, and to help the unemployed shift from lines of work in which their services are no longer required to other, and perhaps better, jobs where they are needed.

It is no answer to create jobs through lavish government spending, or expand relief programs for the unemployed. These may alleviate temporary hardship, but they will not solve the problem. Instead they serve to discourage the unemployed from accepting jobs at what the free market is able to offer.

If organized labor would help lower some of the present obstacles to business expansion, such as excessive tax rates and wages higher than the free market is able to pay, there would be a rapid increase of job opportunities.

JAMES MITCHELL

There are sound reasons for thinking that for the country as a whole unemployment will become less, and not more, of a problem in the months ahead. Nonetheless, for the man who wants to work and whose family may be hungry, "countrywide averages" aren't very important. He wants a job.

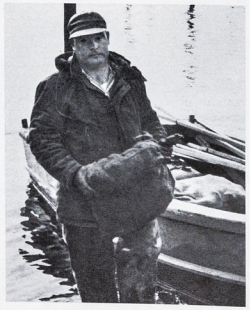
At present, some unemployment remains as a legacy of the recession. Some employers are working their men slightly longer hours and restoring their best plants to full operation before they rehire others and reopen older plants. The situation is improving.

The best indicators and experience suggest that in six months unemployment will be down to about three million and employment up to about 67 million.

But pockets of unemployment may remain. Technological change has meant less demand for some resources, like coal. In other places unemployment will remain because industry has shifted to new locations. That is why we have been backing legislation to help these "depressed areas" get new industry, and why they are getting preference in government contracts. The unemployed people need help in developing skills, and they need to be effectively informed where they can get a job.

Meanwhile, the President wants an improved federal-state unemployment insurance system. The states should increase the number of weeks and the weekly amount of aid to jobless. Congress should give unemployment insurance protection to many more workers. The public can keep pressure on both states and Congress to make sure they do the job.

ADVERTISING himself, unemployed timekeeper Bob Wojtaszek stands against the Detroit skyline.



SUBSISTING, laid-off Bristol, R.I. textile worker Manuel Lima digs about $50 worth of clams a week.

AGITATING, Flint workers sell apples reminiscent of the 1930s to finance a march on Washington.

Here's a smooth purée of peas
Sure to tempt you . . . sure to please!

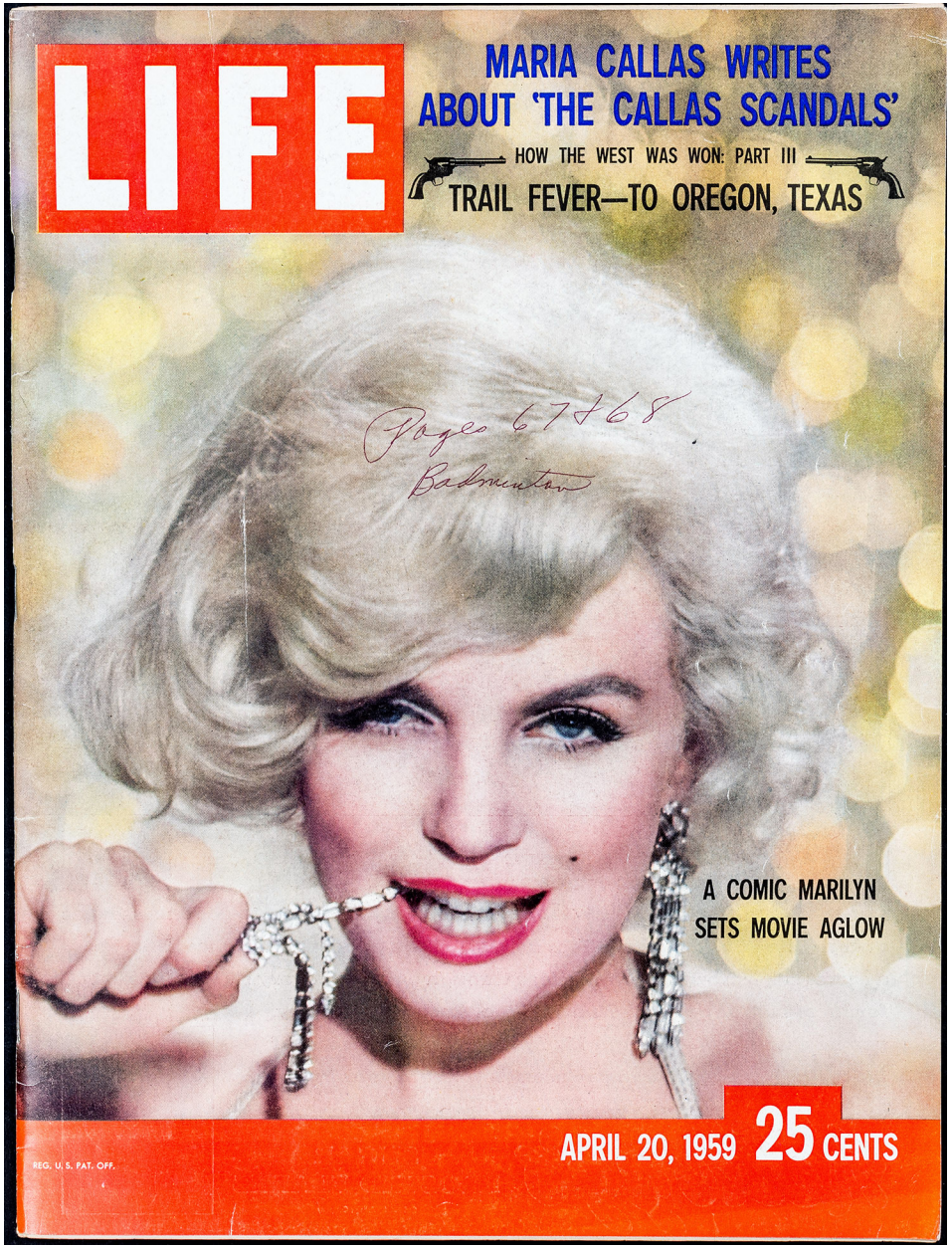
Campbell's GREEN PEA SOUP, of course!

TASTE THAT DELICIOUS FLAVOR . . . of fine green peas blended with real country butter, delicately seasoned to bring out the flavor. Here's a soup that makes any lunch taste better . . . that adds warm cheer to dinner, too. Enjoy it soon. Like all Campbell's Soups, it takes 4 minutes to prepare, costs less than 7¢ a bowl. Makes a pleasure of the happy habit . . .

ONCE A DAY . . . EVERY DAY—GOOD HOT SOUP!

Have you had your soup today?

P.S. For wonderful Purée Mongole, mix 1 can Campbell's Green Pea Soup with 1 can Campbell's Tomato Soup. Blend in 1 cup milk and 1 cup water. Heat, *but do not boil.* Stir now and then. 4 to 5 servings.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TRAIL FEVER—TO OREGON, TEXAS
Pages 67+68
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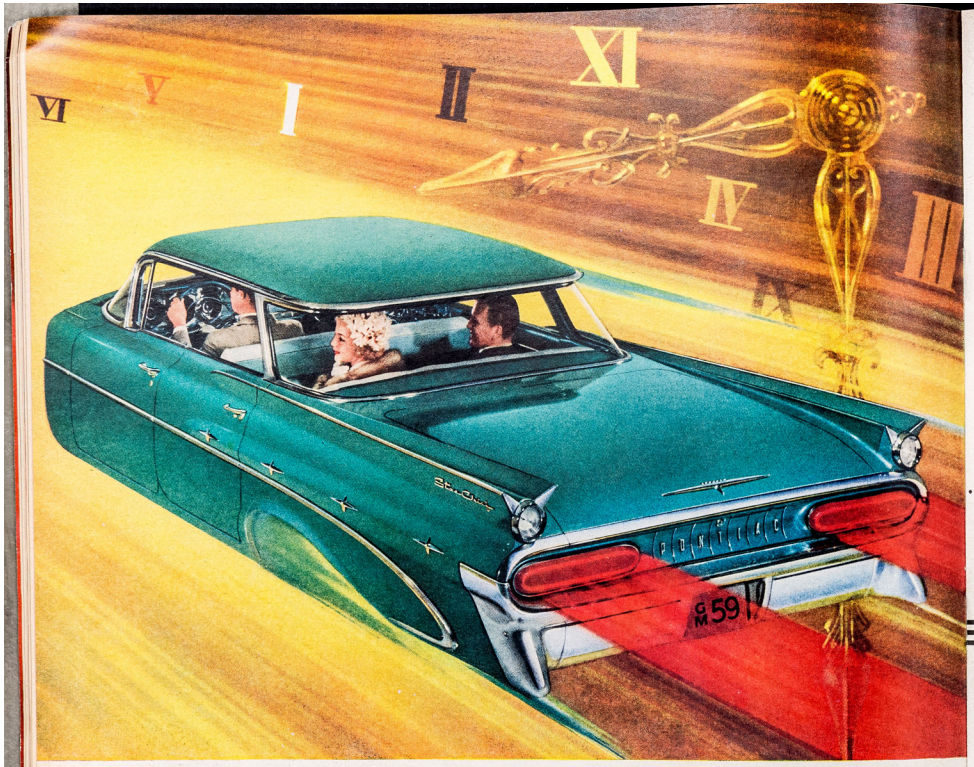

A dramatization of the "Time Proof" Body by Fisher in the 1959 Pontiac Star Chief Vista

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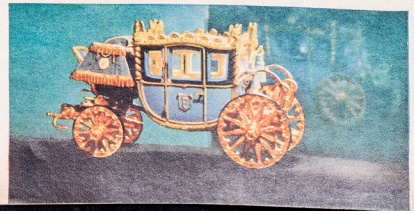
All this—and more—is yours for longer than ever in the "Time Proof" Body by Fisher in the "GM Five"—Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac.

Only the "GM Five" give you the Bonus of BODY BY FISHER

"THE MAGIC-MIRROR FINISH" THAT TIME CAN'T TOUCH

After 12 months' exposure to sun and weather, a test panel with Fisher Body's exclusive acrylic-lacquer finish (right) retained its brilliant color and mirrorlike gloss without polishing. The reflection of the famous Fisher Body Coach proves it. Conventional lacquer (left) lost much of its color value, was dull, cloudy and shows almost no reflection.



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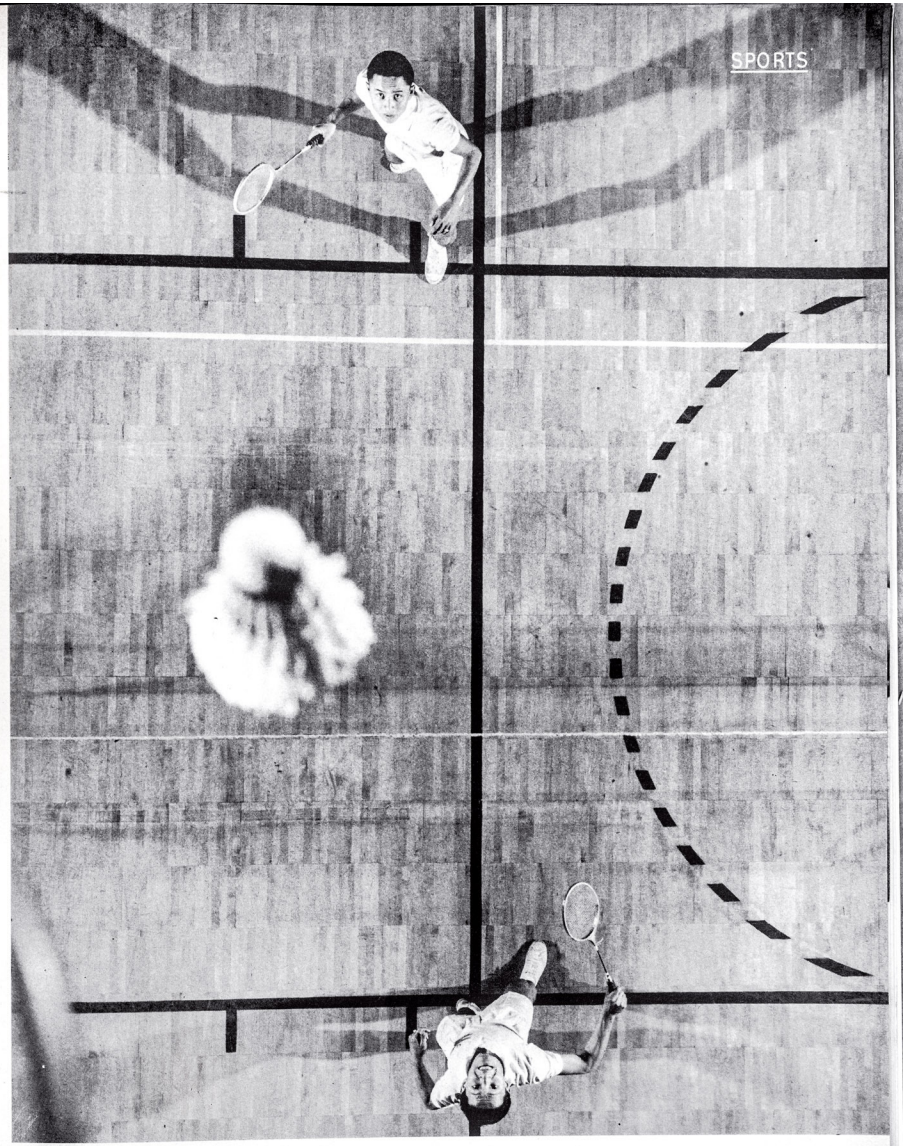

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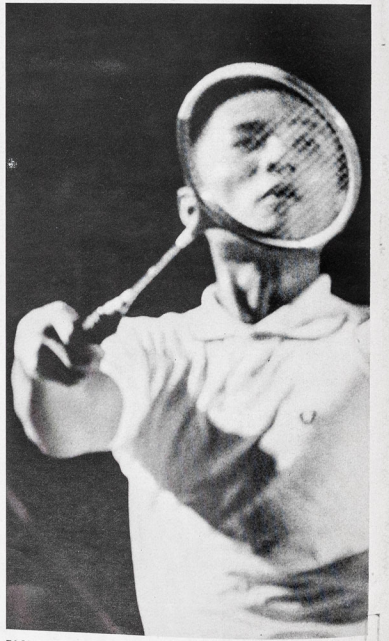
INDONESIAN WINS AT BADMINTON

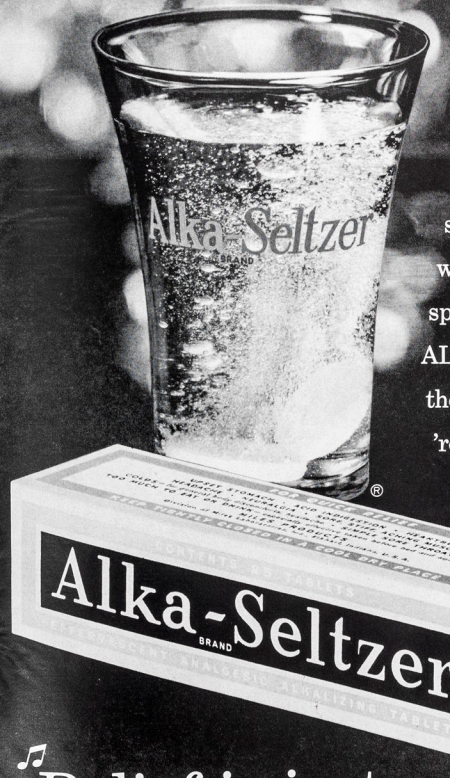
The man at the top of the preceding page is the world's most adept player of one of the world's fastest games. He is Tan Joe Hok of Indonesia, and his opponent, who has just knocked up a high lob, is Charoen Wattanasin of Thailand. After these two young Asians had routed America's best players in the U.S. badminton championships in Michigan, they came up against each other in the finals. Then the feathers really flew. When it was all over, 21-year-old Tan had proved again that nobody, not even a fellow Far Easterner, could match his dazzling array of shots.

In the small countries of the Far East, badminton is a national sport, taken very seriously. Tan Joe Hok (Hok means Lucky) learned to bat a shuttlecock playing on a thatch-roofed court against his father, mother and three sisters. Quickly mastering all of badminton's basic shots, he also developed a devastating, difficult-to-return slicing stroke. Last summer Tan led his Indonesian team to the world badminton championship, deposing the Malayans who had held the title for the last decade. But now about to enter Baylor University as a pre-medical student, Tan may have to give badminton the bird. "If I don't study hard, I could get better," he says. "But I think I'll study hard."



FACE IN A FRAME, Tan Joe Hok reaches out to bat the bird during U.S. badminton championships at Grosse Pointe. He did not lose a set until finals.

HEADACHE?
UPSET STOMACH? COLD?



Ever notice how often you feel bad all over when you have a headache, upset stomach or a cold. That's why you'll really appreciate the special kind of "all-over" relief ALKA-SELTZER gives. Through the stomach into the system, 'round and 'round it flows, to help you feel better, all over!

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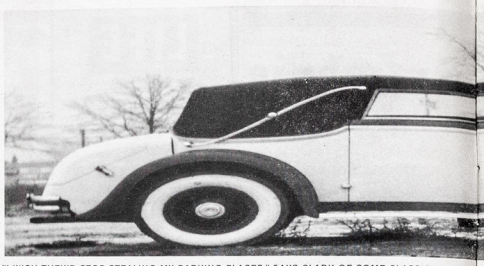
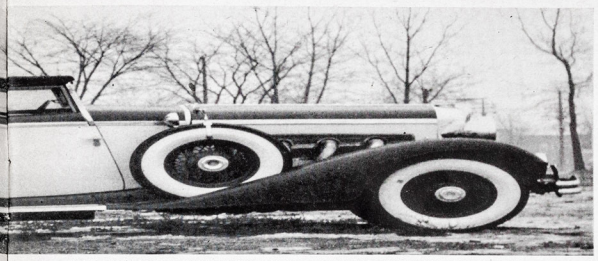
'35 DUESENBERG: "RIDGE-RUNNING ROAD HOG"



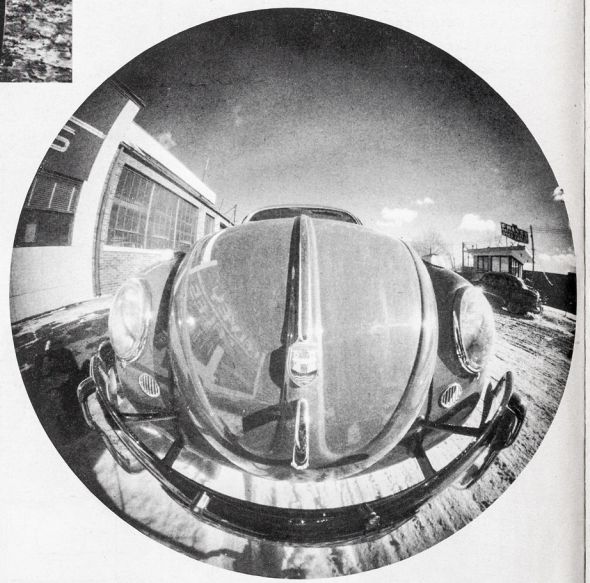
"I WISH THEY'D STOP STEALING MY PARKING PLACES," SAYS CLARK OF SOME CLASSIC



CARS. AT 17½ FEET, THIS DUESENBERG COUPE DE VILLE (ALSO SHOWN LEFT) IS ONE OF LONGEST IN U.S.

TRUCK DRIVER THREATENS A "BUGLIKE" ISETTA

A MORGAN STARES LIKE A "PRAYING MANTIS"



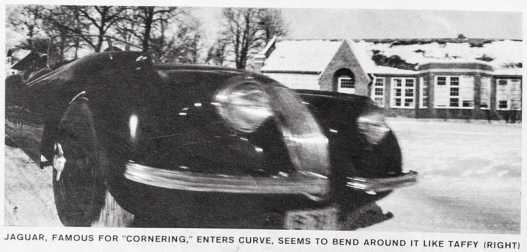
VOLKSWAGEN FRONT RESEMBLES "AN UNDERFED LADYBUG"

AUSTIN-HEALEY: "SMALL FROG WHO THINKS HE'S A BIG SHOT"

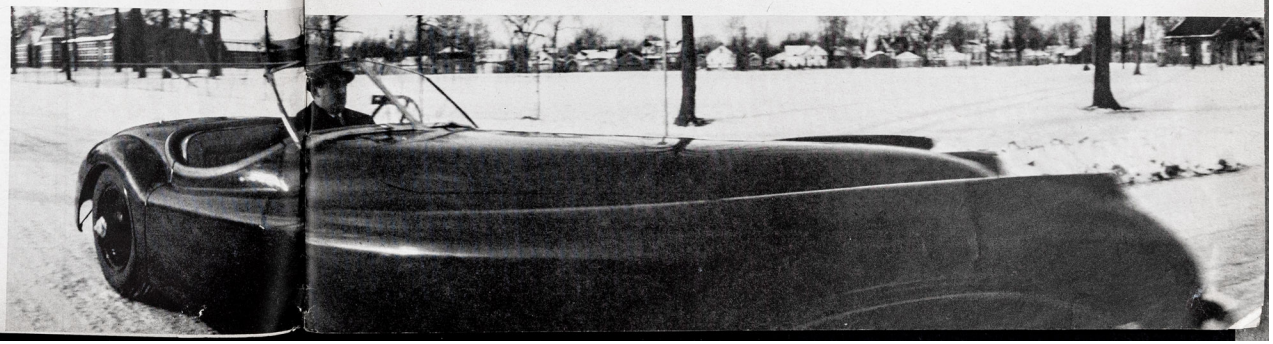
A Gallery of 'Bugs'

The dachshund-shaped chassis and [illegible]eric grilles shown here are the outrageous distortions of a Detroit photographer, Joe Clark, who has long smoldered at the U.S. rage for off-beat automobiles. "Little bug cars are bought by people who don't have nerve enough to drive motorcycles," says Clark testily.

Armed with an array of special lenses, Clark embarked on a masterful job of car character assassination. Panon lenses stretched out long cars like elastic. Anamorphic lenses distorted tiny ones. The fish-eye lens, encompassing a 180° angle, deglamorized strange sports car snouts. To top it off, Clark provided some acid captions for his photographs. Although nearly all of Clark's subjects came from outside the U.S., he will shortly have a chance to train his sardonic camera on more American bugs. The Big Three of the U.S. car world—GM, Ford and Chrysler—have announced plans for small cars of their own, to get back some of the market won by the midgets from Europe.



JAGUAR, FAMOUS FOR "CORNERING," ENTERS CURVE, SEEMS TO BEND AROUND IT LIKE TAFFY (RIGHT)



LIFE
EN ESPAÑOL
EL VUELO SIDERAL: EXTRAÑA EXPERIENCIA
MEXICO, BELLA CIUDAD
11 PAGINAS EN COLORES
LAS MEMORIAS DE CASALS: PARTE II
EPOXY GLUE
page 57+58
FUEGOS ARTIFICIALES EN EL ZOCALO, MEXICO
ARGENTINA ..... 25 PESOS
BRASIL ..... 35 CRUZEIROS
CHILE ..... 380 PESOS
COLOMBIA ..... 2 PESOS
COSTA RICA ..... 1 COLON 50 CENTIMOS
CUBA ..... 15 CENTAVOS
ECUADOR ..... 3 SUCRES
EL SALVADOR ..... 40 CENTAVOS
ESPAÑA ..... 25 PESETAS
GUATEMALA ..... 15 CENTAVOS
HONDURAS ..... 30 CENTAVOS
MEXICO, D. F. ..... 2 PESOS
NICARAGUA ..... 1 CORDOBA 25 CENTAVOS
PANAMA ..... 15 CENTESIMOS
PERU ..... 5 SOLES
PORTUGAL Y POSESIONES ..... 10 ESCUDOS
PUERTO RICO ..... 15 CENTS
REPUBLICA DOMINICANA ..... 15 CENTAVOS
URUGUAY ..... 3 PESOS
VENEZUELA ..... 75 CENTIMOS
18 DE MAYO DE 1959
MARCA REGISTRADA
REG. U.S. PAT. OFF.

Tres por uno

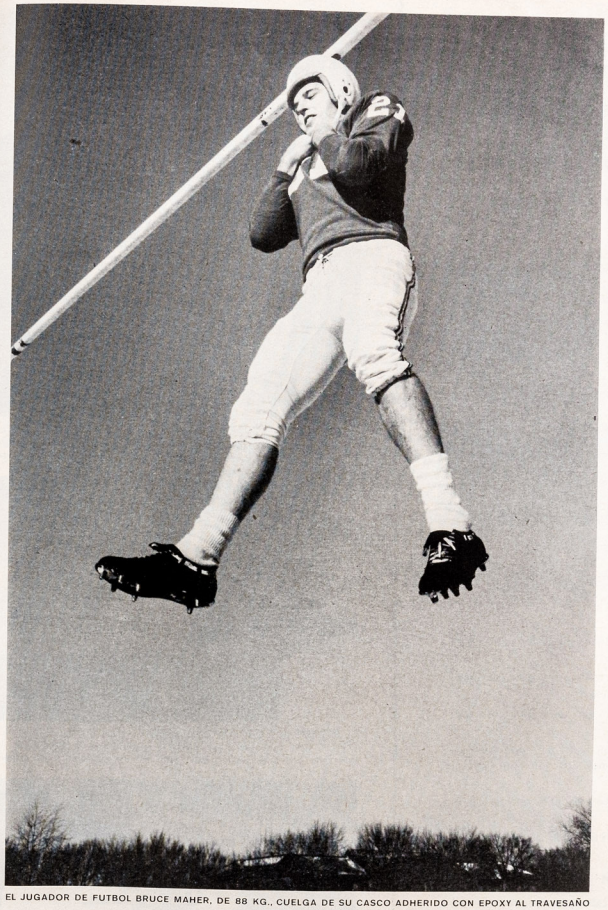
"... los ingresos realizados por los países productores por concepto de exportaciones bananeras son extraordinariamente altos ... Por cada acre de cultivo bananero la exportación dió a las economías locales por lo menos tres veces más utilidades que otras tierras en general ..."

Hechos acerca de las tierras productivas agrícolas en América Latina son materia importante en un amplio estudio acerca de las operaciones de la United Fruit Company, llevado a cabo por el Sr. Galo Plaza, ex-Presidente de la República del Ecuador, y Stacy May, economista reconocido, por la National Planning Association,† grupo de investigadores independientes.

†En la serie de Negocios de los Estados Unidos en el Extranjero, NATIONAL PLANNING ASSOCIATION, 1606 NEW HAMPSHIRE AVE., N.W., WASHINGTON 9, D.C.

United Fruit Company

COLOMBIA · COSTA RICA · CUBA · REPUBLICA DOMINICANA · ECUADOR · GUATEMALA · HONDURAS · NICARAGUA · PANAMÁ



EL JUGADOR DE FUTBOL BRUCE MAHER, DE 88 KG., CUELGA DE SU CASCO ADHERIDO CON EPOXY AL TRAVESAÑO

UN PODEROSO PEGALOTODO

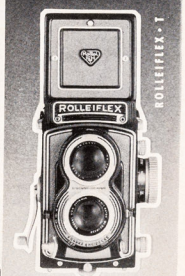
Este jugador de fútbol pende del travesaño del arco pues se aferra a su casco pegado con epoxy, la substancia adherente más fuerte producida hasta la fecha. Se ha dado ese nombre a un plástico que, combinado con ciertas substancias químicas, "encadena" sus moléculas con las de los objetos que pega entre sí. El resultado es una junta frecuentemente más fuerte que los mismos materiales unidos.

Variedades del epoxy, fabricadas por diversas compañías, se usan cada vez más en la industria. Dondequiera que se necesite una unión liviana, a prueba de corrosión y calor, y al mismo tiempo extra fuerte, el epoxy—que lo pega casi todo a todo—reemplaza a remaches y soldaduras. Es ideal para la fabricación de alas de aviones supersónicos. Y a pesar de ser caro y difícil de obtener, acaba por reemplazar al martillo y los clavos en los trabajos caseros. Lo único de malo es que lo pegado con epoxy no puede separarlo el hombre, de modo que el carpintero aficionado se ve condenado a no reparar nunca sus errores.

CONTINUA

Rollei • se ve la realidad • Rollei • se ve la realidad • Rollei • se ve la realidad • Rollei • se ve la realidad •

Con la Rollei es más fácil



¡hace fotos en un tris!

Siempre se ve en ella la futura foto, grande y en color, brillante y clara, tal como será.

¡Se ve la realidad!

La fotografía con la ROLLEI es un placer incomparable . . . ¡todas las fotos salen bien! No vacile usted, pues . . . ¡escoja la ROLLEI!

6X6

FRANKE & HEIDECKE
BRAUNSCHWEIG · ALEMANIA

Un experto servicio de expedidores y portadores...

Por este motivo la Barry-Wehmiller embarca vía Nueva Orleans

"El sol nunca se pone para la maquinaria de elaboración de comestibles y bebidas de la Barry-Wehmiller, y por más de cuarenta años venimos utilizando al puerto de Nueva Orleans por las siguientes razones: Puntualidad en las salidas, eficiencia en los despachos, experto manejo de las mercaderías y excelentes relaciones comerciales.

"Nuestras pesadas lavadoras y pasterizadoras de botellas, que requieren un equipo especial de embarque, han sido siempre manejadas a nuestra más entera satisfacción."

C. B. Schlag
Gerente de tráfico
Barry-Wehmiller
Machinery Company

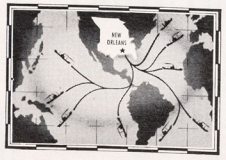
Cada año es mayor el número de exportadores e importadores que se dan cuenta de las grandes ventajas en economía de tiempo y dinero que les ofrece el Puerto de Nueva Orleans. ¿Por qué no aprovecharlas Ud. también para el beneficio de su empresa?

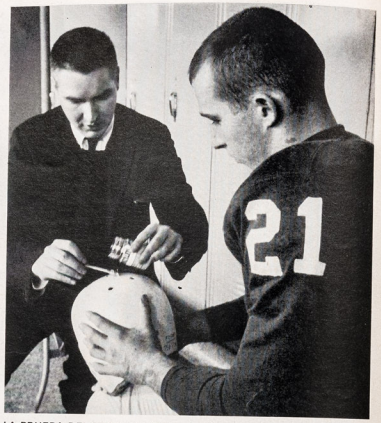
- Los fletes terrestres más económicos hacia y desde la zona central de E. U. A.
- Salidas con regularidad hacia todos los puertos del mundo—más de 4.500 el año pasado.
- Alijo con rapidez y seguridad. Las tasas de seguro más bajas de E. U. A.
- Entrega a costado del vapor mediante 8 grandes ferrocarriles, 46 líneas de camiones, 50 compañías de lanchones de carga.
- Ahorros razonables en los costos del despacho de la carga.
- Embarque rápido—nada de retrasos en la terminal.
- Zona Libre No. 2.
- Clima templado. Operaciones durante todo el año.

Para detalles completos sobre las extraordinarias ventajas que le ofrece el Puerto de Nueva Orleans, sírvase escribir a: Director of Trade Development, Board of Commissioners of the Port of New Orleans, 2 Canal Street, Nueva Orleans, E. U. A.

Embarque vía

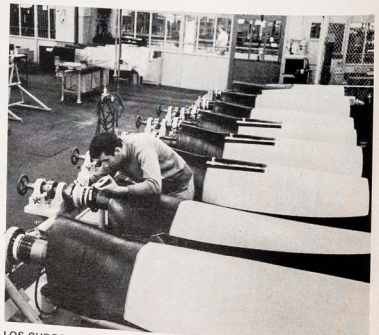
PUERTO DE NUEVA ORLEANS E.U.A.





LA PRUEBA DEL PEGALOTODO de la página anterior prepara Bill Klenk (*izquierda*), distribuidor del Epoxylite, quien lo unta en el casco de Maher. El casco se adhirió primero al travesaño y Maher subió luego a ponérselo.

EL ESPEJO DE RETROVISION pegado con epoxy al parabrisas, rompe el vidrio cuando se trata de desprenderlo. Los fabricantes de automóviles esperan poder usar la substancia hasta para adherir el cromo a la carrocería.



LOS CUBOS DE LAS HELICES tienen franjas de Teflon plástico, resistente a la fricción, adheridas con epoxy entre ciertas partes movibles. La resistencia del Teflon a la fricción resulta de que casi nada se le pega, salvo el epoxy.

R. M. SLEEVER

LONGINES
Flagship

nuevo exponente de la calidad Longines.

Alianza perfecta de la maestría técnica y de sobria elegancia LONGINES FLAGSHIP va provisto de máquina de 30 mm. con posibilidad de máxima precisión.

Antimagnética, protegida contra los golpes, equipada con muelle irrompible, y con volante de gran diámetro, la máquina 30 L LONGINES FLAGSHIP, construida según las experiencias más modernas sintetiza los progresos realizados durante varias generaciones.

Todos los modelos FLAGSHIP pueden servirse con boletín de marcha (cronométrico) ó sin él, y con segundero pequeño o central.

LONGINES FLAGSHIP va presentado en elegante estuche recubierto de piel y lleva, estampado ó grabado en el fondo de la caja, el emblema del barco almirante.

Su relojero de confianza se complacerá en presentarles la colección de modelos LONGINES, desde el más sencillo hasta el más rico.

LIFE
BOATS, BOATS EVERYWHERE:
A FLOTILLA OF 8 MILLION
TEAMSTERS, PART III
BIGGEST UNION GETS BIGGER
Page 119
Credit Card
Spree
KANSAS FAMILY
ON LAKE AFTON
REG. U. S. PAT. OFF.
JUNE 1, 1959

LOOK! Sunday morning surprise! Drain #2½ can fruit cocktail, saving ⅓ cup syrup. Stir ¼ teasp. almond extract and 1 drop mint extract into syrup. Pour over fruit cocktail and ⅔ cup grapefruit sections. Chill and serve in shell.

LOOK! Summer salad lunch! Combine fruit cocktail with lemon Jell-O* as directed on package. (For extra zing, substitute 2 tbsps. lemon juice for 2 tbsps. cold water, add chopped celery or walnuts to taste.) Wonderful way to stay out of a hot kitchen!

*JELL-O is a Registered Trade Mark of General Foods Corp.

LOOK! Dessert tonight! Pour rainbow fruit sauce, hot or cold, on a square of cake mix cake. Makes a fast, fun, good-enough-for-company dessert! *Sauce:* Combine syrup from #2½ can fruit cocktail with ¼ cup brown sugar and 1 tbsp. corn starch. Cook, stirring until thickened. Add 1½ tbsp. lemon juice and fruit cocktail.

Look what you can do with **canned fruit cocktail!**

Summertime is spend-hardly-any-time-in-the-kitchen-time! At least, it *ought* to be! And right there is one fine reason why canned fruit cocktail belongs on your use-very-often shelf. The time you save . . . the money you save . . . the energy you save, with five luscious fruits in one can, all cut and ready to use in so many different ways . . . cool shimmering salads, quick n' easy desserts, colorful appetizers and main dishes! Morning, noon, or night, we think you'll find canned fruit cocktail is . . .

always a rainbow-bright idea!

canned fruit cocktail from California

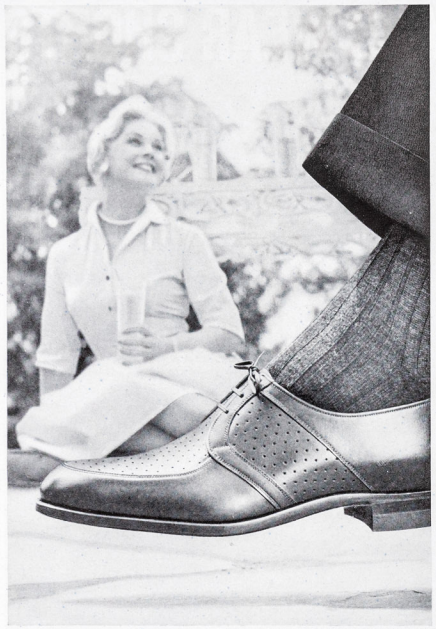
CALIFORNIA CANNING PEAR GROWERS

CLING PEACH ADVISORY BOARD

The Great Credit Card Spree

TURN THE PAGE

LIFE
IN COLOR: THE DULLES FUNERAL
A LIFE TOUR: THE ROCKIES
JUDGE LEIBOWITZ ON RUSSIAN LAW
AUDREY HEPBURN
IN 'THE NUN'S STORY'
REG. U. S. PAT. OFF.
JUNE 8, 1959



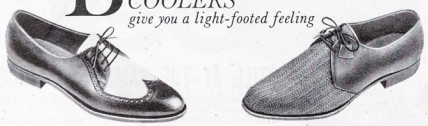
#626 . . . New 3-eyelet with top and side air-cooling vents.

so cool & light
your feet never seem to touch the ground

Take a refreshing break from summer's heat . . . in a pair of Bostonian Coolers. Air-cooled perforations, light-touch leathers and Air-Loom nylon air-condition every step you take. See your nearest Bostonian dealer today . . . and breeze through a lightweight, light-footed summer.

At finer men's shops, shoe and department stores. Most styles $17.95 to $32.50. Bostonian Shoes, Whitman, Mass. Also makers of Mansfields and Bostonian Jrs.

Bostonian
COOLERS
give you a light-footed feeling



#5728 . . . Modern wing with white washable leather, brown textured calf. Also black, #5729.
#5038 . . . New 3-eyelet with cool Air-Loom nylon front. Also black, #5037.

MANNISH PORKPIE with bandana band has attached watch and cigaret case, even a *trompe-l'oeil* cigaret burning a hole on brim (Thomas Begg, $8.50).

FEMININE BASKET SHAPE has life-sized tropical bird attached to wide draped band (Therese Ahrens, $17). It is not recommended for high winds.

WEAVING THROUGH OBSTACLE COURSE OF CHAIRS, MICHIGAN STATE COEDS TEST THEIR COORDINATION IN UNIVERSITY'S NEW PHYSICAL EDUCATION PROGRAM

FUN IN PHYS ED FOR COED

To the nonathletic college student Phys Ed has usually been a dreary chore—working up a compulsory sweat in a seemingly senseless group sport. This year Michigan State University has been trying to make exercise seem interesting and profitable. Under a new program, all freshmen, men and women, are put through a series of tests. Students snake through an obstacle course to measure agility and coordination (*above*), undergo the often embarrassing assessment by calipers to gauge fat (*see p. 92*).

From the results students are directed into individual sports which will help rectify any physical shortcomings. In the coed classes the Phys Ed teachers are careful to emphasize that exercise of the right kind can mean better figures. "I used to go into a painless trance during those classes," says a coed. "Now it's fun, and I'm accomplishing things too."

CONTINUED

STEP-UP TEST, designed to measure stamina, is conducted by Associate Professor Janet Wessel. The girls step up onto benches, then down again for two minutes. Then their pulses are checked twice at an interval of one minute. Those who show poor recovery rate are steered away from the more violent sports.

CONTINUED

"Can mosquito bites really be prevented?"

Bugs have been completely frustrated ever since scientific research came up with the answer to the people-biter problem—a colorless, odorless, greaseless product that you simply apply to exposed parts of your skin. Mosquitoes, black flies, gnats, and other annoying insects stay away for hours. "6-12" Insect Repellent is an amazing substance first developed by a university laboratory to protect G.I.'s in steaming South Pacific jungles. Since then, "6-12" Repellent has brought relief to millions.

How does "6-12" Insect Repellent work? Many people have used old-fashioned remedies to keep mosquitoes away. But they usually repel people better than they repel insects. "6-12" Insect Repellent is different. You can't smell it, but biting insects are repelled by it. For more than 15 years, millions of users have proved that one application of "6-12" Repellent lasts for hours.

Easy to use "6-12" Insect Repellent smooths on as easily as suntan lotion. *And,* since it's greaseless, it won't stain or harm clothing.

Get "6-12" Repellent before the bugs start biting. Have it on hand for barbecues and for the children's outdoor fun. Take it with you on picnics, golfing, fishing—whenever you go outdoors. You'll have sure protection for the whole family. "6-12" Insect Repellent is available in liquid, handy stick, aerosol spray, and the new, lightly-scented lotion . . . at drug, grocery, hardware, and sporting goods stores throughout the U. S. and Canada. Enjoy your summer—get "6-12" Insect Repellent today!

"6-12", "Six-Twelve", and "Union Carbide" are registered trade marks of Union Carbide Corporation.

A UNION CARBIDE Product

SCREENED-IN COMFORT FOR OUTDOOR LIVING

6-12 BRAND SIX-TWELVE

"This new 'Soft Smoke' really satisfies the taste," says former U. S. diplomat, John S. Young.

To the man who knows he should smoke it . . . yet hesitates

There are men, we are told, who hesitate to change to new King Sano—even though they know it reduces tars and has the *least* nicotine of all filter cigarettes.

They suspect that this very superiority may entail a sacrifice in *smoking taste*. Once upon a time this was so.

But today, to their surprise, when they taste new King Sano, they discover a new 'soft smoke'—superior to any cigarette they knew before!

There is no mystery about it.

King Sano scientists have developed an advanced method of reducing nicotine and tars *in the tobacco leaf itself*, before the filter is added. This gives the filter a head start. No other cigarette does it.

This advanced method *softens the smoke*—reduces undesirable elements so that it unlocks a new delightful taste never before found in cigarette smoke.

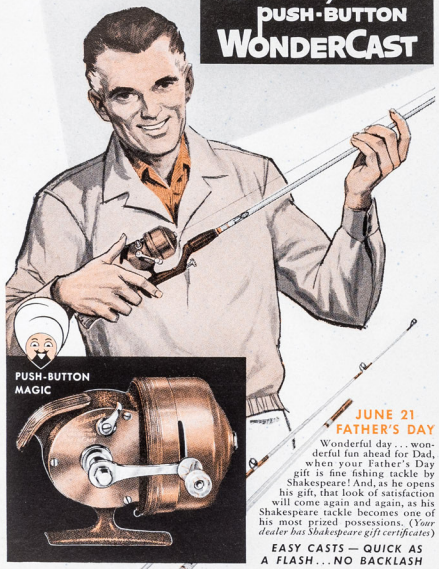
If in the past, you have hesitated to change to King Sano—we urge you—try today's new 'soft smoke' cigarette. It costs about 5¢ more per pack . . . is well worth the difference.

For there is no question that this is by far the wisest, most pleasurable choice of the thoughtful smoker today.

UNITED STATES TOBACCO COMPANY ALSO PRODUCES REDUCED NICOTINE SANO CIGARS AND SANO PIPE MIXTURE.

Just what Fishin' Fathers want for Father's Day

Shakespeare PUSH-BUTTON WONDERCAST



JUNE 21 FATHER'S DAY

Wonderful day . . . wonderful fun ahead for Dad, when your Father's Day gift is fine fishing tackle by Shakespeare! And, as he opens his gift, that look of satisfaction will come again and again, as his Shakespeare tackle becomes one of his most prized possessions. (*Your dealer has Shakespeare gift certificates*)

EASY CASTS — QUICK AS A FLASH . . . NO BACKLASH

Just a push of the button, s-w-i-s-h of the rod, PRESTO—PUSH-BUTTON FISHING. Long, easy casts every time—like magic—without *backlash!* Shakespeare's new heavy duty, *level-wind,* push-button WonderCast is made to bring home the big ones. Dad will love it . . . and *you!* No. 1797, with approx. 90 yds. 12-lb. line, $24.95 (*Other push-button reels from* $16.50)

MATCHING DOUBLE-BILT© WONDEROD

Double-bilt with (1) reinforcing glass fiber cylindrical wall on the inside and (2) thousands of parallel glass fibers on the outside for strength. It's this patented Shakespeare process that assures you the superb action, pin-point accuracy and fish-fighting power you get only with a genuine Shakespeare Wonderod. No. 1579 — 6′ or 6′6″. Choice of actions $17.95

P.S. Write for Free fishing catalog to Shakespeare Co., Dept. 6, Kalamazoo, Mich.

MATCHED DOUBLE-BILT© WONDERODS FOR ALL SHAKESPEARE REELS

©Shakespeare Co. 1958

For Bait Casting
No. 1928 Direct Drive Bait Casting Reel $13.50
No. 1572 Matching Wonderod $14.95

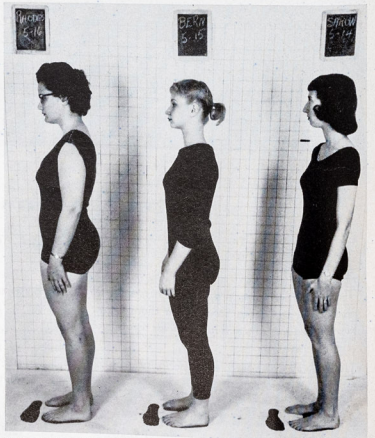
For Fly Fishing
No. 1836 Tru-arT Deluxe Automatic Fly Reel $15.00
No. 1451 Matching Fly Wonderod $18.95

For Salt Water Spinning
No. 2080 Powerful New "Sea Wonder" Spinning Reel $39.95
No. 1075 Salt Water Spin-Wonderod $19.95

For Spinning
No. 1870 Sporty, level-wind Deluxe Spinning Reel $24.95 No. 1466 Matching Spin-Wonderod $18.95

SHAKESPEARE — FINE FISHING TACKLE SINCE 1897

FAT TEST is given to Cora Lee Jaenichen by Dr. Wessel. A little large in thighs, Cora took up Swedish gymnastics and swimming to trim them down.



POSTURE PICTURE, taken against graph, determines basic body types, spots posture faults. Poor posture can often be corrected by careful sports planning.

This is a Kodak color slide. Only two inches square . . . yet it gives you a picture four feet wide on your screen!

Whale of a show! Wait'll you see your vacation big as life . . . in Kodak color slides!

Catch all the fun now...easily. Relive it later...life-size!

This vacation, *bring back* your good times. Take the most beautiful pictures you've ever seen: pictures ten times as big as this page, in glorious, sparkling color!

Dazzling 35mm Kodak color slides make your living room a theater. You can get started right now for as little as $2.95 down . . . easy as 1-2-3 . . .

1 *They're a breeze to take* with the Kodak Pony II Camera. Pre-set shutter, easy "zone" focusing. Fast *f*/3.9 lens gets great color slides and Kodacolor snapshots. Ask about trading your old camera $29.50

2 *Get all the color* with world-famous Kodachrome Film. And be sure to ask your dealer for the Kodak Prepaid Processing Mailer—you mail your film to Kodak for processing and get your slides back by mail, too.

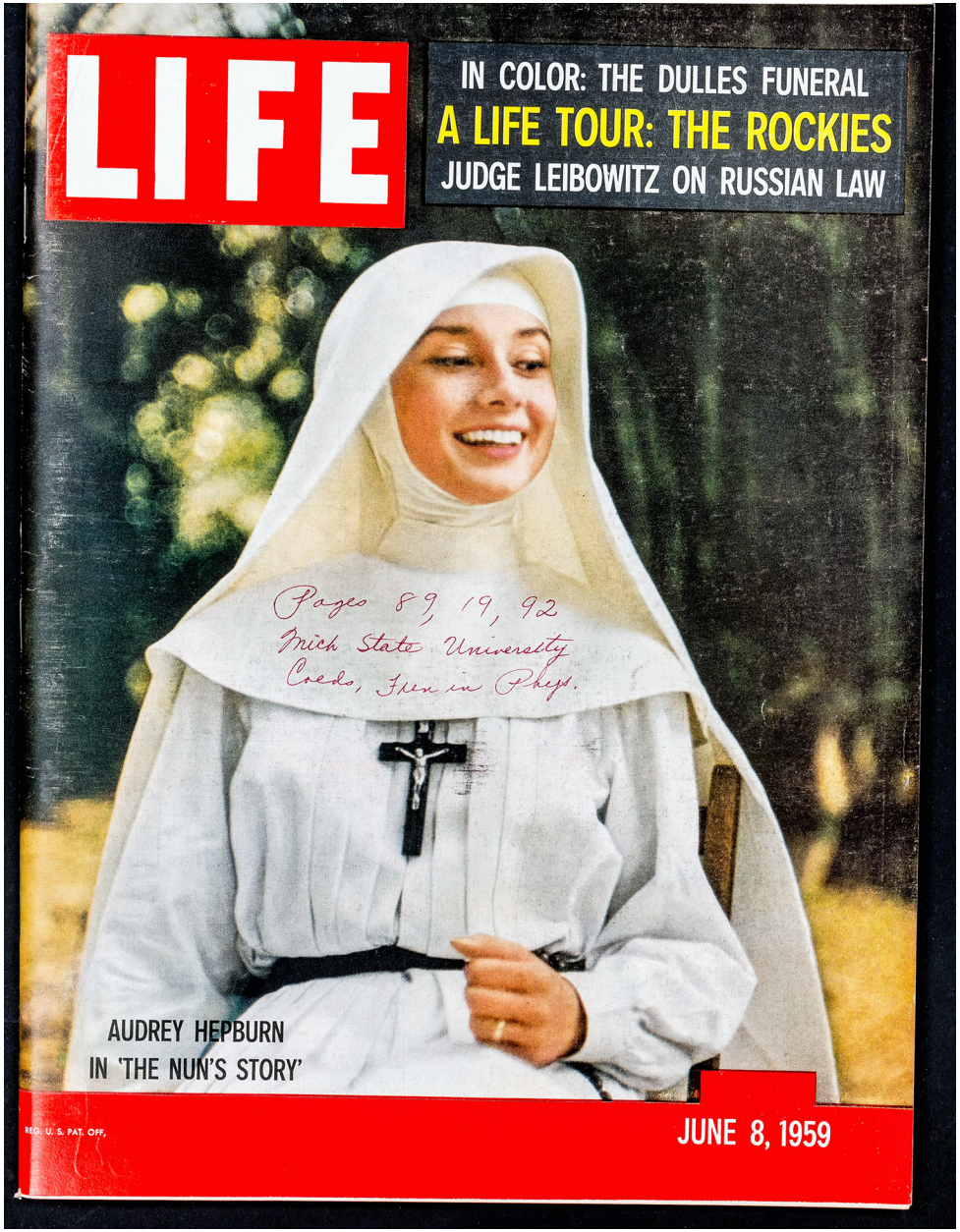
3 *Give brilliant shows*—big shows—with the Kodak 300 Projector. It's compact, so easy to operate . . . your best buy. With Readymatic Changer, $64.50 or as little as $6.45 down. Other Kodak projectors to $149.50.

Many dealers offer terms as low as 10% down. Prices are list, include Federal Tax, and are subject to change without notice.

See Kodak's "The Ed Sullivan Show" and "The Adventures of Ozzie and Harriet"

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Kodak TRADEMARK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WHAT THE MONKEYS' RIDE TELLS US AND PLANS FOR MAN IN SPACE
BIG RIDDLE FOR THE U.S. FAMILY: WHERE DOES THE MONEY GO?
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AMERICA'S SPACE TRAVELERS: ABLE AND BAKER
Goboat
REG. U. S. PAT. OFF.
JUNE 15, 1959

tick-tock . . . tick-tock . . .

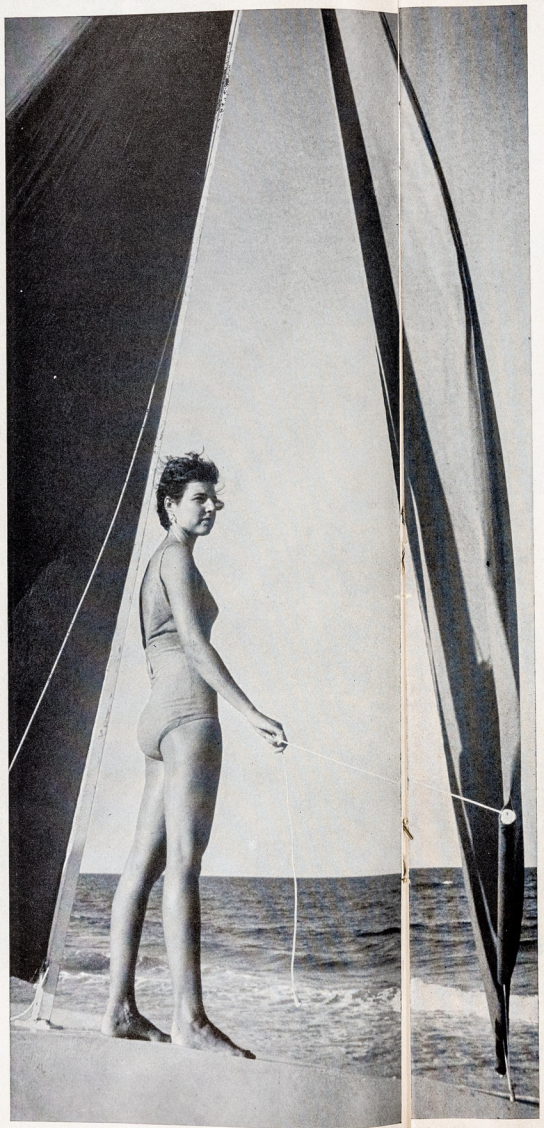
OLD CHARTER is the BOURBON that
didn't watch the clock for Seven long years!

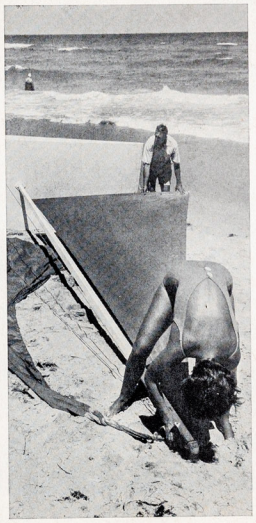
French Calendar Clock. Lower dial shows months, days, dates, phases of moon. From the famous Old Charter Collection.

Imagine you have Kentucky's finest Bourbon to start with . . . then you let time tick by seven years as it slowly ripens to perfection. Then remember the best whiskey you have ever tasted and imagine one still mellower and smoother. Do all these things . . . then taste Old Charter!

OLD CHARTER
KENTUCKY'S FINEST BOURBON

KENTUCKY'S FINEST STRAIGHT BOURBON WHISKEY · 7 YEARS OLD
86 PROOF · OLD CHARTER DISTILLERY COMPANY · LOUISVILLE, KY.





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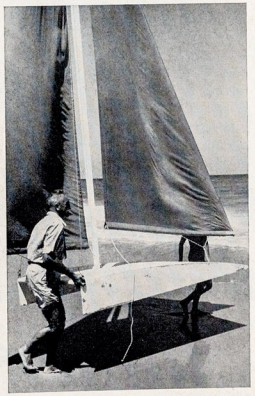

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WORKING THE SAIL. Heidi stands on arched deck and tests action of bow sail which steers boat. Pulled toward her, the sail forces the bow away from the wind. When sail is let out, boat heads into wind.

CONTINUED

DOESN'T FALL APART...EVEN WITH SAUCY SPAGHETTI

This is it! The paper napkin most like linen!

Scotkins® give you the lustrous beauty and the strong protection of finest linen. No limp and flimsy feeling here! No shredding . . . even with saucy foods you don't need two or three. Just one Scotkin ends the meal in linen style! Luncheon or dinner size in the polka-dot box.

ONE PAPER NAPKIN YOU DON'T NEED THREE OF!

STABLE IN CHOPPY SEAS, the boat rides smoothly along just outside the surf as Heidi Christman lounges comfortably against the mast. The arched underside of hull makes the boat ride waves like a ping-pong ball, lifting and dropping instead of pitching. Its broad, four-foot beam helps keep it from rolling.

(above) *Snorkel* Pen with your Dad's personal signature or initials on 14K. gold band, $25. Others from $10. Sets with matching *Fineline* Pencils from $16. *Snorkel* Desk Sets from $12.50

SNORKEL
FOUNTAIN PENS BY
SHEAFFER'S

Your thoughtfulness will be remembered for years to come when you give a Sheaffer *Snorkel* Pen for Father's Day and Graduation, for the "best man" or that June birthday. You will be *proud* to give the world's finest fountain pen and pencil set!

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EVA GABOR, GLAMOROUS STAR OF STAGE, SCREEN AND TELEVISION

"IT'S FUN TO GIVE A VODKA PARTY!" says Eva Gabor

Here's a smart new idea in entertaining. You serve just *one* liquor—flawless Smirnoff Vodka. Yet you offer a delicious *variety* of drinks! For smooth Smirnoff blends happily with any mixer, fruit juice or soft drink. It makes the world's driest Dry Martini. And combines with imported Rose's Lime Juice for the perfect Vodka Gimlet. For your party's success, use Smirnoff—no less. Serve the vodka they like—*as they like it!*

it leaves you breathless

Smirnoff Drinks
Sent to you!
Vodka Highball
Vodka Gimlet
Vodka Collins
Bloody Mary
Vodka-on-the-Rocks
Vodka & Tonic (rear)
Screwdriver
Vodka Martini
Vodka Party Recipe Book on request.

Smirnoff® THE GREATEST NAME IN VODKA

80 AND 100 PROOF. DISTILLED FROM GRAIN. STE. PIERRE SMIRNOFF FLS. (DIV. OF HEUBLEIN), HARTFORD, CONN.

2 out of 3 toothbrushes are "sunk." American Dental Association survey reports they are unfit for use, can't clean teeth right. Examine your brushes. Any bent, broken, matted, wilted, tooth paste clogged bristles? Throw them away! Get new Dr. West's "Germ-Fighters." "Germ-Fighters" are "inoculated" not to pass along germs. Famous non-wilt bristles. Shaped right to fit right. Now in fashion's newest colors to brighten your bathroom scene.

TOOTHBRUSH OF THE MONTH—New Dr. West's "Germ-Fighter" BRAND in this new fashion shade—one of 5 new colors!

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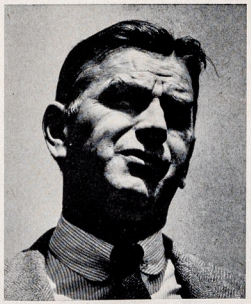
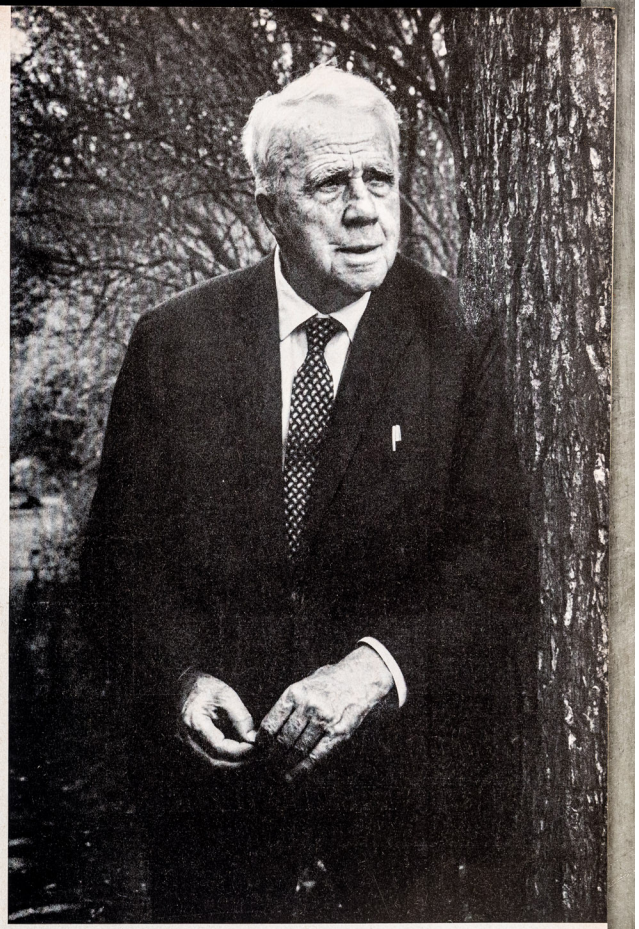
PAEAN FOR A POET BY A POET

"To praise a poet," Poet Paul Engle once remarked, "write a poem." He took his own advice a few months ago when an old friend of his came to visit the internationally known Poetry Workshop he heads at the State University of Iowa. The old friend was Robert Frost, who Engle says "has made poetry a public art in America." To praise him, Engle wrote a poem and added it to a collection of verse his students assembled to honor the 85-year-old dean of U.S. poets. A section of Engle's eloquent and discerning tribute is published here for the first time.

Engle, long familiar to LIFE readers for his *American Harvest* (Sept. 22, 1941) and major works since, has known Frost ever since 1937, when the craggy New Englander, who wintered in Florida, invited him to come there and "compare farms." At Amherst a few weeks ago Frost reread Engle's poem and said, "Someone asked me the other day when I started thinking about being a poet. I was complimented at the word poet. It's like asking a girl, 'When did you start thinking about being beautiful?' "



PAUL ENGLE, now 50, has been called "the poet who has done most for young poets in the U.S."



AT 85, ROBERT FROST RESTS BY A TREE ON AMHERST COLLEGE CAMPUS WHERE HE IS ENGLISH PROFESSOR

TO PRAISE A MAN by Paul Engle

Maple, granite, Frost the man,
Name better substance if you can.

Essential character that changes
Like his New England mountain ranges,
Dark green by day, black green by night,
Turning to green the changing light.

Thirsty as any mortal caught
In the dry sands of abstract thought,
He turns from Plato's pure ideal
To drink the cold spring of the real,
Proving by his devoted act
Enchantment of the daily fact.

He knows the apple tree puts forth
Its best fruit planted to the north
On slopes where rock and thin grass meet
(But grass between the stones is sweet).
Sore head, sap head, bleeding heart,

CONTINUED

Are you missing *HALF the PLEASURE*

just to save 18 calories?

Domino Sugar

adds the *"MISSING HALF"*
...it peps up the flavor
while it peps up you!

Why deprive yourself of the *full* pleasure of a refreshing glass of Iced Tea or Coffee just to save a few calories? Domino Pure Cane Sugar adds the "Missing Half" ...lends a tantalizing note to the flavor and gives an extra pick-up to you. Only 18 calories per teaspoon. For quick energy in the purest form, insist on Domino Granulated Sugar in the *bright yellow package.*

Only 18 calories per teaspoon— all quick energy!

...more people use ***Domino*** than any other sugar.

POET'S PAEAN CONTINUED

All these he knows are simply part
(As in one body, gut, brain, knee)
Of our contrary symmetry.

Sturdy Monadnock of a man
He lifts, as mortal courage can,
Through years too coarse yet too refined,
A high green mountain of a mind.
Shy man who planted trees, he knows
(Windbreak to storms of men and snows)
A wood of wit, in his defense,
Hides natural intelligence.

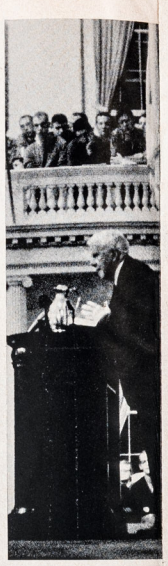
He knows how, having held his mare
Still, in the loud and burning air,
Blacksmiths, below their smoky roof,
Fit the hot shoe to the cold hoof.
Himself a farmer, he knows how
The toughest fields polish the plow,
The branch gives lightness to the bird,
The poem gives brightness to the word.

He knows how the deliberate snail
Leaves on a leaf its shining trail,
How common sense, uncommon rage,
Shudder the poem across the page.

Rockets rise where none have flown;
He mends his wall with fallen stone.
Man-made stars flare into birth;
He sees ants drag their crumb of earth.

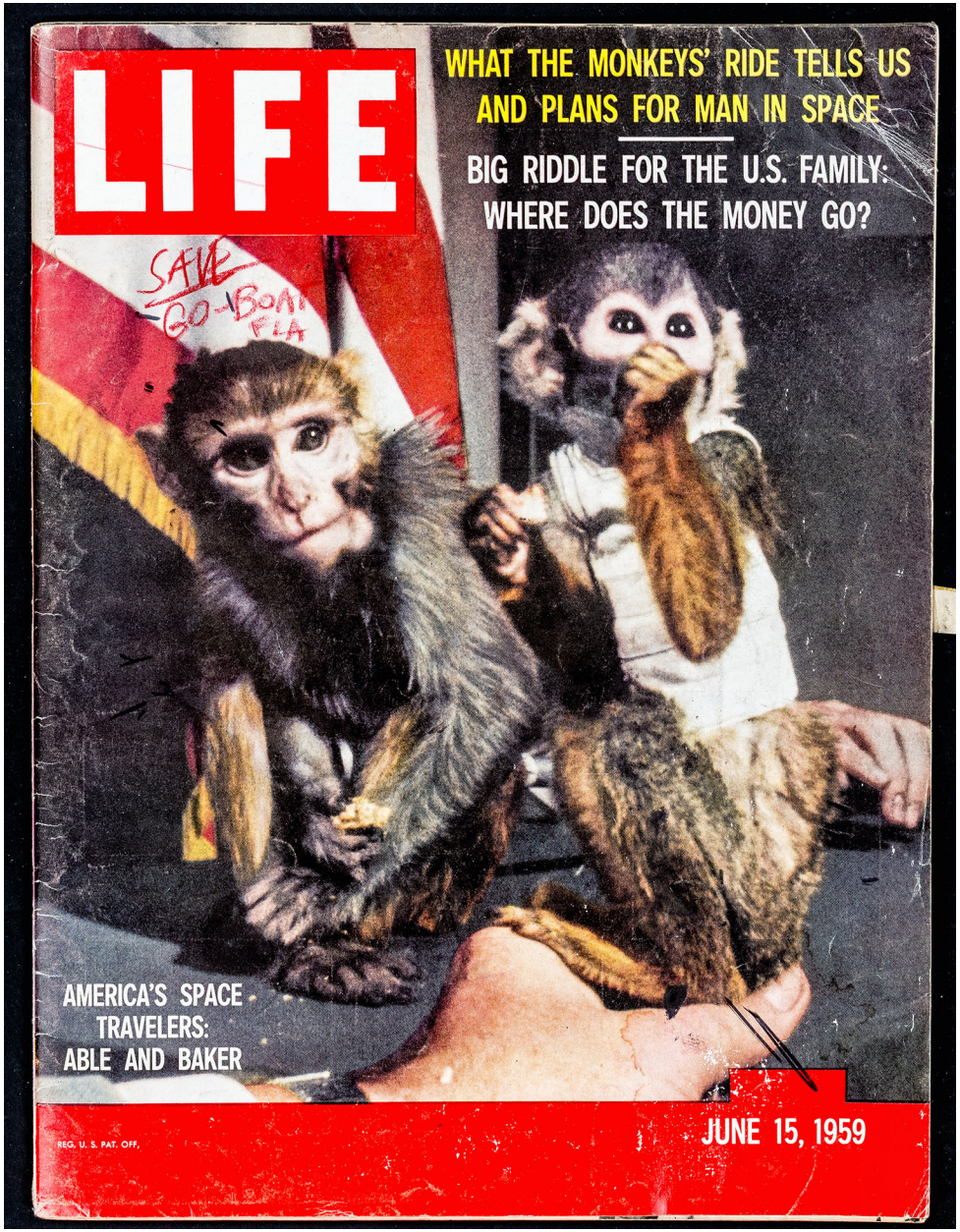
Pacific to Vermont he went,
Striding in strength a continent,
Now all the states between rejoice
To see his face and hear his voice,
A live man bringing, north and south
More life out of his speaking mouth.

Unhurried, free, with steady gait
He is our greatest, final state.
In him these crooked times provide
A straight astonishment of pride
In such a country, when it can
Bear such a poet, such a man.



RECITING his own poetry from memory, Frost gives lecture at Amherst to students and faculty. Holder of more than 40 honorary degrees, Frost, who quit college as youth, jokes, "I never got an honest one."

RECALLING early days, Frost stands in English field. While there—1912 to 1915—his first two books of poetry, *North of Boston* and *A Boy's Will*, were published.


LIFE
WHAT THE MONKEYS' RIDE TELLS US AND PLANS FOR MAN IN SPACE
BIG RIDDLE FOR THE U.S. FAMILY: WHERE DOES THE MONEY GO?
SAVE GO-BOAT FLA
AMERICA'S SPACE TRAVELERS: ABLE AND BAKER
REG. U. S. PAT. OFF.
JUNE 15, 1959

Through the magic of Pan Am's daily Jet Clippers, this is *your* year to visit Europe.

6 hours 55 minutes to Europe

The end of summer is Europe's most beautiful season. The crowds are gone; a more colorful time begins at a slower and more leisurely pace.

Today, Europe is well within the limits of a 2-week vacation and an average vacation budget. With Pan Am Jet Clipper* economy-class service, for example, New York to London is only $272 one way, or $492[60] round trip. Pan American Jet Clippers are fastest to Europe and offer the only service to Paris and Rome as well.

In addition to Jet economy class, Pan Am's deluxe *President Special* service is available on every flight. For reservations, call your Travel Agent or any of Pan Am's 61 offices in the United States and Canada. *Trade-Mark, Reg. U.S. Pat. Off.

World's Most Experienced Airline

Pan Am Jet Clippers...world's fastest airliners...the only economy-class Jet service... the only Jets to all three: London, Paris and Rome.

Strange Shape for a Sailboat

Under a foaming surf and a spanking wind, the shape in this picture seems like a mighty fin surfacing from the sea. Actually it is the sails of a radical little boat which breaks most conventional rules of design. It has no rudder, but is steered with the forward sail. The mast is near the stern, and the forward sail is larger than the rear one. The hollow, rectangular hull is eight inches thick at the middle and curves to rounded edges at stern and bow—like a section of a symmetrical airplane wing.

The 8-foot craft, called "Go," is the brainchild of a retired architect, Lowell Christman, whose daughter, Heidi, is sailing it here. After three years of development, Christman and his sailing friends believe his boat a success, and steady as a church. Eventually, he hopes to market the "Go," which weighs only 75 pounds and is so simple it can be assembled and sailed away in less than 10 minutes.

CONTINUED

tick-tock . . . tick-tock . . .

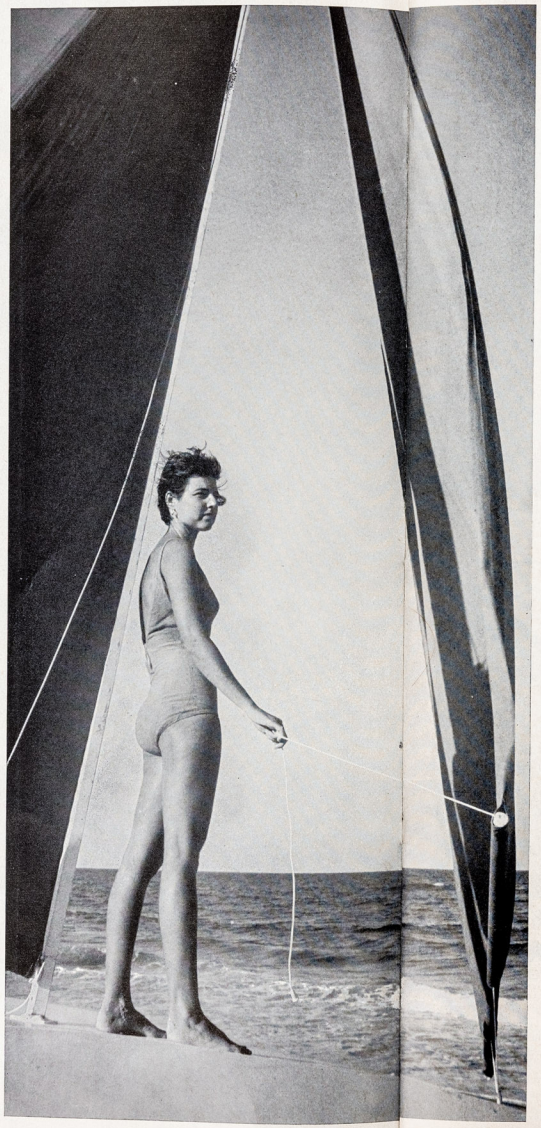
OLD CHARTER is the BOURBON that
didn't watch the clock for Seven long years!

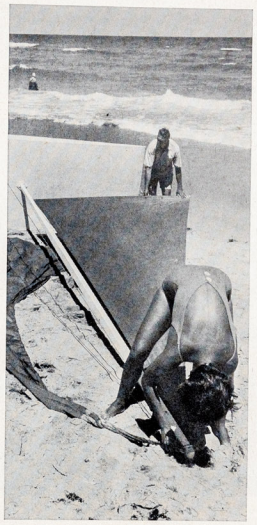
French Calendar Clock. Lower dial shows months, days, dates, phases of moon. From the famous Old Charter Collection.

Imagine you have Kentucky's finest Bourbon to start with . . . then you let time tick by seven years as it slowly ripens to perfection. Then remember the best whiskey you have ever tasted and imagine one still mellower and smoother. Do all these things . . . then taste Old Charter!

OLD CHARTER
KENTUCKY'S FINEST BOURBON

KENTUCKY'S FINEST STRAIGHT BOURBON WHISKEY · 7 YEARS OLD
86 PROOF · OLD CHARTER DISTILLERY COMPANY · LOUISVILLE, KY.





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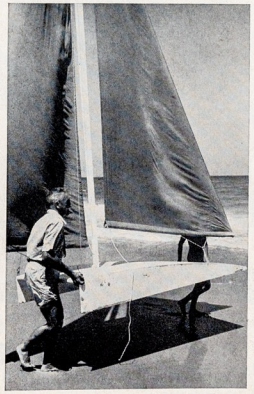

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WORKING THE SAIL. Heidi stands on arched deck and tests action of bow sail which steers boat. Pulled toward her, the sail forces the bow away from the wind. When sail is let out, boat heads into wind.

CONTINUED

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STRANGE SAILBOAT CONTINUED

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Gives your handwriting true character —instantly!

Fills this exclusive "no-dunk" way — instantly!

Skrip
WRITING FLUID

(above) *Snorkel* Pen with your Dad's personal signature or initials on 14K. gold band, $25. Others from $10. Sets with matching *Fineline* Pencils from $16. *Snorkel* Desk Sets from $12.50

SNORKEL
FOUNTAIN PENS BY
SHEAFFER'S

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it leaves you breathless

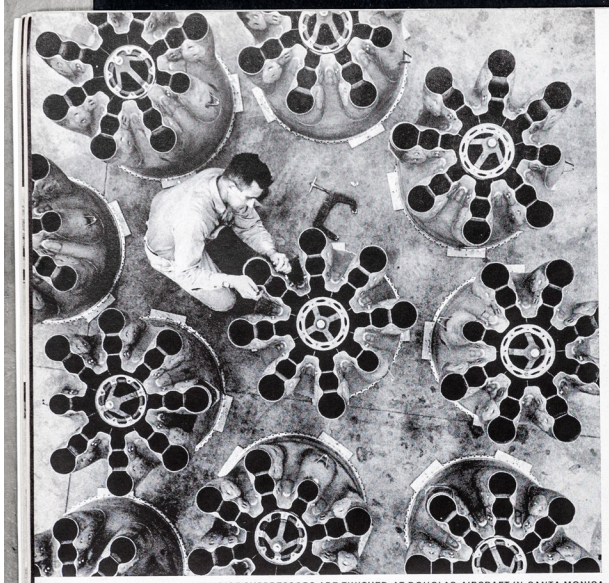
Smirnoff
THE GREATEST NAME IN VODKA

80 AND 100 PROOF. DISTILLED FROM GRAIN. STE. PIERRE SMIRNOFF FLS. (DIV. OF HEUBLEIN), HARTFORD, CONN.

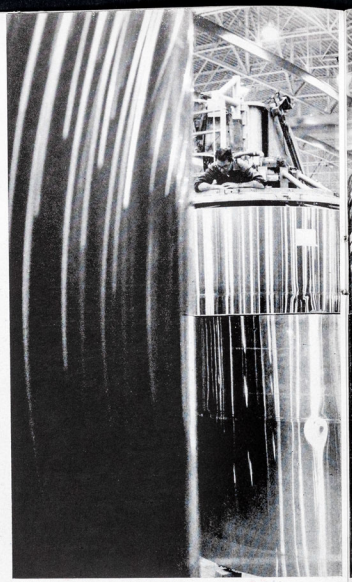
Smirnoff Drinks
(left to right)
Vodka Highball
Vodka Gimlet
Vodka Collins
Bloody Mary
Vodka-on-the-Rocks
Vodka & Tonic (rear)
Screwdriver
Vodka Martini

Vodka Party Recipe Book on request.

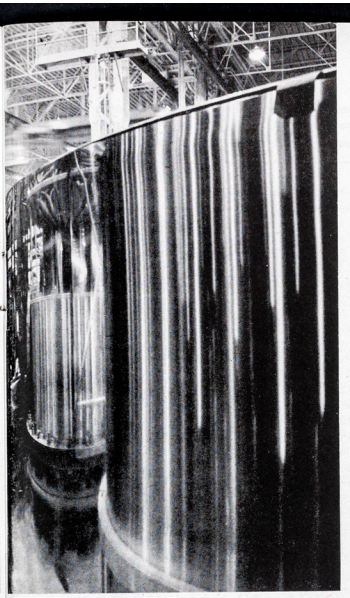
LIFE
A BRAVE WOMAN'S OWN STORY
MISS BOURKE-WHITE'S FIGHT AGAINST CRIPPLING DISEASE
HOFFA'S SMART MOUTHPIECE
NOW 19¢
FIRST AIR ACADEMY GRADS WITH GUESTS
REG. U. S. PAT. OFF.
JUNE 22, 1959 19 CENTS



WELDED-STEEL JET NOISE SUPPRESSORS ARE FINISHED AT DOUGLAS AIRCRAFT IN SANTA MONICA

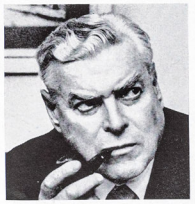


STAINLESS STEEL SECTIONS ARE USED FOR SKIN OF



ATLAS ICBM AT THE CONVAIR PLANT NEAR SAN DIEGO

STEEL COILS FOR AUTOMOBILE BODIES ARE STORED IN BIG CHRYSLER WAREHOUSE IN DETROIT



UNION NEGOTIATOR DAVID McDONALD

STEEL PRODUCTS FOR THE JET AGE, BUT

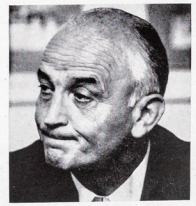
The always important role that steel has played in the U.S. economy has been magnified in recent years by the need for special steels for the jet and space age. Suppliers of such critical steels get fancy prices, from 50 to 100 times those of ordinary steel. Thin-gauge stainless steel has the ideal ratio of strength to weight for the protective skin of the Atlas ICBM (*above, center*). Over half the metal used in missiles is steel. Dozens of new alloy steels, often formed into exotic shapes (*above, left and below*), have been devised for jet plane components. Beyond these, top steel scientists are now working on the superalloy "dream steels," which combine enormous tensile strength with extreme lightness, for the space ships of tomorrow. Thus even though steel stocks are high, a strike in the industry could slow down and impair its essential contributions to national defense.

But the labor contract negotiators—David J. McDonald, president of the United Steelworkers (*left*), and R. Conrad Cooper, executive vice president of

STEEL TALKS AT HORSE-AND-BUGGY PACE

U.S. Steel and the industry's chief spokesman (*opposite page*)—seemed back in the horse-and-buggy age as they puttered along in their bargaining. After weeks of jockeying in the talks at New York's Hotel Roosevelt, neither side had really said what it would settle for. As usual, McDonald wanted more pay and benefits for his men, but he would not indicate exactly how much for fear of not getting it and thereby losing face and power in his union. Industry said that it was "resisting" a wage boost but gave little clue what it would take to overcome its resistance.

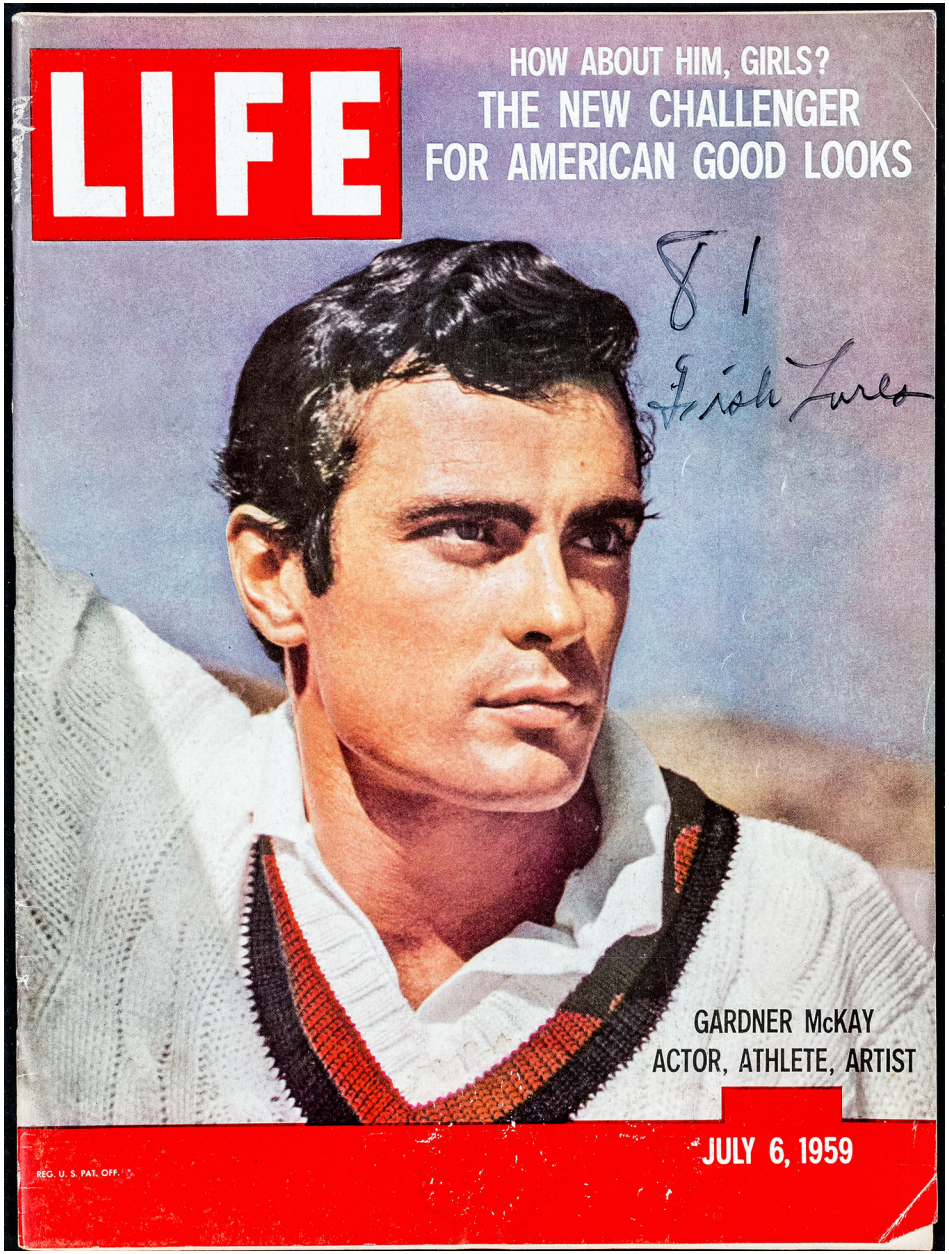
Actually, close observers of the contract talks had a good idea of what the eventual agreement might be: a raise of about 10¢ an hour, which might well bring a rise in the price of steel. McDonald had to get about 10¢ more to improve on the old contract which last year automatically gave his union's men an 8¢-an-hour general raise. But whether this or any other agreement would be signed without a strike, which could start this week, was still a big question.



INDUSTRY'S MAN, R. CONRAD COOPER

LOOKING LIKE A MUSTER OF HUMPTY DUMPTIES, WORKERS AT THE RYAN AERONAUTICAL CO. IN SAN DIEGO, CALIF. STAND INSIDE STAINLESS STEEL SHELLS

FOR EXHAUST DUCTS OF DOUGLAS C-133 MILITARY TRANSPORT PLANES. THE SHELLS ARE MADE OF TWO PIECES OF CURVED STEEL, SPOT-WELDED TOGETHER


LIFE
HOW ABOUT HIM, GIRLS?
THE NEW CHALLENGER
FOR AMERICAN GOOD LOOKS
GARDNER McKAY
ACTOR, ATHLETE, ARTIST
JULY 6, 1959
REG. U. S. PAT. OFF.

At Dinner Key, near Miami, Mr. Scott interrupts a brief vacation to pose for a picture with his Lincoln Landau. Here in Florida, as in every other marine vacation area, his company's famous Evinrude and Johnson outboard motors enjoy unmatched popularity among power-boat owners.

"I have a keen interest in this business of pleasurable travel. And Lincoln excels at it,"

Mr. Scott is pictured in front of the Outboard Marine Corporation office building. This handsome new structure reflects his corporation's dynamic growth in recent years—from sales of 27 million dollars in 1947 to almost 160 million dollars in 1958.

says William C. Scott, president of Outboard Marine Corporation — world's largest producers of outboard marine motors.

William Scott is not only a specialist in pleasurable ways to travel—he also has a discerning eye for design excellence, for precision workmanship and meticulous attention to detail. And, as a highly successful business leader, he is not unaccustomed to the finest automobiles.

Knowing this, we are especially pleased that he chose Lincoln. The graceful distinction of this car's uncluttered lines first attracted him. And once behind the wheel of his Lincoln, he discovered a magnificent handling quality, a silken-smooth obedience to his slightest touch.

Moreover, inherent in Lincoln's superb design are extremely wide door frames for easy entrance and exit. You sit in seats that are wider, too, and the height of an armchair. You are surrounded by specially loomed fabrics, hand-cut leathers, resplendent coachwork.

If you appreciate an uncommon dedication to your comfort, combined with an equal dedication to expert craftsmanship—then this is the year to change *to Lincoln.*

Lincoln

Classic beauty...unexcelled craftsmanship

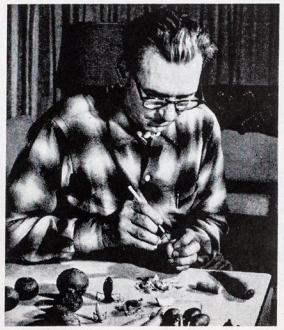
LINCOLN DIVISION • FORD MOTOR COMPANY

THEIR FISH EYES STARING SPOOKILY, A BATCH OF THE TINY NEW LURES BALANCES IN FORMATION ON TREBLE HOOKS

SUREFIRE NEW FISHING LURE

A skittery person, suddenly confronted with the spooky army above, could be excused for having his hackles stand on end. But on closer inspection he would find that they are simply distant cousins of a popular fishing lure called the Spook. The way they have been catching bass and pike has been causing a mild sensation among Michigan fishermen. But the midget plugs, only one inch long, are not for sale.

Making the plugs is the hobby of a 54-year-old Utica, Mich. model-builder and fisherman named Pete Sturman. He is besieged by offers to market his lures which he calls "Go-Gettums." But after a heart attack a year ago Sturman is not interested. "I can't be bothered with the hard work of selling them," he explained. "I make only enough to supply my friends."



CARVING A MODEL of a lure, Pete Sturman cuts up a carrot. He always whittles his prototypes out of vegetables.

new !

don't burn...tan safely

TARTAN

AVAILABLE IN CANADA

BETTER... by McKESSON

Don't let CARburetor TROUBLE SPOIL YOUR VACATION!

Your auto and boat need a **FILT-O-REG**. It makes your vacation driving a pleasure wherever you go. **FILT-O-REG** prevents flooding, stalling, rough idling and vapor lock. You'll get quicker *starts* and *restarts*. Your engine will run smoother, better. You'll save time, temper and money. Costs you so little—quickly pays for itself in fuel economy. Guaranteed.

WITH YOUR PRE-VACATION TUNE-UP

HAVE YOUR MECHANIC INSTALL FILT-O-REG®

FILTers the fuel...REGulates the pressure

FIX-IT WITH DEVCON

• Plastic Aluminum
• Plastic Rubber
• Plastic Mender
• Plastic Porcelain Repair

At fix-it counters everywhere

WOODHILL CHEMICAL MFG. CO. Cleveland 14, Ohio

Stops Bad Breath INTERNALLY!

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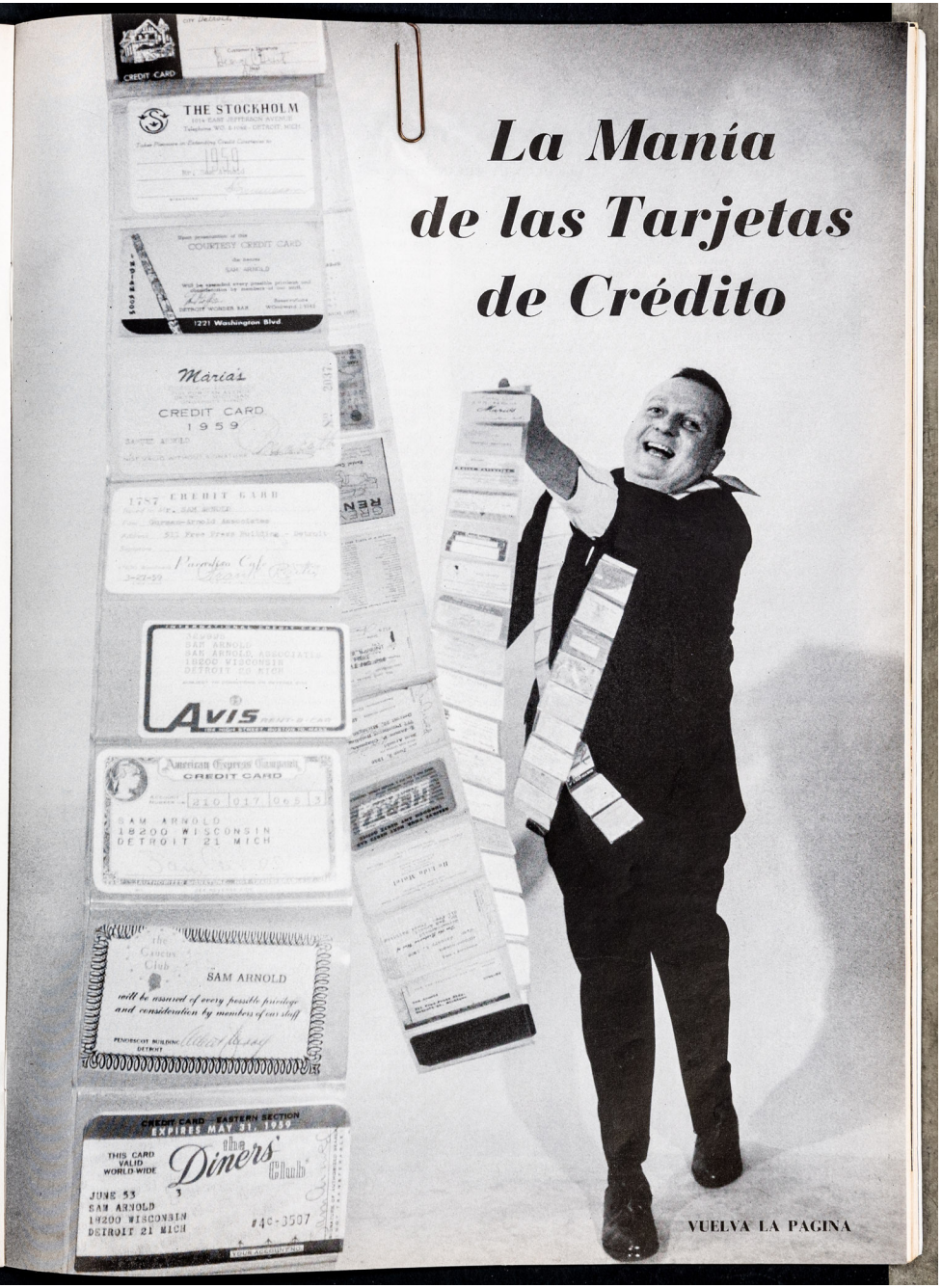
La Manía de las Tarjetas de Crédito



VUELVA LA PAGINA

TARJETAS DE CREDITO CONTINUACION

Pagar con Dinero Pronto no Será 'Chic'

por HERBERT BREAN, Redactor de LIFE

CUANDO Sam Arnold, agente de publicidad de Detroit, Michigan, desea que se le carguen en cuenta los gastos hechos en un restaurante o en un hotel, saca toda una sarta de tarjetas de crédito (*ver página anterior*). Tanto lo impresionan las facilidades que éstas le proporcionan, que lleva consigo 37. Dobladas con cuidado, forman unos cuantos mazos gruesos para los cuales ha mandado añadirle bolsillos especiales a sus trajes.

Cierta elegante divorciada de San Francisco que tiene un importante puesto ejecutivo, a menudo descubre, la víspera del día de pago, que no tiene más que un dólar en el bolso. En tales ocasiones va sola a un restaurante de moda, toma un par de cocteles, pide una buena comida *à la carte*, con una botella de vino, y finalmente firma una cuenta que, con propina generosa, por lo regular asciende a unos $25. Luego llega a casa bien alimentada, contenta y con el dólar intacto.

En Washington el F.B.I. (Oficina Federal de Investigaciones) acaba de establecer la existencia de un nuevo tipo de delincuente: el ladrón de tarjetas de crédito. El ejemplo más notable es David Goldreyer, veterano falsificador que adoptó la costumbre de recorrer ciudades y visitar los clubs de golf. "Soy amigo de Fulano", aseguraba para que se le permitiera entrar en el vestuario de los jugadores. Allí hurgaba en las carteras, no en busca de dinero sino de tarjetas de crédito. Armado de esta guisa se daba la gran vida durante algunas semanas, haciendo que se la cargaran a cuenta comidas, autos y gastos de hotel, y hasta logrando que le cambiaran algunos cheques. El F.B.I. lo alojó por tres años en la penitenciaría de Atlanta, Georgia, donde las tarjetas de marras resultan superfluas.

El agente de publicidad, la empleada de categoría, el magnate y hasta el ladrón se valían de un nuevo tipo de divisa que, en ciertos aspectos, es un medio monetario más eficaz que el vulgar patrón oro. Existen miles de tarjetas de crédito diferentes en los EE.UU. y tal vez 15 millones de tarjetas en circulación en el mundo entero, muchas en los países de la América Latina. La mayoría son expedidas por compañías petroleras, hoteles, bancos, tiendas, restaurantes y empresas de aeronavegación para fomentar la venta de sus productos o de sus servicios. Pero los dos sistemas más populares, el del Diners' Club y el de la American Express Company, autorizan al poseedor de la tarjeta a cargar prácticamente cuanto desee, en casi todo el mundo. Además garantizan al restaurante, a la tienda o a la empresa que presta los servicios, que todo lo acreditado, sea cual fuere su monto, será saldado en un término de 30 días.

En febrero el Diners' Club, la organización más importante y antigua en su género, cumplió 10 años. Hoy quizás ya tenga un millón de socios, y para marzo del año entrante las cuentas de los 28.000 establecimientos norteamericanos que aceptan sus tarjetas ascenderán a 200 millones de dólares anuales. La American Express, que inició sus servicios apenas en octubre del año pasado, asegura que más de 600.000 personas usan las suyas, y que éstas son aceptadas en unos 32.000 establecimientos.

UN LADRON DE CREDITO, David Goldreyer, hurtaba las tarjetas del bolsillo de gente rica y se daba la gran vida. Ahora vive gratis en una apacible cárcel.

Basta el pago de una cuota anual (cinco dólares en el Diners' Club, seis en la American Express) para que el socio pueda cargar a su cuenta una asombrosa variedad de servicios y productos. Según la tarjeta que posea, puede tomar un baño turco en Tokio, comprar un sombrero de Lilly Daché, de Nueva York, adquirir un cuadro renacentista en Florencia a jugar a crédito en Reno, Nevada. Así mismo puede ordenar en Hong-Kong una docena de camisas, hechas a la medida en una noche, u ofrecer un *cocktail-party* a sus amigos en Acapulco. Y si lo desea puede comprar una corbata en la *boutique* Countess Mara o una pipa Dunhill en Nueva York, cenar en el restaurante Romanoff's de Beverly Hills, comprar un rifle en Bruselas, o fletar un helicóptero en Caracas. Si se encuentra en Punta Arenas, puede adquirir a crédito un rollo de películas. Y si piensa viajar, obtener una carta meteorológica que le indicará qué días estará despejado el tiempo en Roma, París o La Habana.

No obstante la amplitud del crédito, los mismos que utilizan las tarjetas—algunos son de una ambición desmedida—siempre tratan de ensanchar el límite de sus privilegios. No hace mucho un socio del Diners' Club se halló en bancarrota en Monte Carlo, tras una racha de mala suerte en las mesas de juego. En lugar de salir a la terraza y pegarse un tiro, conforme a la tradición, irrumpió en el despacho del gerente blandiendo su tarjeta de crédito. ¿Por qué no habría de cargar *dinero* también?, preguntó. El casino rechazó su solicitud pero admitió que su observación no dejaba de tener cierto fundamento.

El dinero pasa de moda

El anticuado dinero en efectivo tal vez esté pasando de moda en los EE.UU. "En nuestros restaurantes, dice el jefe de crédito de un gran hotel de Boston, lo que se acostumbra en estos días es firmar la cuenta. Ofrecer dinero es cosa de plebeyos." El uso de tarjetas es mayor, hasta ahora, entre las personas que organizan frecuentes agasajos, especialmente a cuenta de sus gastos de negocios, los que viajan mucho y la gente que goza de medios económicos. Pero las dos grandes empresas de tarjetas de crédito se esfuerzan por atraer socios de todas las esferas.

En los próximos años se espera que aumentará, en el mundo entero, el número de personas afectas al sistema de tarjetas de crédito, el cual ha crecido sin cesar desde cierto día de 1950 en que el finado Frank McNamara, administrador de una pequeña empresa neoyorquina de crédito, se encontró en un restaurante sin dinero suficiente para pagar la cuenta. Después de llamar por teléfono a su esposa para pedirle auxilio, McNamara reflexionó: ¿por qué no establecer algún sistema de crédito para impedir situaciones tan embarazosas como ésta? Discutió el asunto con su socio y abogado, Ralph Schneider. Así nació el Diners' Club, del que McNamara fue primer presidente y en el que Schneider preside hoy la junta directiva.

El sistema de tarjetas de crédito, de una clase u otra, existía en pequeña escala desde principios de siglo. El Diners' Club comenzó con una inversión de 18.000 dólares y sólo 200 miembros, todos vecinos de Nueva York. En dos años los asociados aumentaron a 20.000 y el servicio se extendió a Florida. Al surgir la competencia en la costa occidental del país, el Diners' Club extendió sus actividades hacia el oeste y logró vencer al rival. No ha dejado nunca de crecer y hoy tiene, además de un millón de socios en los EE.UU., 50.000 en la América Latina y 75.000 en el resto del mundo.

Ahora, finalmente, le ha salido al paso un serio competidor: la American Express Company. En la lucha por ganar prosélitos, ambos sistemas invocan, como incentivo, el prestigio que da el empleo de la tarjeta de crédito. Hasta hay hombres de negocios norteamericanos que, cuando se les pide una breve reseña de su vida, declaran ser rotarios, miembros del Country Club local, y del Diners' Club. En países latinoamericanos y europeos donde el sistema gana popularidad (en Buenos Aires y Amsterdam ya es posible comprar diamantes a crédito), la tarjeta se exhibe como una recomendación mercantil y una prueba de buena posición económica.

También es un emblema de poder o, como dice el psicólogo Dr. Ernest Dichter, "un símbolo de potencia inagotable". Produce la marvillosa sensación de poseer la omnipotencia de Aladino en miles de restaurantes famosos, hoteles y tiendas de todo el planeta, aunque quizás nunca se visite ni una centésima parte de ellos. Y puede resultar una valiosa

EL FUNDADOR DEL DINERS' CLUB, Frank McNamara, lo ideó al ver un día que no tenía dinero para pagar la cuenta de un restaurante. Murió en 1957.

carta de crédito cuando no se lleva dinero suficiente para pagar lo que han consumido los invitados en el club, para cubrir gastos propios, si se anda de viaje, o para saldar la cuenta del restaurante en amable competencia entre amigos.

Esta sensación de ilimitado poderío que da la tarjeta de crédito fue tal vez lo que impulsó a un ciudadano de Chicago que perdió el empleo a devolver la suya al Diners' Club, hasta obtener un nuevo puesto. No osó exponerse a la tentación mientras no tuviese ingresos. Ejemplo diametralmente opuesto fue un miembro californiano de la entidad Alcohólicos Anónimos—sociedad de dipsómanos regenerados o en proceso de regeneración—que hizo una trágica contramarcha en el camino hacia la temperancia, dedicándose a una larga parranda que costeó con su tarjeta para comprar gasolina. Cuando recobró el sentido tres meses después, se encontró en Florida y con una cuenta por 2.500 dólares de gasolina . . . y otros fluidos volátiles.

Crecimiento constante

ESTA sensación de poder que da a sus miembros ha ayudado al Diners' Club a crecer a razón de 30.000 socios mensuales. La American Express, o Amex, no informa sobre cuántas tarjetas más expide mensualmente. Pero Amex está representada ahora en más de 120 países y el Diners' Club en 79. Mientras la primera hasta ahora sólo busca en el extranjero establecimientos que acepten sus tarjetas, no a portadores de éstas, las oficinas foráneas de la segunda organización informan que tienen un éxito creciente tanto en lo uno como en lo otro. Por ejemplo, la filial de Francia cuenta con 12.000 miembros y 1.300 establecimientos, y cada mes admite a 300 socios nuevos. En la América Latina el Diners' Club tiene 3.000 socios en Brasil, 7.000 en Cuba y 10.000 en México. Y cosa extraña, el porcentaje de mujeres dueñas de la tarjeta en México (16%) es superior al de los EE.UU. (8%).

El mecanismo de la tarjeta de crédito es básicamente simple. Toda persona que desee ingresar en cualquiera de las organizaciones mayores paga una anualidad (la Amex permite incluso que esta cuota se salde con la primera cuenta) y su crédito es sometido a una investigación ordinaria. Si se aprueba su solicitud de ingreso—al principio se aceptaban el 90% de las solicitudes—recibe su certificado de socio. En el caso de la Amex, el certificado consiste en una tarjeta con el nombre y la dirección del socio, acompañada por dos folletos (del tamaño de un pasaporte común) con la lista de los nombres de todos los establecimientos del mundo donde se le otorga crédito. Si ingresa en el Diners' Club recibe una libreta (del tamaño de las que se usan para direcciones) con su nombre en la portada y, en las páginas interiores, si lo pide, la lista de establecimientos ubicados en la zona donde él vive; pero puede obtener otra mayor con los nombres y direcciones de los establecimientos afiliados al club en el mundo entero.

En lo sucesivo el portador usa la tarjeta mucho o poco, según le plazca. Casi lo único que debe preocuparle es perderla, porque si cae en las manos de alguien que la utiliza sin escrúpulos, él sigue siendo

CONTINUA

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responsable de todo lo que se cargue en su cuenta desde el momento del extravío hasta el día en que denuncia la pérdida a la compañía que se la expidió. Fuera de eso y del pago de su cuota anual, el socio no gasta nada extra por el privilegio de gozar de amplio crédito o por la placentera sensación de ser millonario. Tiene muchas otras ventajas. Al fin del mes, aunque haya acumulado cuentas en restaurantes, hoteles y tiendas, de oriente a occidente o de un polo al otro, recibe una sola cuenta que puede saldar con un solo cheque. Así se libra del riesgo de tener mucho dinero en la billetera y, además, lleva cuenta exacta y detallada de sus gastos.

Tal vez la única desazón del usuario de la tarjeta sea el sobresalto que pueda producirle el monto de su cuenta al final del mes. Es cosa admitida que la persona que dispone de la consabida tarjeta suele pedir el plato mejor, un licor de sobremesa o el regalo más costoso. La tarjeta aumenta el "impulso" adquisitivo del 25 al 35%. No es de extrañar que los propietarios de los restaurantes y clubs lujosos reciban con beneplácito a su portador. Por ejemplo, el cabaret Black Orchid de Chicago ha ofrecido, públicamente, pagar los cinco dólares de cuota anual de todo parroquiano que desee ingresar en el Diners' Club. En San Francisco, Víctor Gotti, dueño del famoso Ernie's Restaurant, dice que las ventas de champaña en su establecimiento han aumentado el 40% desde que se afilió a aquel club.

Otras de las ventajas ofrecidas por el sistema de tarjetas de crédito al restaurante, tienda o agencia de servicio es el hecho de que el cliente en cierne lleva consigo una lista de todos los lugares donde puede comprar sin pago inmediato, lo cual despierta la emulación en cualquiera que visite por primera vez una ciudad. Además, la sola presencia del emblema azul del Diners' Club o de la insignia negra y dorada de la Amex en la fachada de un restaurante, atrae como un imán nuevos parroquianos que gozan del crédito garantizado. Como las cuentas por comidas y licores son las que con más frecuencia quedan sin saldar, la garantía de pago puede ser de sumo provecho para restaurantes que han ensayado un sistema autónomo de crédito. Matty Simmons, vicepresidente del Diners' Club, asegura que los estudios efectuados por su sociedad revelan que las cuentas que ésta presenta a sus miembros son pagadas con más puntualidad que las enviadas directamente por los restaurantes a sus parroquianos.

Otro incentivo quizás sea que el Diners' Club no tiene una "lista negra" de socios remisos, a quienes, sin embargo, insta a que paguen. Pero se limita a comunicar a los establecimientos afiliados, como advertencia, los nombres de los morosos impenitentes. Desde su fundación el club ha reservado el 0,5% de sus ingresos para el pago de cuentas incobrables, las cuales casi nunca exceden ese porcentaje.

Si todo es jauja para todo el mundo, ¿dónde está la clave del negocio? En la comisión que los restaurantes y otros establecimientos deben pagar a la organización que expide la tarjeta de crédito. El Diners' Club dice que cobra el 7% sobre las cuentas de restaurante y el 10% sobre casi todas las demás. La American Express aplica diferentes tarifas a hoteles y restaurantes, conforme al total de las cuentas. Por ejemplo, la comisión que cobra a los restaurantes fluctúa entre el 5 y el 7%.

El monto de la comisión es la causa del desagrado por las tarjetas que reina en dos grupos mercantiles. Componen el primero los propietarios de restaurantes, y el segundo, los agentes de viajes. Un restaurante de precios moderados a menudo opera con un margen de ganancia neta de alrededor del 5%. Cuando un cliente se maneja con un crédito, el propio restaurante absorbe del 6 al 7% del total de la cuenta, porcentaje que a menudo determina que el establecimiento pierda o gane. Hace poco ciertos propietarios de restaurantes de Seattle, estado de Washington, hicieron un movimiento contra las tarjetas de crédito. Firmaron una resolución conforme a la cual se comprometían a agregar el 5% a toda cuenta que el cliente deseara cargar a cuenta con su tarjeta. Pero los clientes también son sagaces. En algunos casos han ofrecido pagar la cuenta al contado con un descuento del 5%.

Tales arreglos son desechados por los propietarios más honestos. Pero hay algunos menos melindrosos. El Diners' Club se ha enterado con inquietud de que ciertos dueños de restaurante, cuando el cliente trata de usar la tarjeta de crédito, le aceptan que la comida se cargue a su cuenta personal con la condición de que el restaurante la cobre directamente. Así, mientras la tarjeta de crédito les sirve de evidencia de la solidez económica del cliente, eluden el pago de la comisión que le corresponde al Diners' Club.

Los agentes de viajes también han complicado el panorama que de otro modo sería color de rosa. Cuando el agente organiza el viaje de un cliente, la compañía de transportes acostumbra concederle entre el 5 y el 10% del pasaje, y el hotel, el 10% del precio del cuarto. Pero si el cliente usa la tarjeta de crédito al liquidar su hospedaje, el administrador del hotel advierte, horrorizado, que no sólo debe ceder el 10% de la cuenta al agente sino, en algunos casos, un 7% adicional a la organización que expidió la tarjeta, o sea, en total, el 17% de su ingreso bruto. En consecuencia, la organización de crédito ha tenido que condonar su comisión cuando el agente de viajes cobra la suya.

El bobo del cuento

En resumen, ¿quién paga realmente la comisión? En la actualidad, corren con la mayor parte de ellas los restaurantes, hoteles y tiendas, pero el aumento de sus ingresos a menudo justifica el de sus egresos. Sin embargo, a medida que el sistema se extienda, indudablemente parte del costo adicional del crédito, si no todo, será cargado al consumidor mediante precios más elevados. El bobo del cuento será entonces el cliente que insista en pagar con dinero en efectivo, pues así costeará parte del servicio de crédito disfrutado por otros, sin ningún beneficio para él.

Además del Diners' Club y de la Amex, en la última década han aparecido en los EE.UU. no menos de 21 instituciones similares, aparte de cientos de organizaciones patrocinadas y sostenidas por compañías particulares y bancos. Pero casi todas han durado poco o han sido absorbidas por las dos empresas predominantes. Por ejemplo, el Gourmet Guest Club (11.000 miembros) absorbió al sistema de Duncan Hines (6.000 miembros) para ser devorado, a su vez, por la American Express. El Diners' Club atrapó a los 100.000 miembros del Esquire Club, la Amex ganó la valiosa clientela de la American Hotel Association, y el Diners' Club monopolizó a los 50.000 portadores de tarjeta de los hoteles Sheraton. La aparición más reciente y dramática en este campo ha sido la de la Carte Blanche de los hoteles Hilton, que consiste en una ampliación del sistema de crédito que autorizaba el hospedaje en dichos hoteles, dondequiera que estuviesen, sin pago de la cuenta en efectivo. Ahora, amparados por la flamante Carte Blanche, el millón de portadores de la tarjeta de cortesía expedida por Hilton, pueden pedir—previo el pago de una cuota anual de seis dólares—que se cargue a su cuenta del hotel lo que consumen en restaurantes y compran en tiendas ajenas a la cadena de Hilton la que ha anunciado su próposito de mantenerse independiente de las dos organizaciones gigantes. Pero éstas creen que tarde o temprano todas las demás se unirán a una u otra. El presidente de la Amex, Ralph T. Reed, recientemente predijo que al final habrá sólo una tarjeta universal de crédito con la que cualquiera podrá obtener cuanto le plazca. El presidente del Diners' Club, Alfred Bloomingdale, vaticinó algo mucho más radical. "Dentro de 20 años, dijo, sólo habrá dos clases de personas: las que tienen tarjeta de crédito y las que, por su situación, no pueden obtenerla. Entonces sí que habrá una tremenda escisión social."

MIEMBRO EXOTICO del Diners' Club, la casa de geishas Komachi En, de Tokio, acepta las tarjetas, pero solamente fía el licor y los comestibles.

El Monserrate es conquistado por cuatro ruedas

Un sol quemante reverbera sobre las escaldadas faldas del imponente Monserrate al Este de Bogotá. El estrecho sendero por donde los peregrinos suben penosamente al santuario en la cumbre parece más peligroso para los caminantes, y para las mulas que de cuando en cuando hacen el ascenso. Don Pablo, de Bogotá, se apea de su mula, esputa en el polvo y continúa a pie maldiciendo su suerte, pero callado, camino hacia la capilla. De pronto se detiene. ¿Había oído el ruido de un motor? Imposible! No sobre tantas rocas y barrancos! Mira hacia atrás ... ve una polvareda ... oye voces masculinas ... luego distingue un camión subiendo a paso firme el sendero regado de roca. Con la boca abierta y casi llena de polvo, Don Pablo y su mula se hacen atrás para no ser estropeados, sin hallar palabras con qué responder a los saludos de los que pasan en el vehículo. Asombrado aún, sigue la nube de polvo con la vista, y sólo entonces comienza a darse cuenta de lo que acaba de ver. Al llegar a la cima, nuevamente queda pasmado al ver cómo el diabólico vehículo trepa las gradas de piedra de la capilla. ¿Qué más? ... se pregunta ensimismado.

Al día siguiente el diario local asegura a Don Pablo que aquella visión había sido una realidad. J. Weber es aclamado el primero en conducir con éxito un vehículo de carretera hasta la cumbre del Monserrate. Todos elogian la gran hazaña del Mercedes-Benz UNIMOG, realizada sin nada de ayuda. Los reporteros invitados al viaje, temiendo por sus familias, hicieron que éstas ascendieran por el funicular.

Don Pablo cuenta este hecho muy a menudo, y levantando la voz al terminar, exclama: «Fantástico, pero cierto! Yo mismo lo presencié!»

LIFE
INTERNATIONAL
NEWEST WEAPON AGAINST POLIO
'INGO': THE STORY BEHIND THE RIGHT
THAT ROCKED THE RLD OF BOXING
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page 77
ZSA ZSA GABOR
AND HER FAMOUS GHOST
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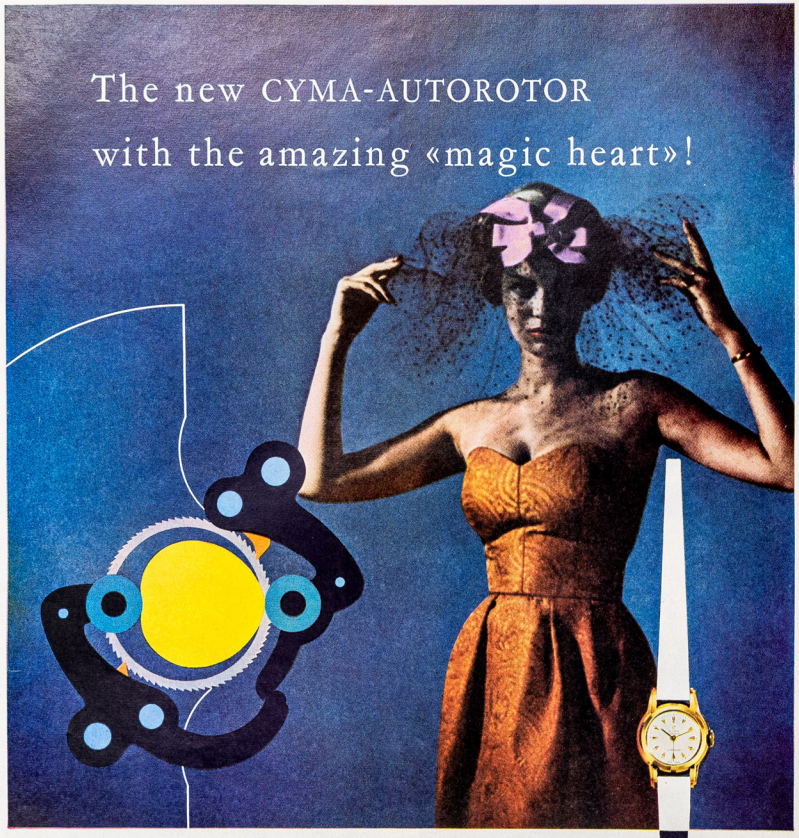

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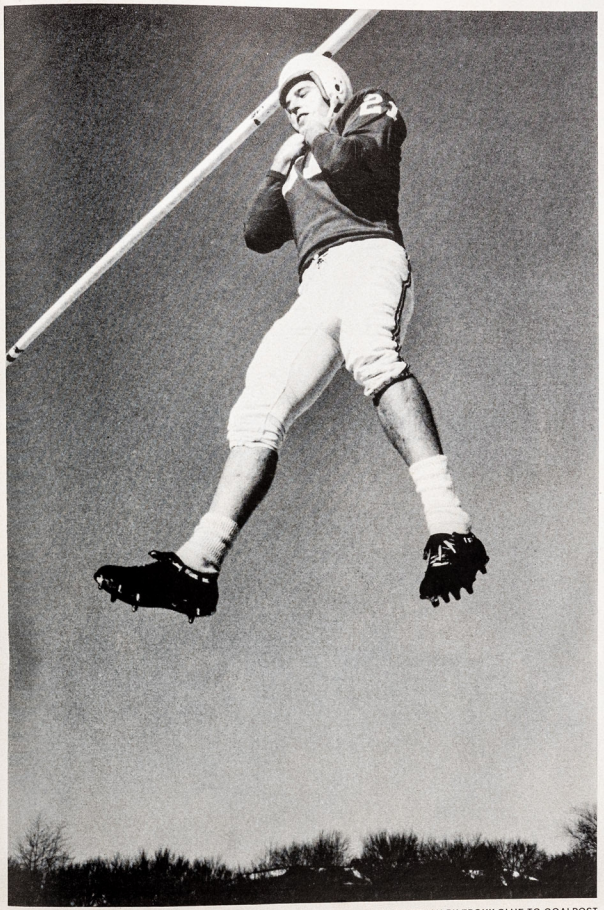
La Chaux-de-Fonds
(Switzerland)



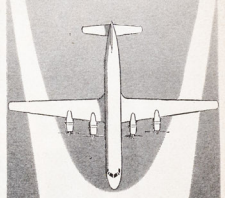
UNIVERSITY OF DETROIT'S 195-POUND BRUCE MAHER DANGLES FROM HELMET STUCK BY EPOXY GLUE TO GOALPOST

A Mighty Glue–Epoxy

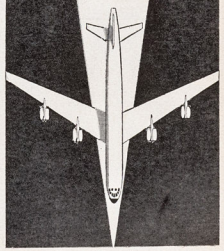
Holding this football player up is a dab of epoxy glue, the mightiest adhesive yet produced. Epoxy is the name given to a relatively new class of plastic which, when combined with certain chemicals, links its molecules with the molecules of the materials it is gluing together. The result is a bond often stronger than the joined materials themselves.

Epoxy glues, made by several companies, are sold nearly everywhere in the world. Where a fastening must be lightweight, corrosion- and heat-proof, yet superstrong, the epoxies—which can fasten almost anything to anything—are supplanting rivets and welding. For fabricating wings of supersonic aircraft, epoxy glue is ideal. For amateur carpenters the epoxies, though still expensive, may ultimately replace the hammer and the nail. But what epoxy has joined together no man can put asunder, and the user must be prepared to live with his mistakes forever after.

Sinclair
supplies 45% of the aircraft oil used by major scheduled airlines in the U.S.



Sinclair
aircraft oil is also used to lubricate the mighty engines of commercial and military jets.

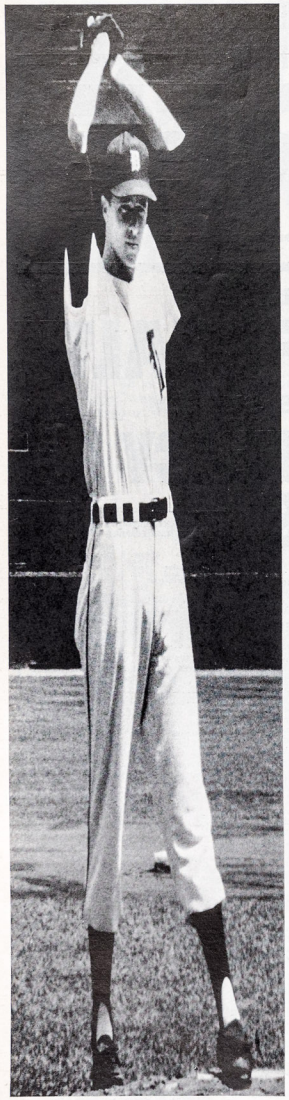


Do as the airlines do, rely on...
Sinclair

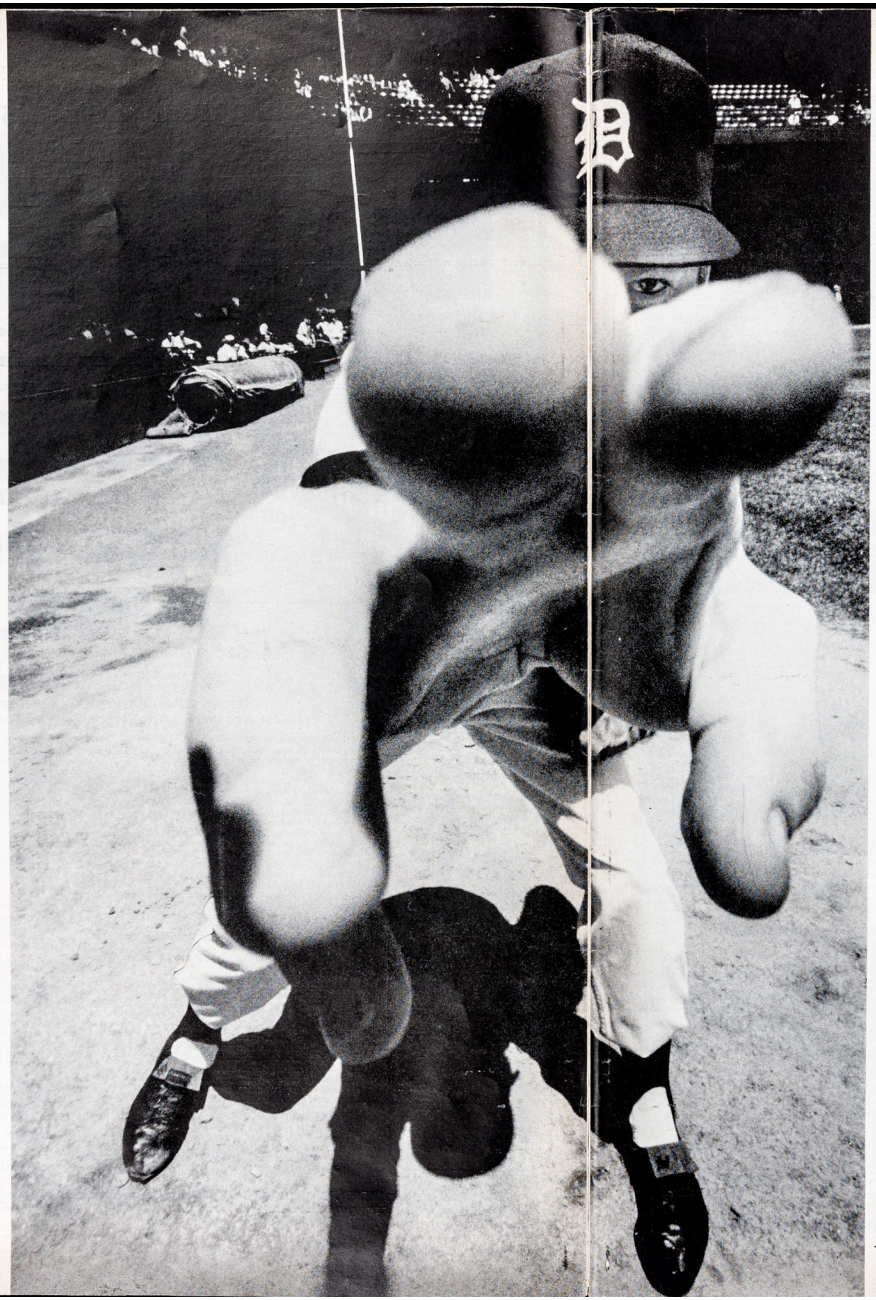
Get the same standards of high quality motor oil for cars, trucks and buses

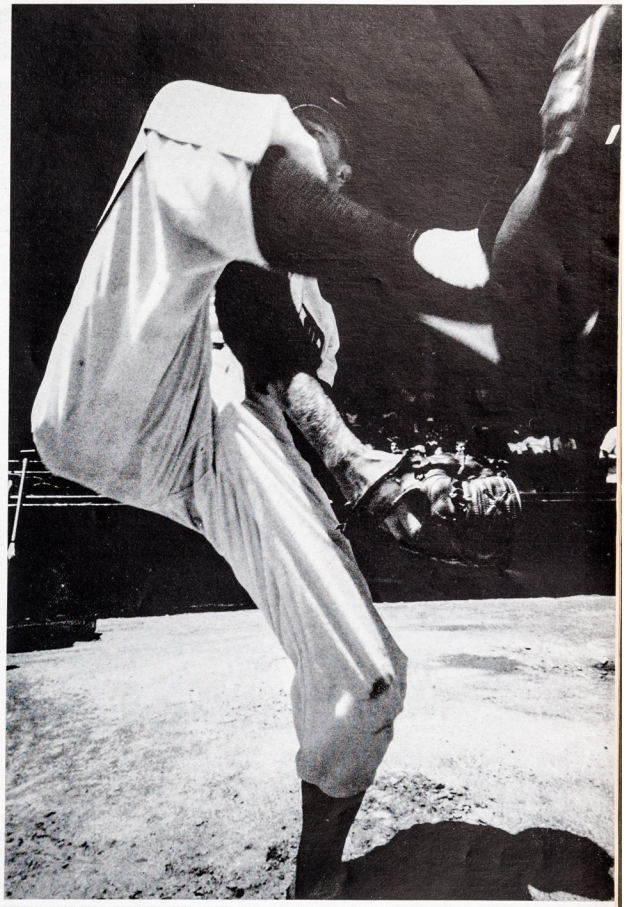
77

LIFE
ROMANTIC SURPRISE
RASMUSSEN-ROCKEFELLER
NIXON WOWS WARSAW
SAVE
B 8+9
Baseball
Joe Clark, HBSS
Pictures that tell a story
30419 West Twelve Mile Road
Farmington Hills, Michigan 48018
Baseball Story on Pages 8 and 9 won
the Encyclopedia award for Best Magazine
picture story of the year.
Return Postage Guaranteed
AUGUST 17, 1959



PITCHER PETE BURNSIDE GOES INTO A STRETCH



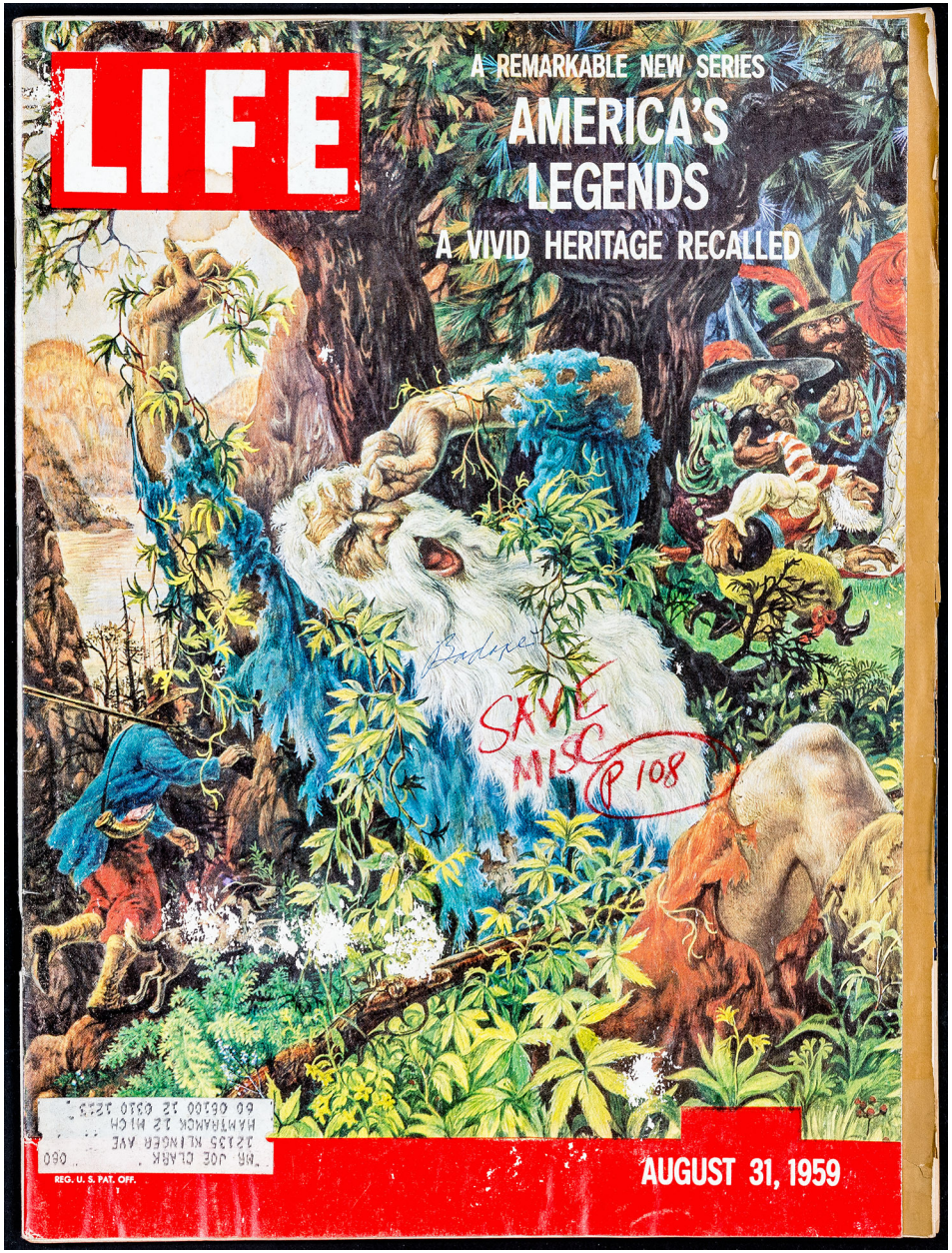


LIFTING FOOT HIGH, BURNSIDE USES AN EXAGGERATED WINDUP TO PUT FULL WEIGHT BEHIND PITCH

High and Outsize

The huge finger tips shooting out of the picture at left loom larger than their owner's head, but to Photographer Joe Clark they were in good sporting perspective. Ever since his 10-year-old son dragged him off to watch the Detroit Tigers, Clark set out to capture his own, bug-eyed impressions of pitchers at work. Starting with the stretch (*far left*), Clark idealized a pitcher's tallest moment, elongating it with a Cinemascope lens. For the windup (*above*), Clark moved in low to frame the pitcher in the crazy angles of his own jackknifed legs. At the pitch (*left*), the throwing hand exploded into Clark's super wide-angle lens, which not only enlarged the fingers but also captured the steely aiming eye in the background.

← PITCHING AT CAMERA, JIM BUNNING'S EYE AIMS OVER FINGERS IN FAST BALL GRIP


LIFE
A REMARKABLE NEW SERIES
AMERICA'S LEGENDS
A VIVID HERITAGE RECALLED
SAVE MISC P 108
AUGUST 31, 1959
REG. U. S. PAT. OFF.

RAINBOW BRITCHES AT BAD AXE

Lining the grandstand at a Bad Axe, Mich. playing field, these high school boys in sherbet-colored pants look like the loudest rooting section in the land. Called "spikes" because of their tapered appearance at the ankles, the trousers are a classroom uniform for the fad-conscious half of Bad Axe High School's 180 male students, and a sharp break in tradition for their manufacturer. Since 1873 Levi Strauss and Company has been making Levis, or blue jeans, for cowboys, workingmen and teen-agers. The gaily tinted trousers represent the company's most radical deviation from the familiar solid blue line of Levis.

ERIN O'BRIEN, co-starring in "John Paul Jones," a Warner Bros. release.

Schlitz

THE BEER THAT MADE MILWAUKEE FAMOUS

© 1959 Jos. Schlitz Brewing Co., Milwaukee, Wis.

Know the real joy of good living...

Schlitz sails right through your thirst. Light, refreshing Schlitz . . . it's a natural part of good living. Do as your own taste for quality tells you. When you order beer, ask for Schlitz.

Move up to quality. . . move up to Schlitz!

LIFE
THE FAMOUS
VAN DOREN FAMILY
THE BIRTH OF HAWAII
BY JAMES A. MICHENER
CHARLES VAN DOREN
FACES THE PRESS
PAGES 115, 116, 117
KALAMAZOO MICH +
TOLEDO - MALL
downtown get UP LIFT
OCTOBER 26, 1959
CIRCULATION MORE THAN 6,400,000 WEEKLY

EXCITEMENT IS IN THE CARDS FOR YOU

The World's Greatest Entertainment Value . . . that's what cards provide. You'll have the time of your life trouncing your wife at Gin Rummy . . . matching wits with the neighbors at bridge . . . or playing a few congenial hands of poker. And to keep things lively, start the game with new packs of Bicycle or Congress Cards, the card players' favorites for 75 years. See Championship Bridge with Charles Goren and other experts on ABC-TV Network. Sunday afternoons at 3:30 in most areas. For your own copy of an up-to-date edition of "Official Rules"—156 card games, 256 pages—send 25¢ in coin to Dept. A-2,

THE UNITED STATES PLAYING CARD COMPANY, CINCINNATI 12, OHIO
In Canada: Send 35¢ to International Playing Card Co., Windsor, Ont.

116

TOLEDO'S SEEWAY consists of four carless blocks on two avenues, fitted out with gardens and exhibition booths between traffic-filled crossstreets.

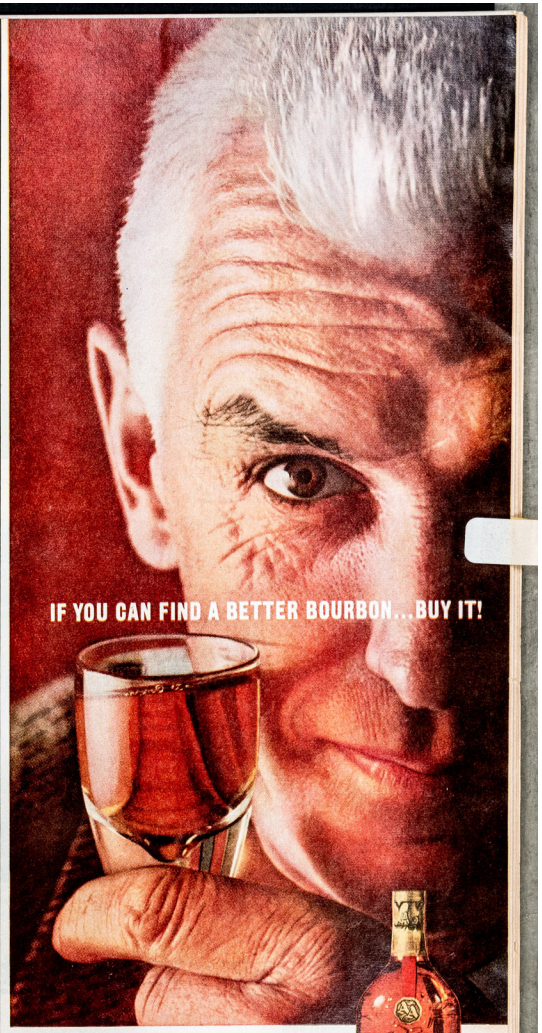
Toledo tries it out in a 110-day experiment

While Kalamazoo is the first city to convert a street into a permanent traffic-free shopping mall, Toledo is the first to give the idea an extended try on a temporary basis (*above and below*). For a 110-day period autos are being rerouted from the four most congested blocks. In place of cars, shoppers find grass and soft music. There are zoo animals and wading pools for the children. The experiment has boosted sales 25% in the area's stores, which had been losing customers to suburban shops where traffic was lighter. The city will soon poll its citizens on whether they want to make this Shoppers' Seeway permanent, at a cost of $300,000. Ohio Governor Di Salle says, "It looks beautiful. How practical it is I don't know. Time will tell." Victor Gruen Associates, the designers of Kalamazoo's city-planning, feel that such pedestrian malls with sufficient parking space nearby are a necessary, though small, part of downtown redevelopment plans.

ENJOYING PARK in middle of former traffic intersections, Ralph and Judy Lampros dance about beside a fountain loaned by the Toledo Museum of Art.

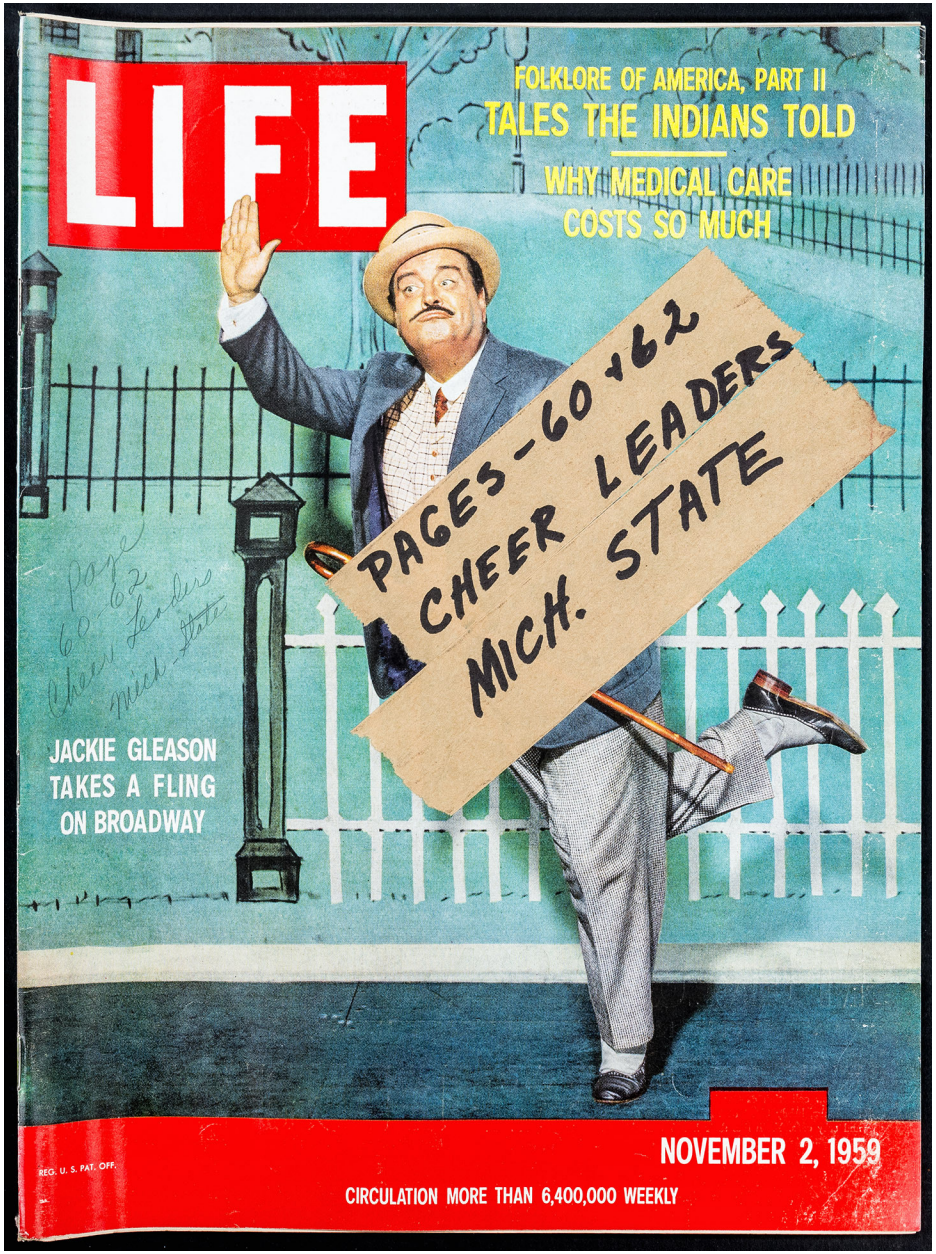
A DUCK POND PLEASES CHILDREN AND GIVES THE MALL A BUCOLIC LOOK.

PENGUINS WERE TRIED IN POND FIRST BUT SUFFERED FROM THE HEAT



Ancient Age
THE MILDER BOURBON

KENTUCKY STRAIGHT BOURBON WHISKEY • 6 YEARS OLD • 86 PROOF • ©ANCIENT AGE DIST. CO., FRANKFORT, KY.


LIFE
FOLKLORE OF AMERICA, PART II
TALES THE INDIANS TOLD
WHY MEDICAL CARE
COSTS SO MUCH
PAGES-60-62
CHEER LEADERS
MICH. STATE
Page
60-62
Cheer Leaders
Mich. State
JACKIE GLEASON
TAKES A FLING
ON BROADWAY
REG. U. S. PAT. OFF.
NOVEMBER 2, 1959
CIRCULATION MORE THAN 6,400,000 WEEKLY

NEW
AND DAZZLINGLY
DIFFERENT
Unique
bracelet watches
...cut, polished
to catch
each shaft of light
RHAPSODY
by
BULOVA
capturing
the fascination
of fine jewelry...
adding the
elegance of a
23-jewel movement
for flawless precision

Half moon link bracelet spirals around your wrist, sets off a tiny circle of a watch. Also white. $59.50.

Tapered band, with brilliantly polished side links framing embossed, safety center links. The watch echoes the same design. Also in white. $65.

Fascinating tulip leaf bracelet with each leaf alternately polished to either a high luster or a soft satin glow. Also in white. $85.

The winged jet bracelet, set off by flower sprays that hold 4 diamonds. The watch—a tiny curved cushion shape. Also in white. $100.

YOU CAN BE PROUD OF
THAT BULOVA DIFFERENCE

Watches shown include Federal Tax. • Other watches from $24.75 to $2500. ©1959 Bulova Watch Co., Inc. New York, Toronto, Bienne, Milan

Spry Gals' Giant Leap

To football fans, watching the ecstatic acrobatics of the cheerleaders, the air often seems filled with sky-high leaping girls and gay, flying pompons. To dramatize this impression, Los Angeles Photographer Bill Bridges borrowed the "Song Girls" of UCLA, arranged them above each other on a flight of brown brick steps, then shot them with a telescopic lens which has the effect of compressing distance and confusing depth perception. So when the girls did their stuff for his camera, the steps suddenly appeared to be a brick wall and their leaps prodigious. For the authentic but still rigorous acrobatics required at Michigan State, turn page.

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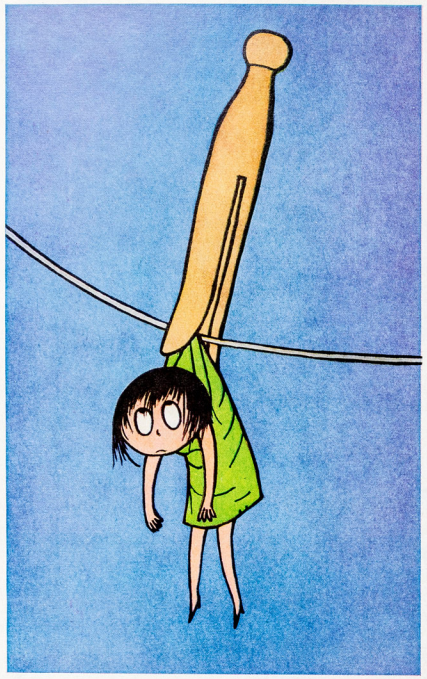


Over-Coffeed?

Feeling washed out? High strung? Could be too much coffee is to blame.

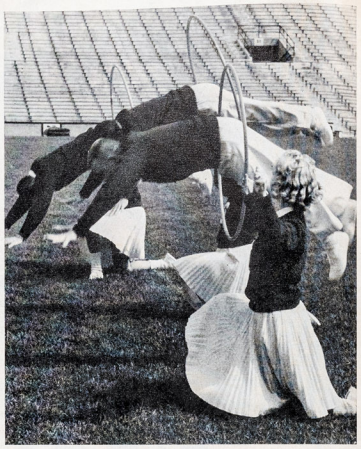
Could be you should try Postum. 100% caffein-free. *Can't* make you nervous or rob you of sleep.

A satisfying hot drink you *can* enjoy —cup after cup after cup.

Give Postum a good try for a week or two. See how much better you feel when you give your over-coffeed nerves a rest.

Drink POSTUM ...it's 100% coffee-free!

Another fine product of General Foods



IN HOOP DIVE three boys leap through hula hoops held by girls during practice. All the male cheerleaders are members of college gymnastics team.

LIKE A FOOTBALL TEAM

Cheerleading has come far since the "locomotive for the team." At Michigan State cheerleaders are virtually a football team. Nearly 100 candidates who come out for cheerleading are cut to a six-girl, six-boy squad. In daily three-hour practices under a professional coach they perfect 200 plays—as many as the football team itself has. There is even a captain-quarterback who calls signals for the play he wants.

IN BACK BEND, executed with help of Pauline Hess, university's cheerleader coach, Sue Beckman, 19, limbers up for the afternoon's acrobatics.

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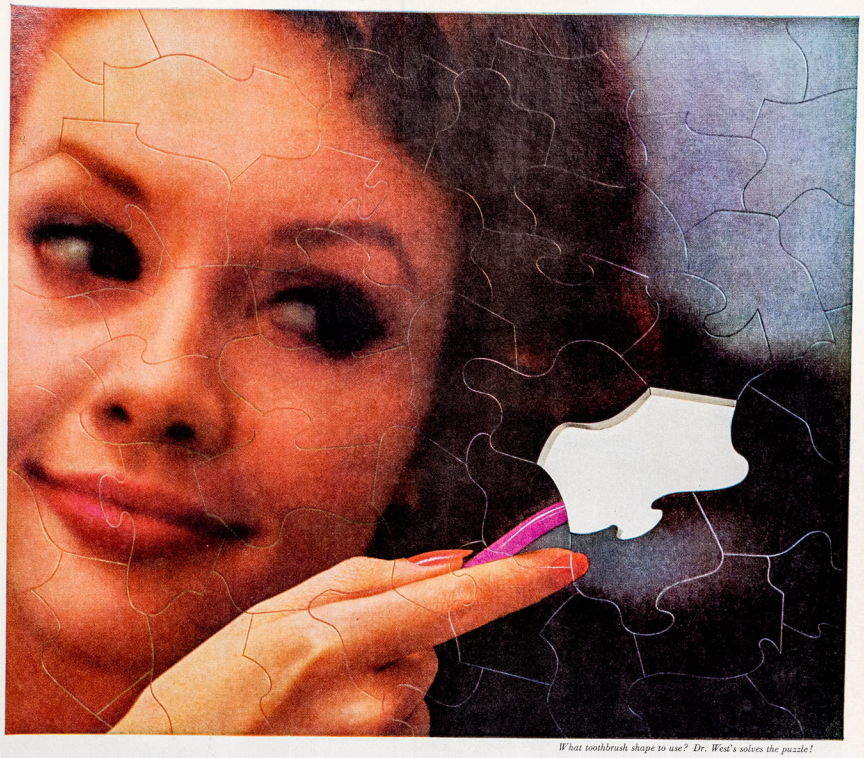


What toothbrush shape to use? Dr. West's solves the puzzle!

CHOOSE THE ONE SHAPE THAT'S RIGHT FOR YOU

NEW!
FLEXI-TUFT
Straight-Top

If you like soft, flexing bristles—lots of them that clean, massage and polish, this is *your* brush. Has the sheerest bristles ever—1720 closely spaced for scrubbing action and strength. Flat top, 1⅛-inch brush-head. "Germ-fighter" inoculated bristles.

NEW!
FLEXI-TUFT
Short Curve

New 1⅛-inch dentist-preferred, three-row design. 1050 firm yet pliant flexi-tuft bristles in slightly curved brushhead. New grip-tight handle. Designed for medium and hard bristles and for the correct "rolling motion" brusher. "Germ-fighter" treated.

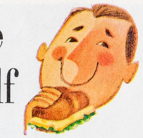
FAMOUS CONTOUR
Long Curve

The most famous shape in toothbrushing. Scientifically curved to fit the dental arch inside, outside, in-between. Exton brand bristles won't wilt—won't pull out. Look for Dr. West's Contour in sparkling glass tubes! It's a "Germ-Fighter" brand, too!

Copr. 1959 by Weco Products Co.

NOW 3 DR. WEST'S SHAPES...5 NEW FASHION COLORS

Give him the cheese he'd buy for himself



this Swiss with the fresh-cut taste

Masculine appetites have a built-in yen for Kraft's nut-sweet 'n' tender Swiss Cheese. It's a man's first choice for snacks with beverages, his special favorite sandwich cheese. And watch his eyes brighten at salads made with pale-gold strips of Swiss!

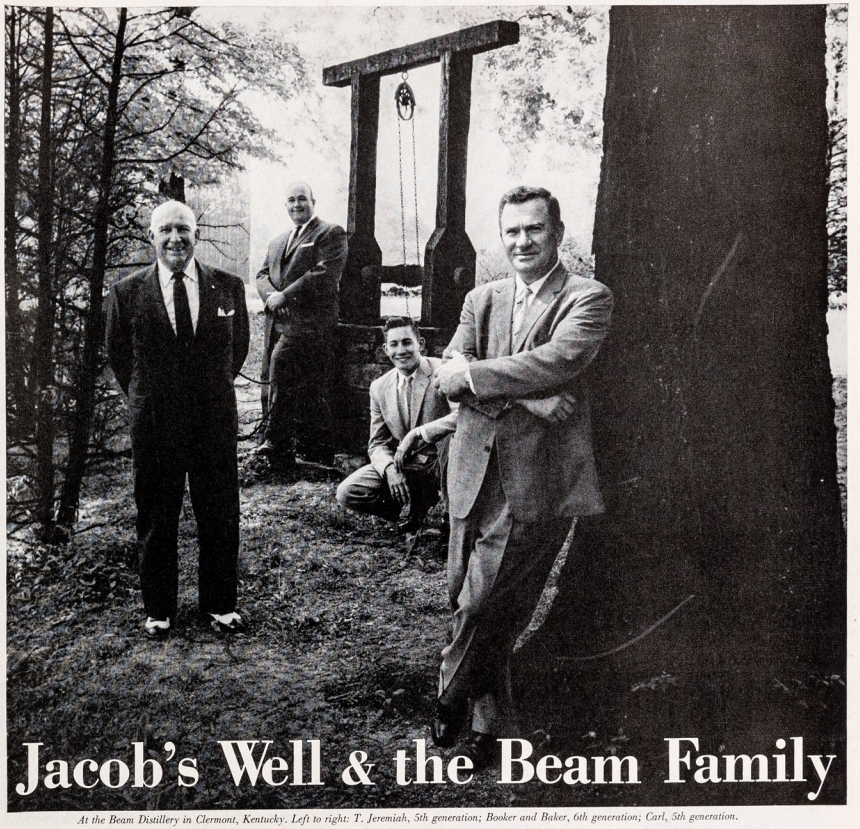
Get your man big, fresh-cut tasting slices in the packages marked Kraft Natural Swiss Cheese. (They hold enough for you, too!)

NATURALLY FROM **KRAFT**

the finest of Natural Cheeses

PYRAMID PLAY has Marge Rohs aloft and Linda Hopkins (*foreground*) as flying buttress. During two-minute game time-out, squad can do five such plays.

LAUGHING LANDING follows collapse of a new pyramid play. Helping Marge Rohs to her feet is Maurice Spencer, 20, captain of the cheerleaders.



Jacob's Well & the Beam Family

At the Beam Distillery in Clermont, Kentucky. Left to right: T. Jeremiah, 5th generation; Booker and Baker, 6th generation; Carl, 5th generation.

In 1795 Jacob Beam dug his well and began making his very special kind of Kentucky bourbon under a formula that has remained within the Beam family for six generations. Today the 5th & 6th generation Beams, using Jacob's original formula, bring you the bourbon worthy of your taste—Worthy of your Trust.

Worthy Of Your Trust

BEAM

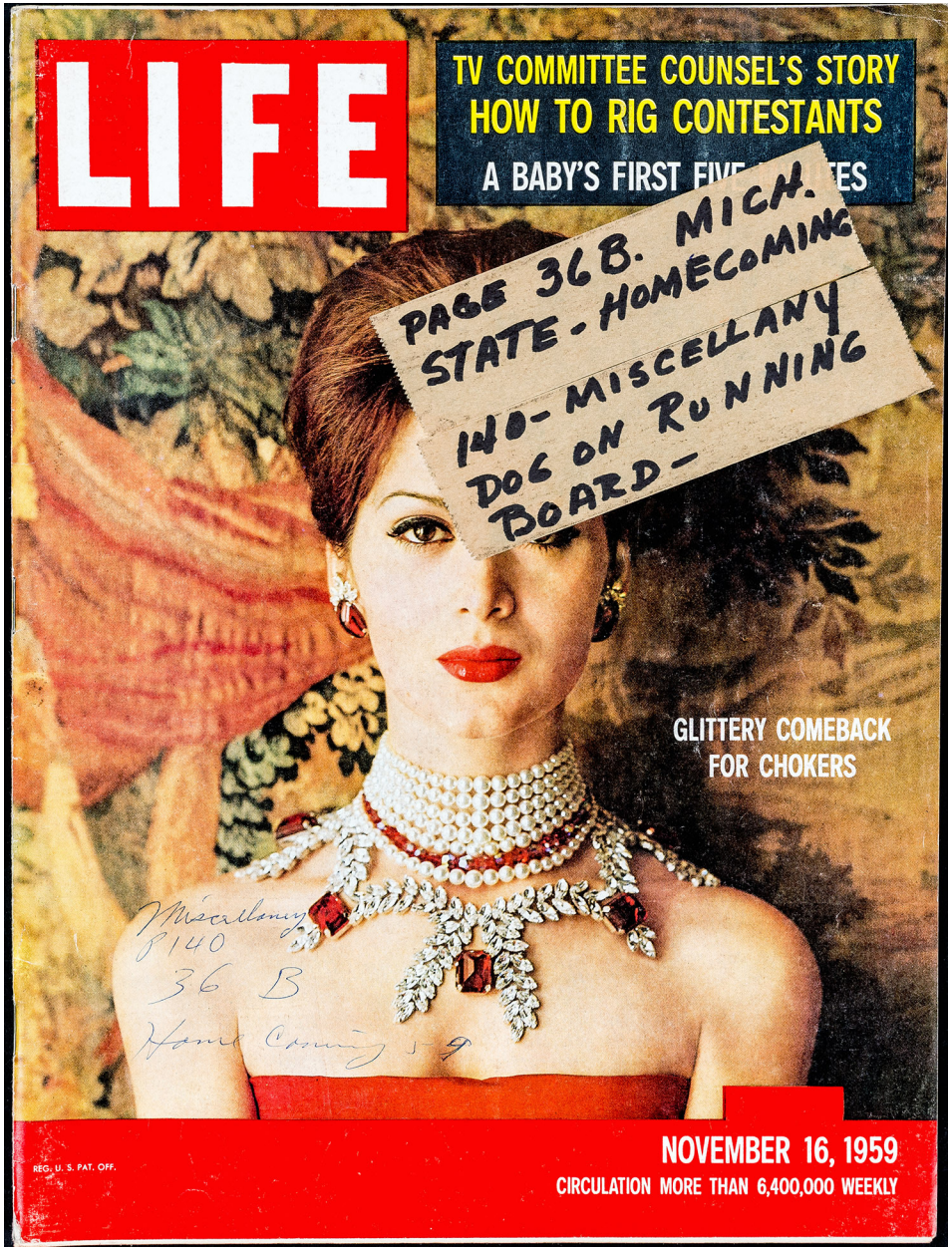
The World's Finest Bourbon Since 1795

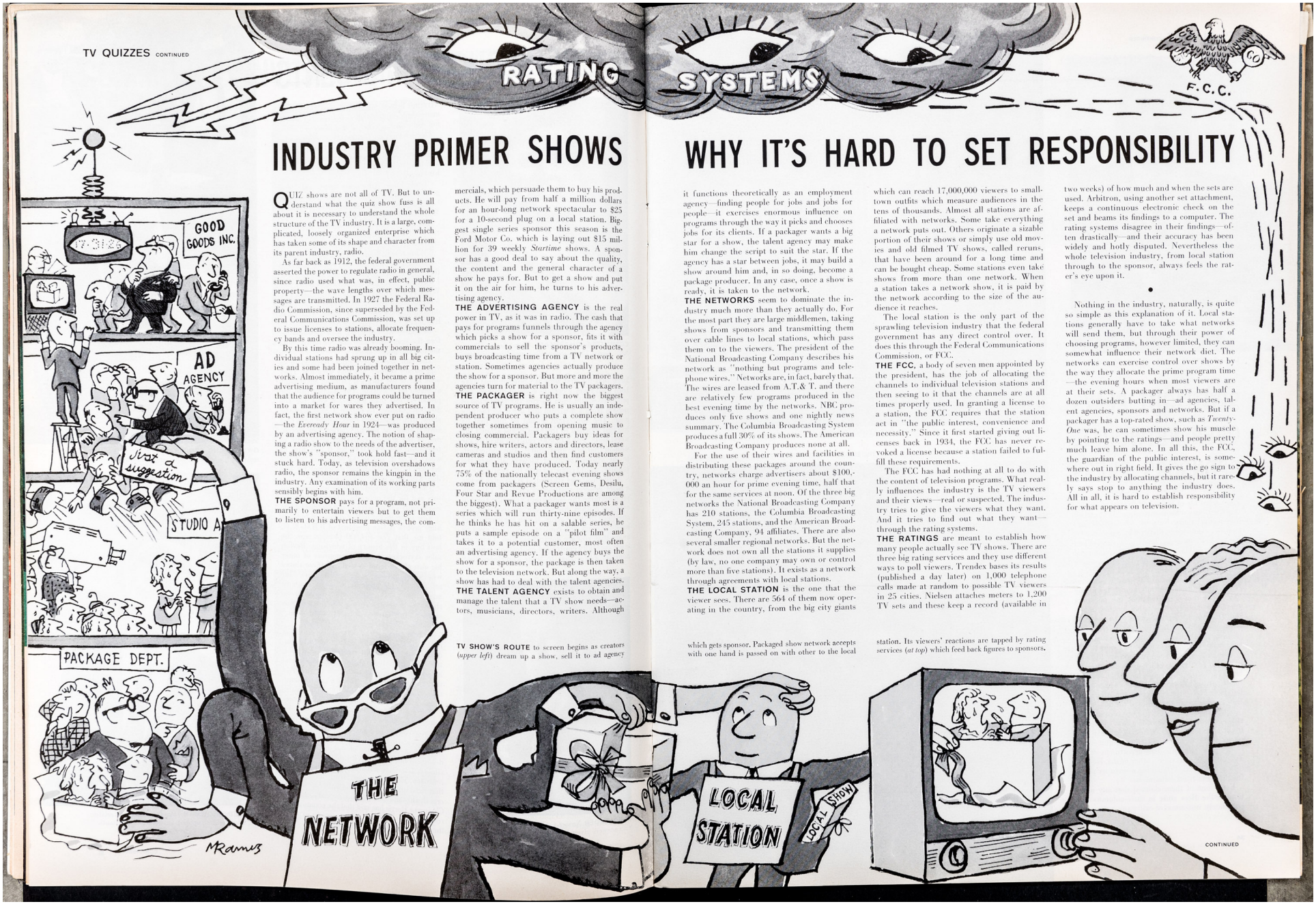
BEAM'S CHOICE—(green label) Charcoal Filtered, 6 years old, (90 proof) sour mash bourbon with an unique good taste.

JIM BEAM—(86 proof) genuine, old-fashioned Kentucky straight bourbon, enjoyed the world over.

BEAM'S PIN BOTTLE—Rare bottling of Kentucky straight bourbon, 8 or 10 years old, (86.8 proof) with built-in pourer.

© 1959 JAMES B. BEAM DISTILLING CO.
KENTUCKY STRAIGHT BOURBON WHISKIES DISTILLED AND BOTTLED BY THE JAMES B. BEAM DISTILLING CO., CLERMONT, KY.


LIFE
TV COMMITTEE COUNSEL'S STORY
HOW TO RIG CONTESTANTS
A BABY'S FIRST FIVE
PAGE 36B. MICH. STATE - HOMECOMING
140 - MISCELLANY
DOG ON RUNNING BOARD -
GLITTERY COMEBACK FOR CHOKERS
Miscellany
8140
36 B
Homecoming 59
REG. U. S. PAT. OFF.
NOVEMBER 16, 1959
CIRCULATION MORE THAN 6,400,000 WEEKLY



INDUSTRY PRIMER SHOWS

QUIZ shows are not all of TV. But to understand what the quiz show fuss is all about it is necessary to understand the whole structure of the TV industry. It is a large, complicated, loosely organized enterprise which has taken some of its shape and character from its parent industry, radio.

As far back as 1912, the federal government asserted the power to regulate radio in general, since radio used what was, in effect, public property—the wave lengths over which messages are transmitted. In 1927 the Federal Radio Commission, since superseded by the Federal Communications Commission, was set up to issue licenses to stations, allocate frequency bands and oversee the industry.

By this time radio was already booming. Individual stations had sprung up in all big cities and some had been joined together in networks. Almost immediately, it became a prime advertising medium, as manufacturers found that the audience for programs could be turned into a market for wares they advertised. In fact, the first network show ever put on radio—the *Eveready Hour* in 1924—was produced by an advertising agency. The notion of shaping a radio show to the needs of the advertiser, the show's "sponsor," took hold fast—and it stuck hard. Today, as television overshadows radio, the sponsor remains the kingpin in the industry. Any examination of its working parts sensibly begins with him.

THE SPONSOR pays for a program, not primarily to entertain viewers but to get them to listen to his advertising messages, the commercials, which persuade them to buy his products. He will pay from half a million dollars for an hour-long network spectacular to $25 for a 10-second plug on a local station. Biggest single series sponsor this season is the Ford Motor Co. which is laying out $15 million for 39 weekly *Startime* shows. A sponsor has a good deal to say about the quality, the content and the general character of a show he pays for. But to get a show and put it on the air for him, he turns to his advertising agency.

THE ADVERTISING AGENCY is the real power in TV, as it was in radio. The cash that pays for programs funnels through the agency which picks a show for a sponsor, fits it with commercials to sell the sponsor's products, buys broadcasting time from a TV network or station. Sometimes agencies actually produce the show for a sponsor. But more and more the agencies turn for material to the TV packagers.

THE PACKAGER is right now the biggest source of TV programs. He is usually an independent producer who puts a complete show together sometimes from opening music to closing commercial. Packagers buy ideas for shows, hire writers, actors and directors, lease cameras and studios and then find customers for what they have produced. Today nearly 75% of the nationally telecast evening shows come from packagers (Screen Gems, Desilu, Four Star and Revue Productions are among the biggest). What a packager wants most is a series which will run thirty-nine episodes. If he thinks he has hit on a salable series, he puts a sample episode on a "pilot film" and takes it to a potential customer, most often an advertising agency. If the agency buys the show for a sponsor, the package is then taken to the television network. But along the way, a show has had to deal with the talent agencies.

THE TALENT AGENCY exists to obtain and manage the talent that a TV show needs—actors, musicians, directors, writers. Although it functions theoretically as an employment agency—finding people for jobs and jobs for people—it exercises enormous influence on programs through the way it picks and chooses jobs for its clients. If a packager wants a big star for a show, the talent agency may make him change the script to suit the star. If the agency has a star between jobs, it may build a show around him and, in so doing, become a package producer. In any case, once a show is ready, it is taken to the network.

TV SHOW'S ROUTE to screen begins as creators (*upper left*) dream up a show, sell it to ad agency which gets sponsor. Packaged show network accepts with one hand is passed on with other to the local station. Its viewers' reactions are tapped by rating services (*at top*) which feed back figures to sponsors.

WHY IT'S HARD TO SET RESPONSIBILITY

THE NETWORKS seem to dominate the industry much more than they actually do. For the most part they are large middlemen, taking shows from sponsors and transmitting them over cable lines to local stations, which pass them on to the viewers. The president of the National Broadcasting Company describes his network as "nothing but programs and telephone wires." Networks are, in fact, barely that. The wires are leased from A.T.& T. and there are relatively few programs produced in the best evening time by the networks. NBC produces only five shows and one nightly news summary. The Columbia Broadcasting System produces a full 30% of its shows. The American Broadcasting Company produces none at all.

For the use of their wires and facilities in distributing these packages around the country, networks charge advertisers about $100,000 an hour for prime evening time, half that for the same services at noon. Of the three big networks the National Broadcasting Company has 210 stations, the Columbia Broadcasting System, 245 stations, and the American Broadcasting Company, 94 affiliates. There are also several smaller regional networks. But the network does not own all the stations it supplies (by law, no one company may own or control more than five stations). It exists as a network through agreements with local stations.

THE LOCAL STATION is the one that the viewer sees. There are 564 of them now operating in the country, from the big city giants which can reach 17,000,000 viewers to small-town outfits which measure audiences in the tens of thousands. Almost all stations are affiliated with networks. Some take everything a network puts out. Others originate a sizable portion of their shows or simply use old movies and old filmed TV shows, called reruns, that have been around for a long time and can be bought cheap. Some stations even take shows from more than one network. When a station takes a network show, it is paid by the network according to the size of the audience it reaches.

The local station is the only part of the sprawling television industry that the federal government has any direct control over. It does this through the Federal Communications Commission, or FCC.

THE FCC, a body of seven men appointed by the president, has the job of allocating the channels to individual television stations and then seeing to it that the channels are at all times properly used. In granting a license to a station, the FCC requires that the station act in "the public interest, convenience and necessity." Since it first started giving out licenses back in 1934, the FCC has never revoked a license because a station failed to fulfill these requirements.

The FCC has had nothing at all to do with the content of television programs. What really influences the industry is the TV viewers and their views—real or suspected. The industry tries to give the viewers what they want. And it tries to find out what they want—through the rating systems.

THE RATINGS are meant to establish how many people actually see TV shows. There are three big rating services and they use different ways to poll viewers. Trendex bases its results (published a day later) on 1,000 telephone calls made at random to possible TV viewers in 25 cities. Nielsen attaches meters to 1,200 TV sets and these keep a record (available in two weeks) of how much and when the sets are used. Arbitron, using another set attachment, keeps a continuous electronic check on the set and beams its findings to a computer. The rating systems disagree in their findings—often drastically—and their accuracy has been widely and hotly disputed. Nevertheless the whole television industry, from local station through to the sponsor, always feels the ratter's eye upon it.

•

Nothing in the industry, naturally, is quite so simple as this explanation of it. Local stations generally have to take what networks will send them, but through their power of choosing programs, however limited, they can somewhat influence their network diet. The networks can exercise control over shows by the way they allocate the prime program time—the evening hours when most viewers are at their sets. A packager always has half a dozen outsiders butting in—ad agencies, talent agencies, sponsors and networks. But if a packager has a top-rated show, such as *Twenty-One* was, he can sometimes show his muscle by pointing to the ratings—and people pretty much leave him alone. In all this, the FCC, the guardian of the public interest, is somewhere out in right field. It gives the go sign to the industry by allocating channels, but it rarely says stop to anything the industry does. All in all, it is hard to establish responsibility for what appears on television.

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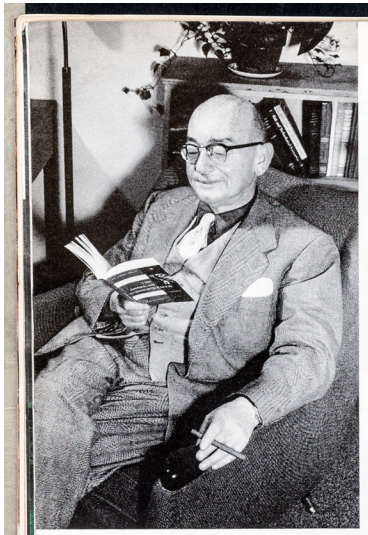


GRAND JURY HERO, Foreman Louis Hacker argued to get report released after judge had sealed it.

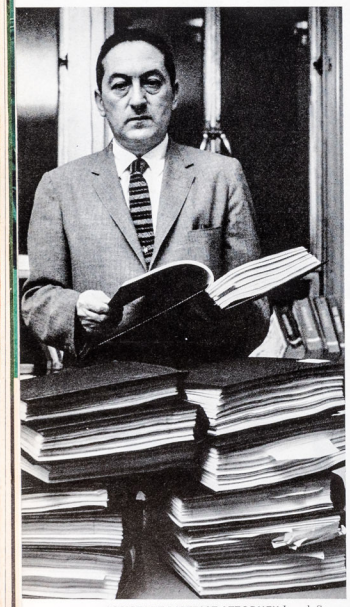
SIGN OF TIMES is displayed by ex-contestant Samuel Perla, a law student in Buffalo who won $16,000 on *The $64,000 Challenge*. He invited people to question him on his topic, ancient history.

PUBLIC REACTS WITH ANGER AND PITY

The subcommittee hearings, which publicized secret testimony given to the New York grand jury, set off a chain reaction among former quiz contestants, both the fixed and the unfixed. District Attorney Hogan prepared for a parade of witnesses who, like Van Doren, would change their testimony to avoid perjury indictments. Other contestants hurried to clear their names. Teddy Nadler, who won $264,000 on two quiz shows, invited the House subcommittee to test his knowledge so that he could prove he won honestly. Richard Clark, a winner on *Tic Tac Dough*, sued NBC for $540,000 to establish his honesty and a woman $100 consolation-prize winner on *Twenty-One* sued NBC for $1.2 million for fraud and defamation.

The public reaction to all this was a mixture of bewilderment and anger. Some wanted to forgive the sins of Van Doren and others who took part in the sham. Most did not.

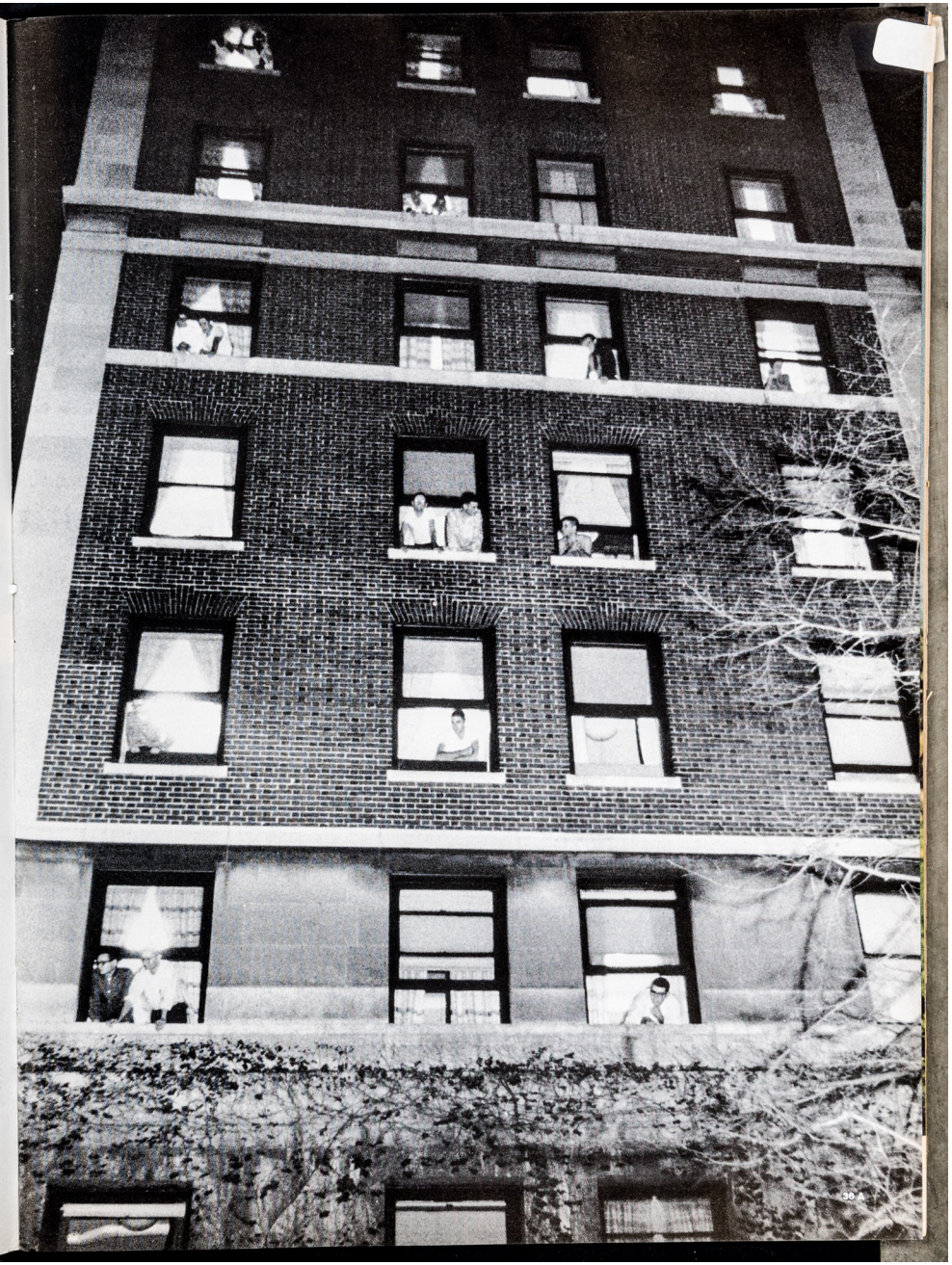
And they were all anticipating more tales of illicit plugs and pay-offs when the subcommittee reconvenes on Dec. 9 to investigate charges of widespread bribery among the disc jockeys.

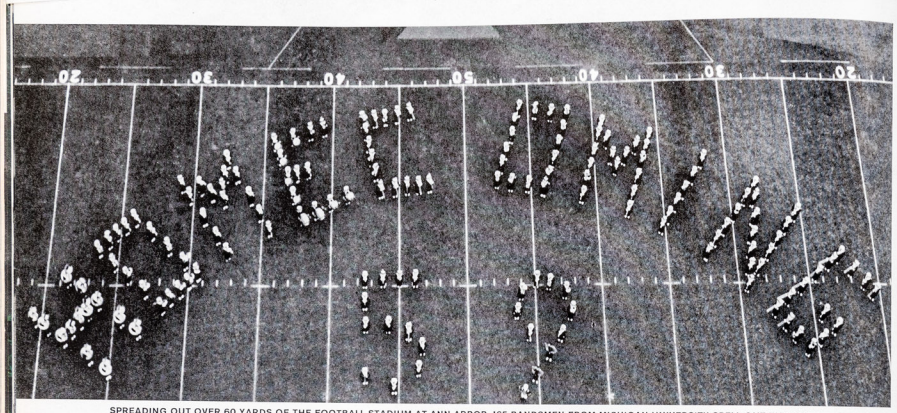


ASSISTANT DISTRICT ATTORNEY Joseph Stone, who conducted inquiry, checks perjured testimony.

VAN DOREN SUPPORTER at rally, George Nikolaieff urges Columbia to reinstate the professor.

RALLY HECKLERS lean from dorm. One shouted, "Charlie's going to give answers in comparative lit!" →





SPREADING OUT OVER 60 YARDS OF THE FOOTBALL STADIUM AT ANN ARBOR, 165 BANDSMEN FROM MICHIGAN UNIVERSITY SPELL OUT THE THEME OF THE DAY

IT SPELLS THE BIG CAMPUS WEEKEND

FATHER ('38) AND SON ('62), Leonard and Larry Osterink, share a borrowed coonskin coat during Michigan State homecoming game against Indiana. Leonard came down to game from East Grand Rapids.

Undergrad, old grad join in sentimental spectacle

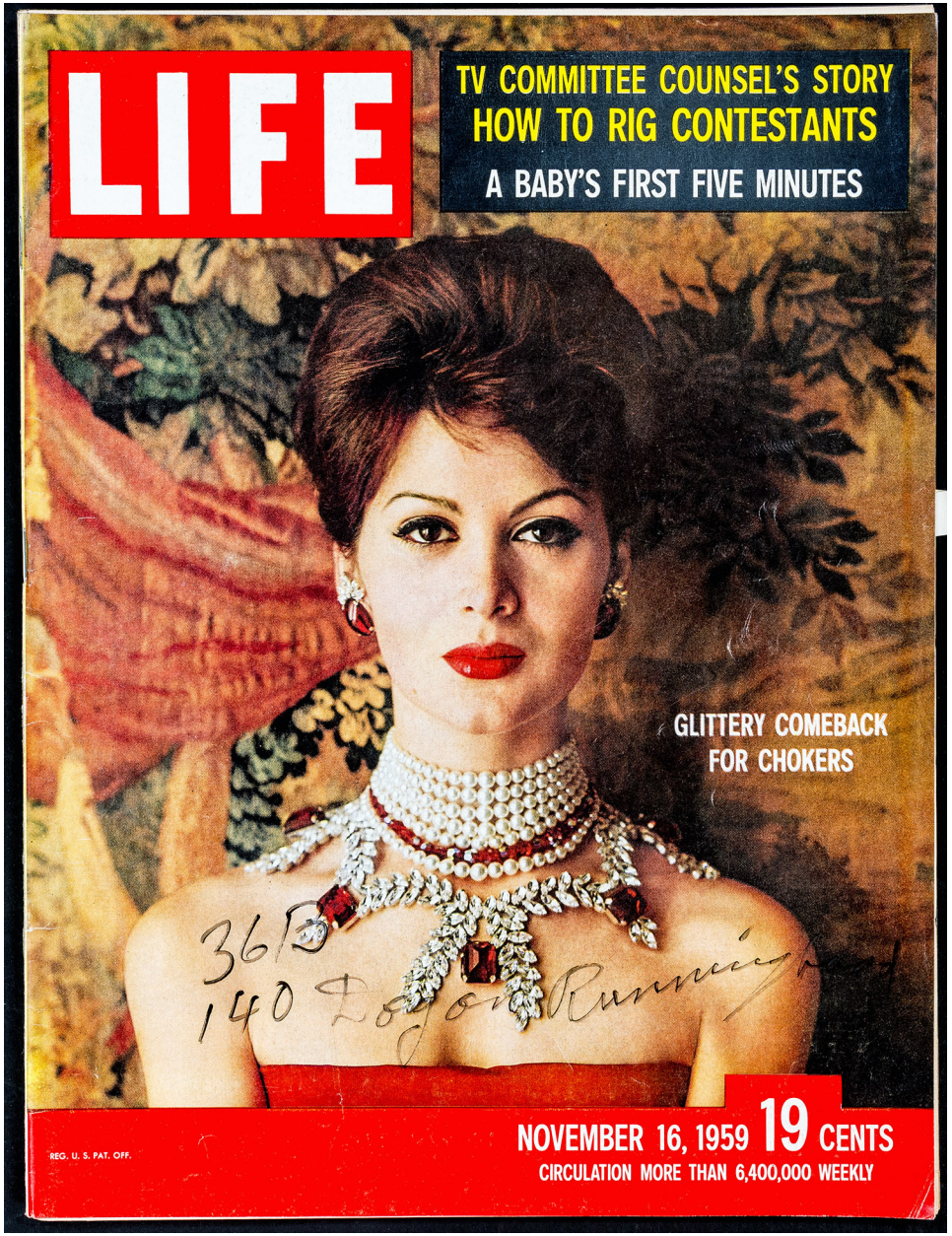
In Michigan a marching band spelled it out across a football field. An alumnus traveled to California all the way from Italy for it. In Colorado a couple of enterprising students set off a dynamite blast to celebrate it. In Louisiana it rained through most of it, melting the decorations and making a mire of the field, but nobody seemed to care. For wherever it was and whatever the weather, it was homecoming weekend—the biggest, most exciting, most sentimental weekend of the fall for college undergrads and old grads.

At tiny tank-town colleges and at big state universities, the students worked long and hard to make their homecoming a success. With inexhaustible energy they decorated their dormitories and fraternity houses, built elaborate floats, chose queens, put on skits, rallied and paraded and performed, cheered themselves hoarse during the big game and still had plenty left to party all night afterward with their favorite dates.

But, as always, homecoming really belonged to the alumni, designed to bring them back to their alma maters and to renew their loyalties. For the old grads, there suddenly again were all the sights and sounds of college life so fondly remembered. There were falling leaves and familiar faces, pretty girls and pennants, loud festive parties lasting late into the night. And, of course, the football game with the blur of a player streaking down the sidelines, the clink of a flask being opened, the exhilarating clap of thunder from the crowd after a touchdown. Finally, after the little cold smack of the timekeeper's pistol, there were the solemn strains of the old school song to remind them wherever they might go, whatever they might do, they would ne'er forget their golden campus days.

AT UNIVERSITY OF IOWA in Iowa City, Highland fling, danced by a kilted lassie on top of a drum, was part of the half-time spectacle for homecoming game against Michigan State. Here, supported by other members of the Highlanders, Iowa junior Nancy Henderson rehearses her jig on practice field near the stadium.

CONTINUED


LIFE
TV COMMITTEE COUNSEL'S STORY
HOW TO RIG CONTESTANTS
A BABY'S FIRST FIVE MINUTES
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LIFE
EN ESPAÑOL
CASTRO Y SUS ENEMIGOS
LA PINTURA MAS DISCUTIDA
EN COLORES: EXPRESIONISMO ABSTRACTO
Kalamazoo Mail
Page 4 9 s 50
MARILYN SALTA:
UNA RARA GALERIA
DE CELEBRIDADES
ARGENTINA .25 PESOS
BRASIL .45 CRUZEIROS
CHILE .380 PESOS
COLOMBIA .2 PESOS
COSTA RICA .1 COLON 50 CENTIMOS
CUBA .15 CENTAVOS
ECUADOR .3 SUCRES
EL SALVADOR .40 CENTAVOS
ESPAÑA .35 PESETAS
GUATEMALA .15 CENTAVOS
HONDURAS .30 CENTAVOS
MEXICO, D. F. .2 PESOS
NICARAGUA .1 CORDOBA 25 CENTAVOS
PANAMA .15 CENTESIMOS
PERU .5 SOLES
PORTUGAL Y POSESIONES .10 ESCUDOS
PUERTO RICO .15 CENTS
REPUBLICA DOMINICANA .15 CENTAVOS
URUGUAY .3 PESOS
VENEZUELA .75 CENTIMOS
30 DE NOVIEMBRE DE 1959
MARCA REGISTRADA
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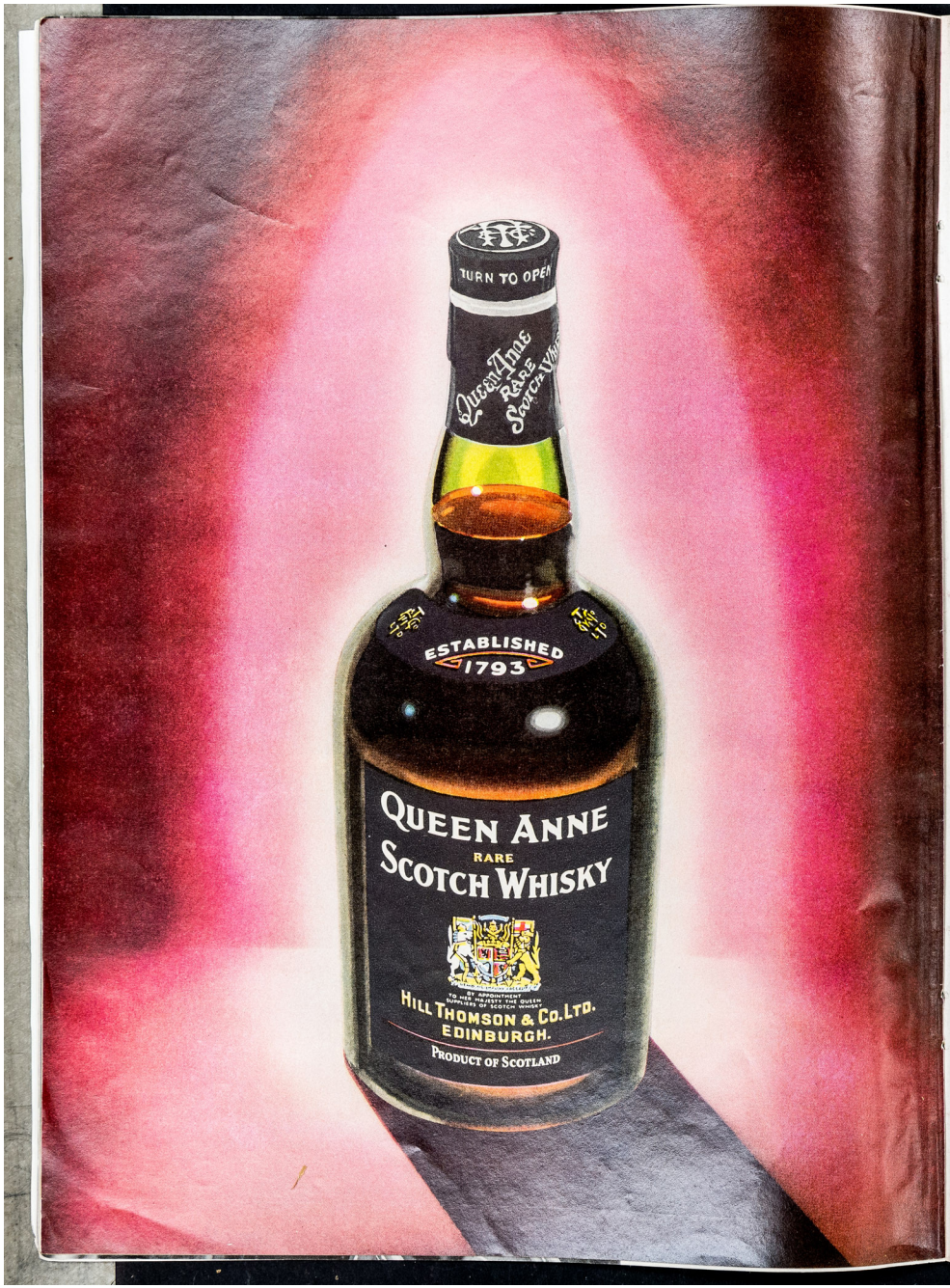
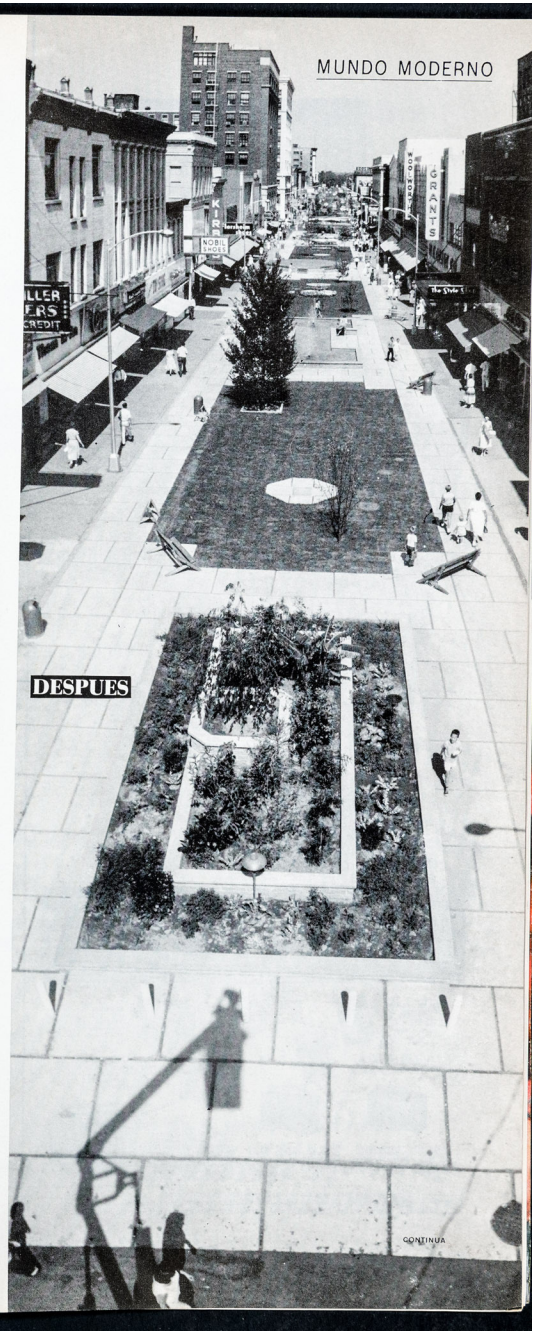


LA CONGESTION DE TRAFICO era un problema aquí hasta 1958. Bajaban los precios de las propiedades y los negocios decaían.

El Centro Se Rejuvenece

El ruidoso y lento desfile de automóviles, la multitud de peatones que los esquivan, y la escasez de sitio para estacionamiento, característicos de la zona conocida en la mayor parte de las ciudades de los EE.UU. con el nombre de *downtown* (centro comercial), pueden muy bien evitarse, como se ha demostrado en algunos lugares. Hace un año, el centro comercial de Kalamazoo, Michigan (*arriba*), era un ejemplo típico de esa confusión urbana. Hoy (*derecha*) se ha transformado en un tranquilo paseo, decorado con plantas y fuentes, con mucho espacio para estacionar vehículos a pocas cuadras de distancia. Como resultado de esta reforma los negocios prosperan, la propiedad se ha revalorizado, y se construye una nueva tienda de un millón de dólares. Otras 55 ciudades proyectan imitar el ejemplo de Kalamazoo.



PARAISO DE COMPRADORES es este paseo con jardines, pavimento multicolor, parque infantil y bancos.

Nuevo diseño! Nuevo estilo! En este famoso radio de transistores ZENITH—el radio de bolsillo más poderoso del mundo en su tamaño. Gabinete de nylon inrompible en color marrón, blanco o ébano. Modelo Royal 500-E.

El regalo que distingue a quien lo da y a quien lo recibe... un famoso radio ZENITH de transistores!

ZENITH

Royal 250. Jamás hubo un radio de calidad ZENITH a este precio. En blanco, ébano o coral. Se descascarilla, no se descascarilla.

Royal 275. Tiene la presentación—pero no el precio—de una joya! En cuatro bellos colores a dos tonos.

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Royal 719. Funciona donde otros radios fallan. Podrá escucharlo hasta por 350 horas con pilas de linterna corrientes. En Permawear color café.

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EL NUEVO CENTRO de Toledo abarca cuatro cuadras sobre dos avenidas, con jardines y quioscos entre calles transversales por donde circulan los autos.

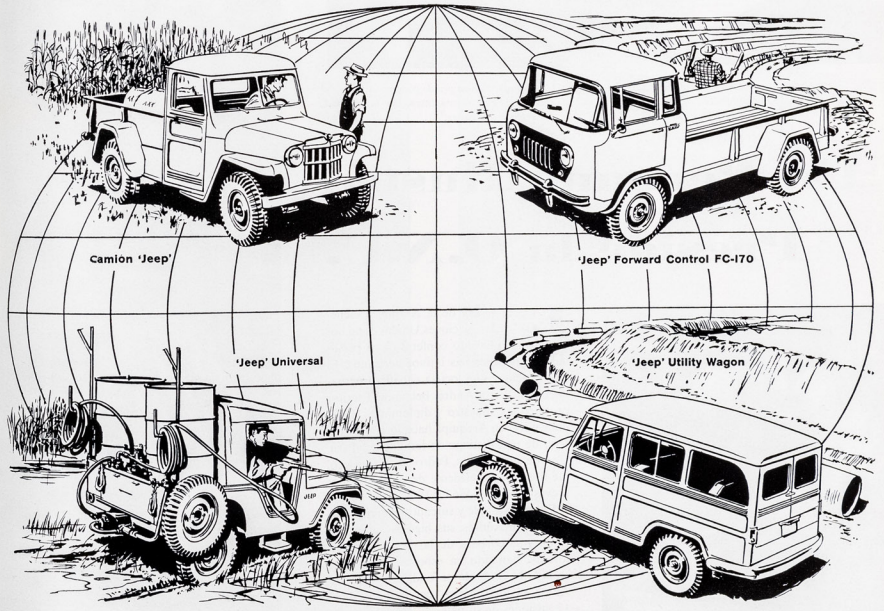
TOLEDO HACE LA PRUEBA

Si bien Kalamazoo es la primera ciudad que ha convertido en forma permanente una calle en paseo con tiendas y sin vehículos, Toledo, Ohio, es la primera en hacerlo con carácter transitorio (*arriba y abajo*). Durante 110 días se desviaron los vehículos de las cuatro cuadras más congestionadas. En vez de autos los peatones encuentran césped, música, fuentes y niños que juegan. El experimento ha elevado en un 25% las ventas de las tiendas de la zona, cuyos clientes preferían antes las suburbanas por el tránsito menos denso. El municipio consultará a los habitantes si quieren dar carácter permanente a la transformación, invirtiendo 300.000 dólares. El gobernador del Estado, Mike Di Salle, dice: "Es hermoso, pero no sé si es práctico. El tiempo dirá." Los urbanistas de Kalamazoo piensan que tales paseos, con suficiente espacio para estacionamiento en la vecindad, son una parte pequeña pero indispensable del nuevo planeamiento de los centros comerciales.

DISFRUTANDO DEL PASEO en un cruce antes colmado de vehículos dos niños bailan junto a una fuente puesta por el Museo de Arte de Toledo.

en la agricultura... en la industria... en los servicios públicos

¡los vehículos 'Jeep' ayudan al mundo entero!



Desde haciendas y campos de petróleo hasta fábricas, bosques y ciudades, los vehículos 'Jeep' tienen fama de ser los "más útiles del mundo" debido a su gran rendimiento. Merced a su diseño funcional y largos años de servicio, distribuyen su costo entre cientos de tareas. Fabricados especialmente para las más arduas labores, en o fuera del camino.

Su distribuidor o concesionario de 'Jeep' le resolverá sus problemas de transporte y le suministrará piezas y equipo genuino 'Jeep' durante la larga vida de sus vehículos 'Jeep'.

la familia 'Jeep' — línea equilibrada de vehículos de propulsión a 4 ruedas

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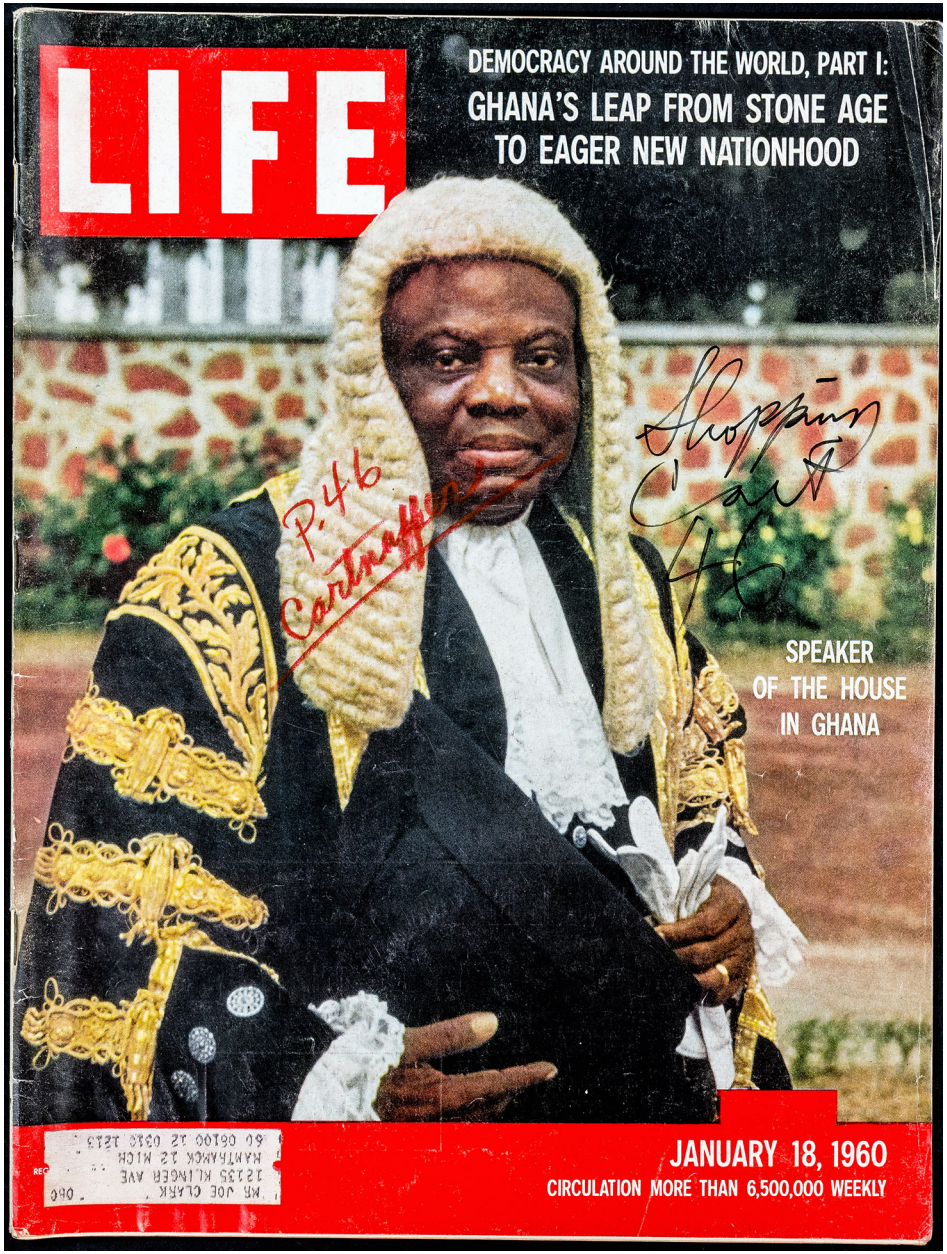
LIFE
DEMOCRACY AROUND THE WORLD, PART I:
GHANA'S LEAP FROM STONE AGE
TO EAGER NEW NATIONHOOD
P.46
Cartwright
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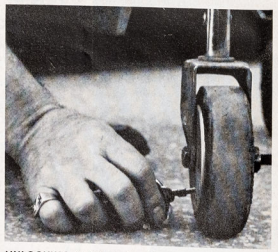
STORE MANAGER HENRY WOLF SHOWS HOW PACKAGES TUMBLE FROM CART PUSHED OVER MAGNETIZED STRIP

A Cartnapper Trapper

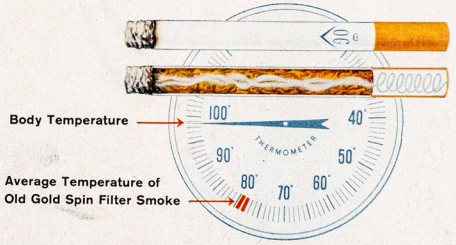
After they push supermarket carts through checkout counters some 27,000 U.S. housewives each year take home not just the groceries they paid for but also the carts. Carts, some with baby seats, cost $25 to $50, and more than a million dollars' worth of them vanished last year. To foil the rise in cartnappers, the Dixfield food chain in Detroit has been installing automatic braking systems designed to bring a home-bound cart to a halt before it can get out of a supermarket manager's sight.

The store's parking lots and front sidewalk are rimmed with a strong magnetic field imbedded in the pavement. When a cart passes over the magnetized line, the front-wheel brakes lock abruptly and a cartnapper with a high-riding load moving at a getaway clip will see the eggs and catsup splash out ahead of her. For most housewives who have tried it, the clatter and the mess is sufficient punishment by humiliation. They pick up their packages and go, leaving the cart in the lot where it belongs.



UNLOCKING WHEELS, key fits in the adapter to release brakes after the magnetic impulse engaged them.

Old Gold's Spin Filter spins and cools the smoke to less than body temperature



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and the cooler the smoke ...the better the taste!

THE BEST TASTE YET IN A FILTER CIGARETTE

LIFE
EN ESPAÑOL
NUMERO DOBLE ESPECIAL
LA BUENA VIDA
76-77
TOWNBALL
COLOMBIA ..... 2 PESOS 50 CENTAVOS
COSTA RICA ..... 2 COLONES 25 CENTIMOS
CUBA ..... 25 CENTAVOS
ECUADOR ..... 5 SUCRES
EL SALVADOR ..... 80 CENTAVOS
GUATEMALA ..... 35 CENTAVOS
HONDURAS ..... 45 CENTAVOS
NICARAGUA ..... 1 CORDOBA 75 CENTAVOS
PANAMA ..... 25 CENTESIMOS
PERU ..... 7 SOLES
PUERTO RICO ..... 25 CENTS
REPUBLICA DOMINICANA ..... 25 CENTAVOS
VENEZUELA ..... 1 BOLIVAR 25 CENTIMOS
25 DE ENERO DE 1960
MARCA REGISTRADA
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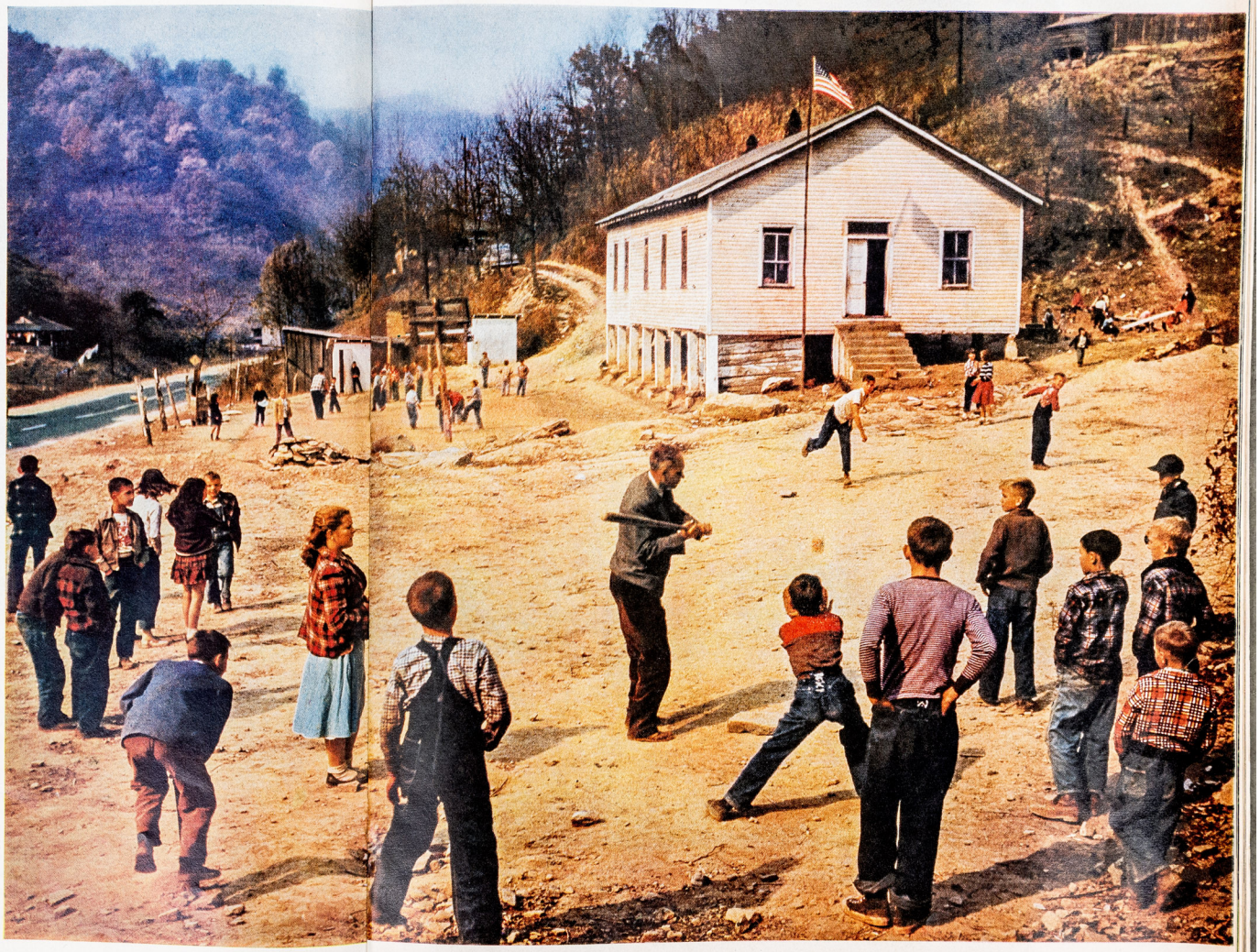
Inmenso Campo de Juego y Diversión

HE AQUI LA VIDA AL AIRE LIBRE EN EE.UU.

El lugar, uno cualquiera en los EE.UU. La hora, la del recreo, ese alegre intervalo de liberación de la rutina del estudio o el trabajo. Aquí, el recreo ha llegado tras una mañana con libros y lecciones, y llena el patio escolar la gritería de los chicos. Pero en todo el país, a toda hora y con cualquier tiempo, el pueblo norteamericano disfruta del descanso tal vez como pocos en la historia. Un ámbito inmenso es su campo de recreo: mares para el navegante y el buzo, montañas para el esquiador y el alpinista, selvas para el explorador, y agua por doquier para el pescador y el bañista. Amplio y poblado, el país es campo de recreo de un pueblo que no sólo emplea su energía en el trabajo, sino en la diversión y la actividad deportiva.

El recreo para el norteamericano contraviene las reglas del viejo concepto de la holganza y la comodidad. Para él consiste en estirar los músculos, en el esfuerzo violento, hasta en la incomodidad. Ha reemplazado el paseo en coche de caballos por la febril actividad mecánica de las carreras de automóviles. A ver prefiere el hacer.

Y aunque escoge juegos y diversiones por el placer que brindan, lo mueven también otros impulsos. El principal es el de la competencia: contra otro jugador, el reglamento, la naturaleza, o contra sí mismo, como el golfista, que juega indefinidamente para perfeccionar su estilo. Tras el deseo de superarse se esconde a veces el de poner a prueba el valor personal. Los esquiadores corren el riesgo de quebrarse los huesos por puro amor al deporte. Los buzos buscan aventura y solaz en el agua, un elemento peligroso en el que también el marino halla solidaridad con su barco y su tripulación. En estas páginas LIFE muestra algunos de los placeres de la hora del recreo en el concurrido campo en que se ejercita y divierte todo un pueblo.



Unos minutos al bate . . .

En un solar pedregoso, hombre y niño se enfrentan en el clásico duelo del beisbol: el lanzador contra el bateador. Es la hora del recreo en una escuela rural de Kentucky, y el director ha salido a jugar con un discípulo. Como espectáculo y como juego, el beisbol es parte inseparable de la vida cotidiana de los EE.UU.

CONTINUA

LIFE
DEMOCRACY AROUND THE WORLD, PART II
DENMARK: GOOD LIVING
IN A LAND THAT HAS IT MADE
Wolf story
Pages 41, 42, 44
Fonda's Daughter Jane
in Her Father's Footsteps
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Sunbeam Electric Wall Clock. Solid mahogany case. Sweep second hand, 12" square. Its face has the charm of a Grandfather clock...**8 books**

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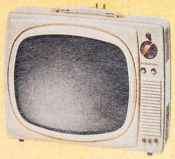

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Mighty Spring of a Working Wolf

TURN THE PAGE

WORKING WOLF CONTINUED

A PREDATOR BECOMES A GOOD RETRIEVER

A 2-year-old wolf in Michigan has traded a life of freedom for the well-fed life of a working dog with a collar around her neck. At a signal from her master she will go leaping over brush (*previous page*), dash through wet cornfields, retrieve a pheasant and then, contrary to all natural instinct, return and lay her booty at the feet of her master.

The working wolf, named Wally, belongs to Hugh Stringer, a dog trainer of Port Huron, Mich. A friend who found Wally while hunting sent her to Stringer when she was 5 weeks old. Though he had never heard of a wolf being trained before, Stringer decided to try taming this predator. Daily he took her out in the fields and worked her in tandem with an experienced dog—always a bigger dog, otherwise Wally would bully it. She responded to his training and affection by becoming a good companion to him and his young son.

Today Stringer feels that he can make her a "pretty fair" retriever. One thing he is quite emphatic about. "A wolf is much smarter than a dog," he says. "Wally knows what to do out in the field but if she can get away with anything she will try it. Unlike a dog she doesn't perform automatically just because of her training. She is thinking every minute."

RETRIEVING A PHEASANT, Wally carries it through a wet field toward her trainer. Although Wally has mastered the arts of tracking and retrieving, she has not learned to point like a hunting dog.

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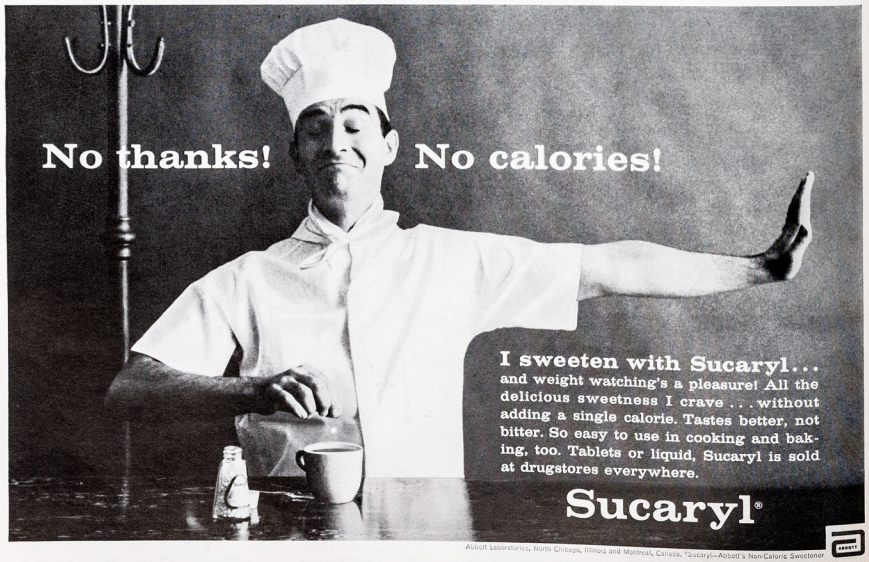


Abbott Laboratories, North Chicago, Illinois and Montreal, Canada. *Sucaryl—Abbott's Non-Caloric Sweetener

*SUGGESTED RETAIL PRICE, EAST COAST, P.O.E. ©1960 VOLKSWAGEN

Think small.

18 New York University students have gotten into a sun-roof VW; a tight fit. The Volkswagen is sensibly sized for a family. Mother, father, and three growing kids suit it nicely.

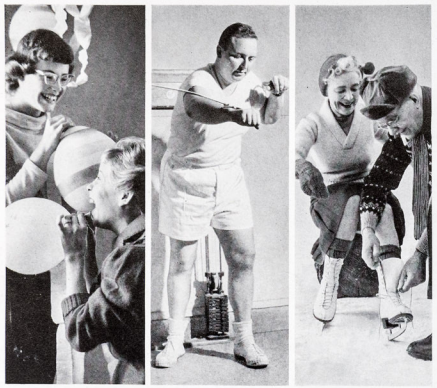
In economy runs, the VW averages close to 50 miles per gallon. You won't do near that; after all, professional drivers have canny trade secrets. (Want to know some? Write VW, Box #65, Englewood, N. J.) Use regular gas and forget about oil between changes.

The VW is 4 feet shorter than a conventional car (yet has as much leg room up front). While other cars are doomed to roam the crowded streets, you park in tiny places.

VW spare parts are inexpensive. A new front fender (at an authorized VW dealer) is $21.75.* A cylinder head, $19.95.* The nice thing is, they're seldom needed.

A new Volkswagen sedan is $1,565.* Other than a radio and side view mirror, that includes everything you'll really need.

In 1959 about 120,000 Americans thought small and bought VWs. Think about it.



Teen-agers can't "stay with it" unless they have ample protein. Special K with milk starts their day right. It's appetizing, too.

Overweighters need protein daily. They get a good supply in one ounce of Special K—and the calorie count is low—only 105.

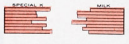
Prime-of-lifers must have protein to keep their body tissues in repair. Kellogg's Special K with milk helps you get important protein.

Ready-to-eat Protein for ready-to-eat People

Kellogg's Special K with milk is one of the few good protein foods you don't have to cook

Gives you the protein you know you need at breakfast—more than any other leading cereal

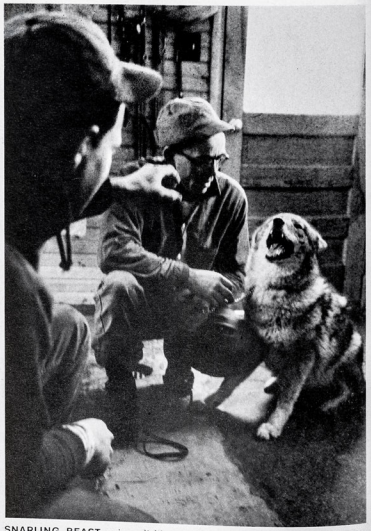
KELLOGG'S SPECIAL K—PROTEIN PARTNER FOR MILK



The chart shows how the 8 essential protein elements of Special K and milk fit together to form biologically complete protein. Special K now contains an added amount of a vital protein element called *lysine* to make all its protein more "usable."

© 1960 BY KELLOGG COMPANY

AFFECTIONATE PLAYMATE. Wally jumps up on trainer's son, Maynard. Wally likes and trusts the 6-year-old boy who has never shown any fear of her.



SNARLING BEAST voices dislike of Kennelman Clarence Morgan while Stringer holds her. She has bitten Morgan twice and will not obey him in field.

Enter Pond's

PARIS à la MODE

EXCITING FASHION SWEEPSTAKES

You can win an *AIR FRANCE JET* flight to Paris to choose your own original French fashions!

1st PRIZE
Two original French fashions plus an Air France jet flight to Paris for two . . . and $1,000

2nd PRIZE
One original French fashion plus an Air France jet flight to Paris for two . . . and $500

861 other prizes worth $25,000.00!

2 Femina Mink Stoles
of fabulous Cerulean mink, designed and executed by internationally known **Femina Furs** of New York.

150 Meeker Handbags
in soft black cowhide, beautifully lined in nylon for long wear and lasting fashion.

500 Glen Raven
color hosiery wardrobes, 6 pairs of sheer nylon in the newest fashion colors.

9 Keepsake Diamond
rings—masterpieces of incomparable beauty, exquisite brilliance and distinctive design.

200 Marvella
necklaces and earrings, simulated pearl fashion accessories by Marvella for the smart look!

Enter Today
Nothing to buy. Just complete the entry blank, and you're eligible for the big Fashion Sweepstakes drawing. Don't delay! Entries must be received by midnight, April 30, 1960.

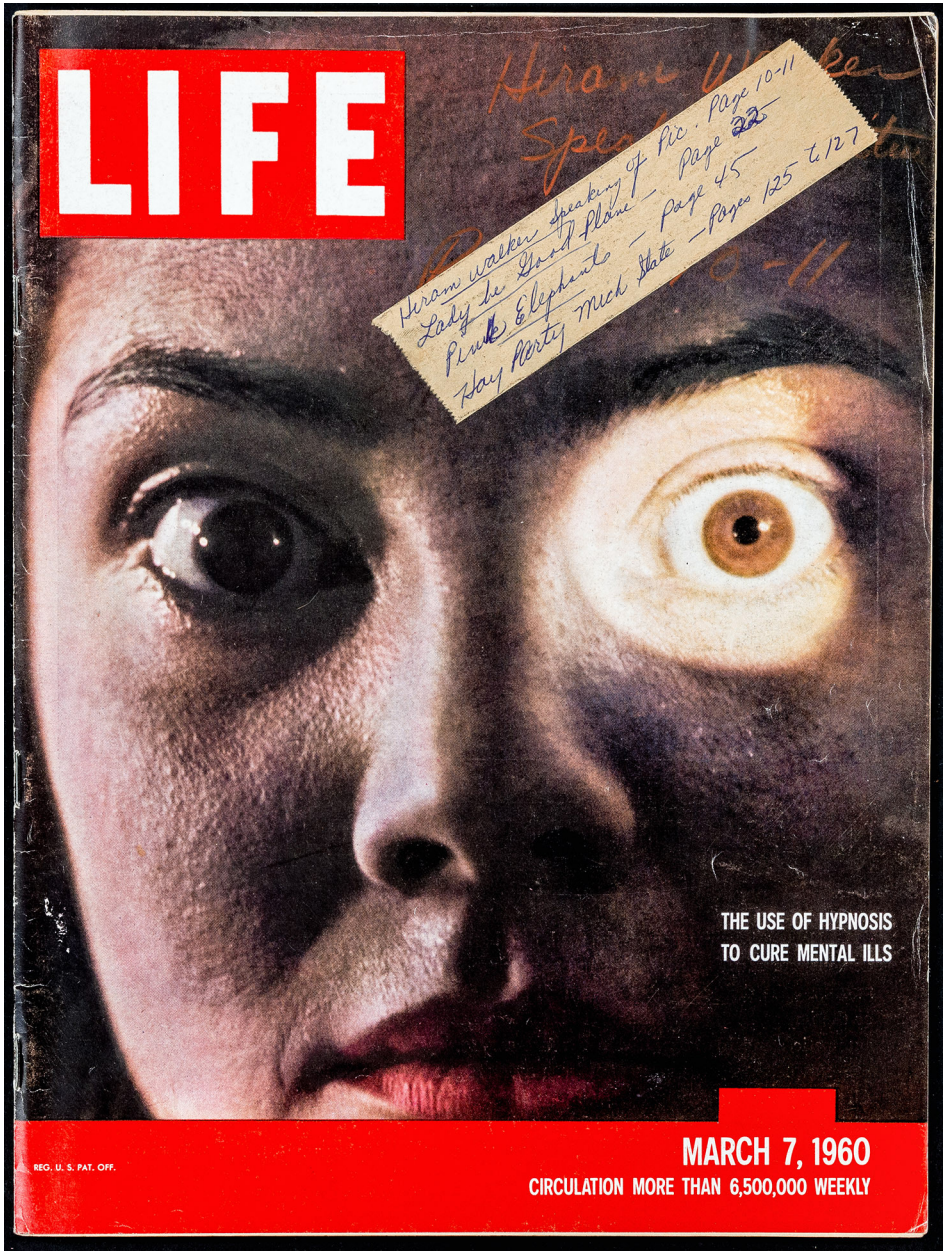
CHOOSE your own original Paris fashions from the 1960 Spring collection of one of these famous designers:

BALMAIN · CARVEN · PIERRE CARDIN · JEAN DESSES · CHRISTIAN DIOR · GUY LAROCHE · MICHEL GOMA · SERGE MATTA · MADAME GRES · JEAN PATOU · JACQUES GRIFFE · MADELEINE DE RAUCH · JACQUES HEIM · NINA RICCI · LANVIN-CASTILLO · MAGGY ROUFF

POND'S COLD CREAM moisturizes as it cleanses · POND'S MOISTURE BASE new under-make-up moisturizer · POND'S DRY SKIN CREAM with skin-repairing Stimulin · POND'S VANISHING CREAM brightens, refines skin · POND'S ANGEL FACE new powder and foundation-in-one · POND'S ANGEL TOUCH face powder · POND'S ANGEL TOUCH liquid make-up · POND'S ANGEL SKIN hand and body lotion

FREE ENTRY BLANKS are on Pond's "Paris à la Mode" displays at your favorite cosmetic counter. See entry blank for rules. Sweepstakes subject to all federal, state, and local laws and regulations.

*SEE POND'S "PARIS A LA MODE"—FIRST U.S. SHOWING 1960 FRENCH FASHIONS, FEBRUARY 29, 10-11 P.M., E.S.T. N.B.C.-TV—IN COLOR!


LIFE
Hiram Walker Speaking of Pic. Page 10-11
Lady de Good Plane Page 22
Pink Elephants Page 45
Hay Party Mich State Pages 125 to 127
10-11
THE USE OF HYPNOSIS
TO CURE MENTAL ILLS
REG. U. S. PAT. OFF.
MARCH 7, 1960
CIRCULATION MORE THAN 6,500,000 WEEKLY

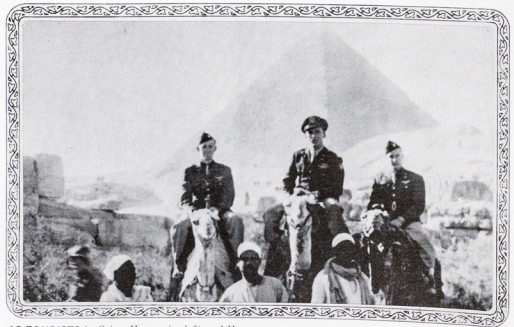
CAN A COMPANY COUNTENANCE THIS SORT OF THING?

THE sight was enough to keep a photographer hiding under the cloth of an old-fashioned camera, and to make him wonder whether conformity in business circles had reached a fearful extreme. Staring into Ken Spencer's lens were 82 alert and commanding Ross Corbits. Actually, the 82 identical faces were masks worn by executives of Hiram Walker Incorporated gathered in the Detroit Athletic Club to honor President Ross Corbit on his 25th anniversary in the firm. The masks were life-size photographs cut to the shape of the presidential puss and held to executive heads by rubber bands. But as is actually suggested in the classic study of modern corporate life, *The Organization Man*, the man at the top appeared to have the truly original personality. Standing sixth from left in the back row, smiling at all the facsimiles, was President Corbit, the only man who didn't look like himself.

Last lighthearted moments before the final mission

IN MOCK VIOLENCE Navigator Hays (*second from left*) threatens to choke Bombardier John Woravka. Looking on in snapshot for the folks back home are Sergeants Moore (*far left*), Shelley and Ripslinger.

FOR FAKE STICK-UP Hays holds submachine gun as rest obligingly look scared. From left: LaMotte, Shelley, Ripslinger, Pilot Hatton, Moore. To family, Ripslinger wrote on snapshot: "Only Playing."



AS TOURISTS in Cairo, Hatton (*at left*) and Hays (*right*), only members of *Lady*'s group to make trip, pose on camels before pyramids with officer from another crew. Picture was dated "March, 1943."

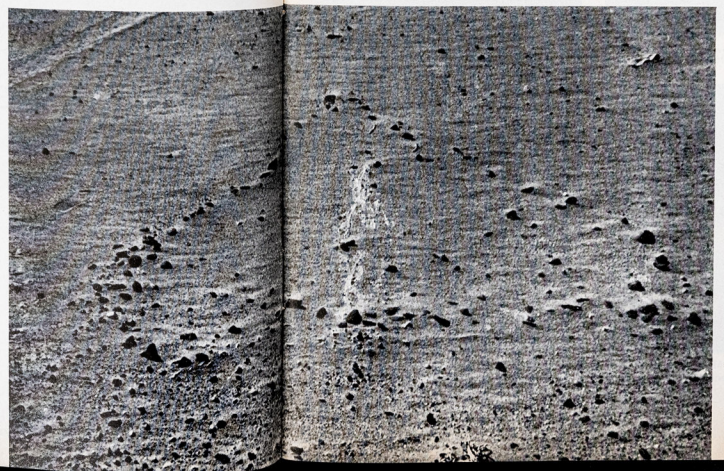
IN TEETH OF SANDSTORM LIKE THE ONE WHICH FORCED SOME BOMBERS ON "LADY BE GOOD'S" LAST MISSION TO TURN BACK, B-24s OF "LADY'S" 376th BOMBARDMENT GROUP TAKE OFF NEAR BENGHAZI

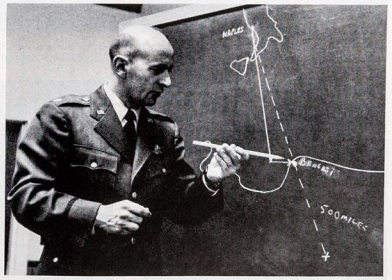
A SANDSTORM, A TAIL WIND AND ONE TRAGIC MISCALCULATION

Until their final flight, there was nothing to set the *Lady Be Good* or her crew apart. They arrived in North Africa in March 1943, to be based at Soluch, one of several rough, sand-blasted airstrips around Benghazi in Libya. The base was near the Mediterranean, backed by desert. On shakedown missions in other bombers, some of the crew lived through their first battle experience, and the whole crew hammed it up in off-hour snapshots (*left*) for the home folks. Then on April 4, on her first combat flight, fate, or blind chance, took the *Lady Be Good* in hand.

From the beginning the Naples mission went wrong. Sand fouled the engines of many of the planes. The *Lady* struggled on, but found the target too dark for bombing. Like another B-24 piloted by Lieut. Paul Fallon (*below, right*), the *Lady* turned back, breaking formation for the flight home. Four hours later the *Lady Be Good* was heard from for the last time. Pilot Hatton broke radio silence to ask for a bearing from the radio beacon at Benina, next to Soluch. He was given a 330° bearing which put him presumably over the Mediterranean on a straight line from Naples toward home (*see picture, bottom right*). Then the *Lady* vanished.

From diaries we know that Hatton held his course, overflew his base by 450 miles and finally, running out of gas, gave the order to bail out. He was almost certainly fooled by an unexpected tailwind which booted his plane along much faster than the airspeed indicator showed. When he asked for a bearing from Benina and thought he was still over the sea, the *Lady Be Good* was then already deep in the desert. On direction finders of the day, his bearing could have read the same whether he was approaching Benina or had passed it—as long as his plane was on course. When the crew bailed out that night so long ago, they thought they would land in the sea—or a few miles inland. This tragic mistake created a false hope which was to haunt them to the very end.

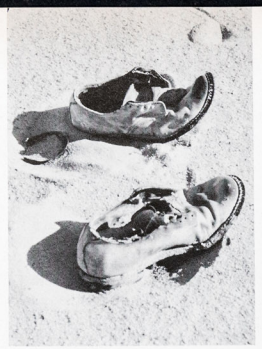




"LADY'S" FATAL COURSE (*dotted line*) and route of a safely returned bomber (*solid line*) are explained by Pilot Paul Fallon, who flew the other plane. Like the *Lady*, Fallon couldn't break radio silence to get reports on windspeed. But by taking star fixes he knew when he had gone far enough, turned east to find base.

◀ **SIGN IN THE DESERT,** made in 1943, was still visible in May 1959. The *Lady*'s crew piled stones on shredded parachute in shape of arrow to show their route.

CONTINUED

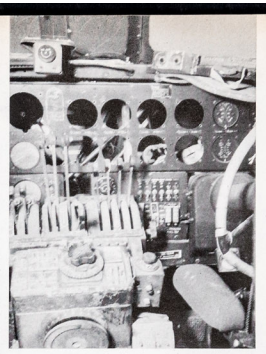


ABANDONED SHOES, along with bits of clothing, canteens, were found along track which crew, who expected to be rescued, also marked with stone and parachute cloth direction signs (*previous page*).

DRINKABLE COFFEE in thermos, and canteens of still fresh water were found in plane. When it was discovered, guns and radio, protected from corrosion by desert dryness, were still in working order.

WELL-PRESERVED "LADY" crunched into sand from crash landing when she ran out of gas after crew bailed out, had lost engine and cracked in two but in most respects looked, according to finders, as if she had come down only night before. After examination, Air Force experts discovered that Pilot Hatton had switched off three of the four engines, to conserve gas, finally ordered his men to jump.

MAN WHO WROTE DIARY of the crew's last days (*following page*), Co-Pilot Robert F. Toner, posed at the wheel of *Lady Be Good* for 1943 snapshot which he sent home to his sister in North Attleboro, Mass.



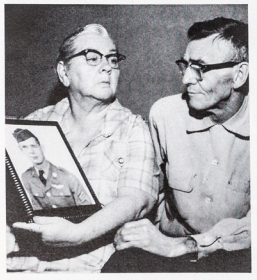
COCKPIT TODAY had broken glass from the crash and scratches from blowing desert sand, but no rust. Missing instruments from the panel have been removed by Air Force technicians for thorough study.

FROM THE WRECK, A TRAIL OVER THE SAND...

BOMBARDIER'S BROTHER, Alex Woravka, sits in Cleveland home with wife and son, who gave school report on *Lady Be Good*. Last word from John Woravka was 1943 cable: "Please don't worry."

Even when the wreck of the *Lady Be Good* was found, there was no hope that any of her crew could still be alive. For their relatives—who had been told in 1944 only that the men must be presumed dead—the discovery was in many ways therefore a reawakening of long dormant anguish. "It is sad," said Mrs. Alex Woravka, sister-in-law of Sergeant Woravka, "to have to think of it again after all those years."

But, for what comfort it might be worth, the relatives now knew how the men had lived out their last days. Their hopes had been kindled by the signs (*previous page*) which the airmen left to mark their trek across the desert. The trail began 15 miles north of the wreck of the *Lady Be Good* and led straight northwest, directly toward Benghazi, a heartbreaking 450 miles away. (After bailing out of their



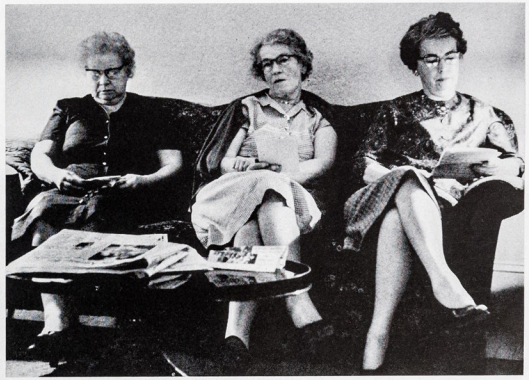
PROUD PARENTS, Mr. and Mrs. Ruford Moore of New Boston, Ohio, hold Radioman Moore's picture.

SISTER OF NAVIGATOR, Mrs. Frances Hays Barrett of Independence, Mo., looks at brother's papers.

ENGINEER'S FAMILY, brother James Ripslinger (*with glasses*) and sister Mary (in nun's habit) study Sergeant Ripslinger's scrapbook in Saginaw, Mich. James recalls, "He could hardly wait to get overseas."

...FOR FAMILIES, A SAD MEMORY REAWAKENED

ship the crew did not try to find it, because, under normal conditions, it would have been smashed to pieces.) As searchers pressed on they found shoes (*above, left*), canteens and eight arrowhead signposts of stones and parachutes, clearly left by the crew to help rescuers follow them. Desert experts were sure that, without much water, the men could not travel more than 35 miles. Yet the trail went on for 55 miles. Then it stopped. Again the case was closed and the waiting relatives were disappointed. Like the Air Force, however, they could even then begin to feel a measure of pride in the courage and discipline which kept the young crew of the *Lady Be Good* going. It was a pride which the final find—the bodies and the diary of the *Lady*'s Co-Pilot Robert Toner (*above*)—heroically justified (*turn the page*).



CO-PILOT'S SISTERS, Mrs. Earl Burton, Mrs. Gertrude Emerson and Mrs. Herbert Lewis, all still live in North Attleboro, Mass. "You live day by day here," he wrote them from Libya, "and no future."

WIDOW AND SON of Gunner Adams are Mrs. Edward Moreland, remarried, and Michael Adams, 17.

FATHER AND MOTHER, the Guy Shelleys of Hollywood, Fla., had 1943 wire: "All well and safe."

CONTINUED

SUNDAY, APR. 4, 1943

Naples – 23 planes – things pretty well mixed up – got lost returning, out of gas, jumped, landed in desert at 2:00 in morning, no one badly hurt, can't find John, all others present.

MONDAY 5

Start walking N.W., still no John. A few rations, ½ canteen of water, 1 cap full per day. Sun fairly warm, good breeze from N.W., Nite very cold, no sleep. Rested & walked.

TUESDAY 6

Rested at 11:30, sun very warm, no breeze, spent P.M. in hell, no planes, etc., rested until 5:00 P.M. walked & rested all nite, 15 min. On, 5 off.

WEDNESDAY, APR. 7, 1943

Same routine, every one getting weak, can't get very far, prayers all the time, Again P.M. very warm, hell. Can't sleep. every one from ground.

THURSDAY 8

Hot Sand Dunes, very miserable, good wind but continuous blowing of sand, every now very weak thought Sam + Moore were all done. Le Motte eyes are gone, every one else's eyes are bad. Still going N.W.

FRIDAY 9

Shelly, Rip, Moore seperate & try to go for help, rest of us all very weak, eyes bad, not any travel, all want to die, still very little water. miles are about 35° food N, wind, no shade, 1 parachute left.

SATURDAY, APR. 10, 1943

Still having prayer meetings for help. No signs of anything, a couple of birds; good wind from N. – Really weak now, can't walk, pains all over, still all want to die. Nites very cold, no sleep.

SUNDAY 11

Still waiting for help, still praying, eyes bad, lost all our wat. aching all over, could make it if we had water; just enough left to put over tongue to, have hope for help very soon, no eat, still same place.

MONDAY 12

No help yet, very g cold nite

TUESDAY, APR. 13, 1943

WEDNESDAY 14

THURSDAY 15

APRIL 12, 1943: 'NO HELP YET, VERY COLD NITE...'

The few, neat and for the most part stoic entries in Robert Toner's diary (*above*) are witness to one of the most indomitable and futile episodes in the history of desert survival. Believing they were within striking distance of the coast—or at least of human help—the crewmen of the *Lady Be Good* started boldly off. An empty gun clip shows that they rallied together after the night jump by firing off signals, and from there on they followed survival manual techniques heroically. They hid under their parachutes in the killing 130° heat of day, walking only at night when the desert air cools to near freezing. They rigorously rationed their tiny supply of water, taking regular rest intervals. By rights they should not have been able to go far. With almost no water, they should not even have survived more than a few days. But they went on and on together for a week across 75 miles of desert.

If there had been a way out this heroic effort would have saved them. There was none. The perverse fate which made them miss their airbase held them to the end. For, unknowingly, they and the *Lady Be Good* had come down on a broad plateau in the midst of a vast expanse of desert which the Arabs know—and do not enter even on camel back—as the Sand Sea of Calanscio. They did, unbelievably, reach the dunes at the plateau's edge. Because the dunes there resembled those they had seen along the Mediterranean, they probably thought they had made it. The three strongest, Sergeants Moore, Shelley and Ripslinger, went ahead for help. The rest, now too weak to walk, waited. Toward the end Toner writes, "We all want to die." They died, probably on April 12 when Toner made last entry, eight days after the *Lady* had set out. "No help yet," he wrote, "a very cold nite." The three men who went for help never returned. Their bones, like the wreck of the *Lady Be Good* herself (*in photograph*), will probably lie forever in the desert.

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A BRIGHT KICK FOR AGED GAG

The group above in shocking pink are veterans of many chorus lines and many paint jobs. Elephant Trainer Paul Kelly has long relied on good paint to brighten up his 45,000 pounds of entertainment. The elephants, here shown at the Michigan State Fairgrounds in Detroit with Kelly's wife Dorothy, have already played to four cities this season in their tour with the Shrine Circus. In past years they have also done their painted best as movie stars.

To bring out the color on his cast, Kelly uses a spray gun, 10 gallons of white base paint and 14 gallons of pink, with three-gallon touch-ups about every three days. The paint has a special vegetable base which washes off easily and does not harm the elephants' thick hides.

Fight colds

. . . with orange juice—extra rich in Vitamin C and other elements that help you keep fit.

Doctors are still baffled by the common cold—but most of them say, "Drink lots of orange juice," when a cold threatens. That's because it provides so much Vitamin C plus valuable liquids, and because it helps maintain the body's alkaline reserves.

Only Nature knows the combination

. . . of *natural* Vitamin C, plus other vitamins and minerals in orange juice. Beside helping you keep up to "par"—it helps build beautiful bones and beautiful teeth—helps "sparkle" your hair and eyes.

Pure Florida orange juice in a can—so sweet, so delicious

Delicious Canned Orange Juice from Florida is the low-cost way to have pure, full-strength juice always ready. Just open the can and pour it out—it has the rich, golden flavor of sweetest, sun-ripe Florida oranges, and it has the same *natural* Vitamin C. Keep a big can always in the refrigerator—it tastes extra delicious when it's *extra* cold!

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Healthful Canned ORANGE JUICE from FLORIDA
Nature's Powerhouse of Vitamin C

So economical—
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How economical—one 46-ounce can fills eight big glasses.

GET THE REAL THING!

No synthetic substitute gives you *natural* Vitamin C and the other health benefits that make canned orange juice so good for you.

MERRY FRATERNITY MAKES HAY

The front door was locked when the University of Michigan's Phi Sigma Deltas arrived at the fraternity house with their dates for their hay party. Fraternity members and friends entered by way of the kitchen, were then conducted up the back stairs to make a grand entrance down the front stairs, which had been converted into a slide. They landed in the downstairs hall which was filled with three bales of hay. The slide was an instant success. Soon fun-loving coeds were dragging their dates back for more. As straight face-forward slides became repetitious, couples started coming down in tandem, backwards, piggyback and toboggan style.

By midevening the air began to thicken with dust, but late stayers washed the dust down with cider and pelted each other and the indefatigable sliders with more hay. Then they danced and, as the evening wore on, congenial couples found that hay is far more comfortable for lounging than for sliding. The only casualty of the evening was a girl who lost a pearl ring. Searchers are still looking.

ARRIVING AT A HAY PARTY, DICK ROBBINS AND BRINA SPORN SLIDE DOWN THE FRONT STAIRS BACKWARDS AS PREVIOUS ARRIVALS WAIT TO PELT THEM

CONTINUED

LIFE
SAVE
SILENT
CONCERT
P. 69 TO
MARGARET AND TONY
AT WINDSOR LODGE
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MARCH 14, 1960
AVERAGE WEEKLY CIRCULATION: 6,700,000

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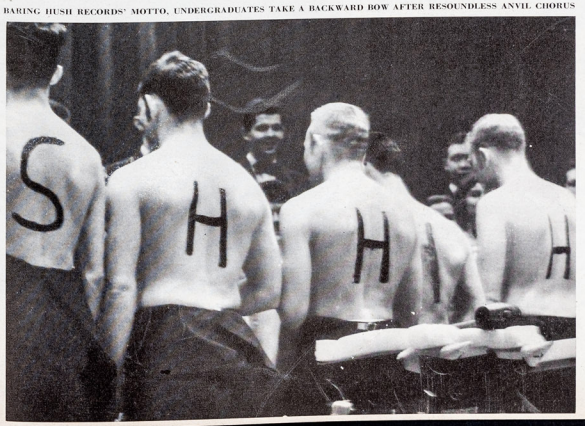
Pennzoil Z-7 motor oil lasts longer, works better under all driving conditions. Gives you greater gas mileage, smoother engine performance, actually increases horsepower after only a few miles. And you'll *never* need extra additives again! Ask for Pennzoil Z-7 at your favorite car dealer, garage or service station. For the finest Pennsylvania oil, sound the "Z" that makes Penn Oil . . . PennZoil.

MUSIC MUFFLER RUBE WEISS, A DETROIT TV COMEDIAN, LEADS UNIVERSITY ORCHESTRA IN CONCERTED SILENCE

Music to Drop Pins by

The country's leading foes of orchestrated noise, a group of University of Detroit students who last year banded together into the Hush Record Co. (LIFE, March 9, 1959), recently brought their campaign for peace and quiet to a rousing stillness. The group, which put out silent music to shush the campus jukebox, packed a Detroit theater with 1,100 quiet fans for a night of antics by the college orchestra and chorus and foot-loose pantomime by low-fi comedians in socks. The main musical arrangement was derived from the orchestra's arranging chairs to achieve the proper formation for enjoyable soundlessness. Marshmallows were sold at intermission instead of objectionably crunching popcorn. But the nonsilent audience, reprimanded for its loud applause, had contributed only to the propagation of noisiness. Proceeds went toward financing a full-voiced tour of the chorus, which had sung only as an encore.

BARING HUSH RECORDS' MOTTO, UNDERGRADUATES TAKE A BACKWARD BOW AFTER RESOUNDLESS ANVIL CHORUS



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Heaven-sent for Lent! Take the finest aged cheddar cheese money can buy . . . grate it into tangy golden shreds . . . heap it, lavishly, into fresh-cooked macaroni . . . mellow it with a rich milk sauce . . . and there you have it. Morton "Old Kentucky Recipe" Macaroni and Cheese Casserole. Try it tonight and all through Lent. Just heat. And serve it *proudly!*

You'll also love the other Morton Casseroles: Spaghetti and Meat . . . Chicken and Noodles. In your grocer's freezer *now!*

Morton
"Old Kentucky Recipe"
MACARONI & CHEESE

SILENT SOLO with Anvil Chorus is taken by Freshman Diane Shaptini. Boys in back beating padded anvils with rubber mallets did not drown her out.

NOISELESS CHORUS kicks up heels to show they don't have any but are wearing sneakers. Respecting silence, many in audience also wore sneakers.

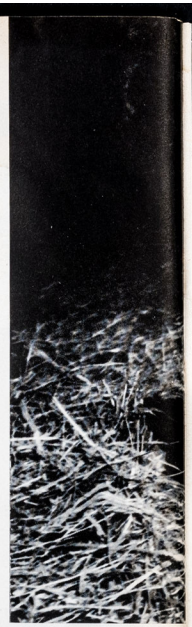
Mercury Country Cruiser: new station wagon value in the popular price range

NO WONDER MERCURY WAGONS ARE BEST SELLERS. They offer so much more than other makes and are priced so much lower this year. For example, a Mercury Country Cruiser has the clean, trim beauty—the wonderful open-air feeling—of hardtop design (one side pillar replaces the usual three). The rear window is retractable. This means easier loading and ventilation—there is no clumsy liftgate to open or get in the way.

Inside you have the most usable cargo space of any station wagon (over 101 cubic feet behind the front seat). And all passengers face forward in a Country Cruiser. The optional self-storing 3rd seat faces front. Rear-seat passengers enter through the side door. There is no need to scramble over the tailgate—or to face the headlight glare of following cars.

With so much extra value, it's natural that most people think a Mercury Country Cruiser is a lot more expensive than low-priced wagons. Yet, the fact is, with Mercury's new low prices, the Commuter shown here now sells in the popular price range. Better compare a Mercury Country Cruiser before buying any wagon. Stop in at Quality Headquarters, your Mercury dealer's. LINCOLN-MERCURY DIVISION Ford Motor Company.

BURIED IN THE HAY after a fast ride, Marilyn Mendelson and Mike Rosenthal collect themselves at bottom of the slide.



EVENING'S SHOW-OFF RIDE was put on by Chuck Stupsker who slid down carrying date, Roz Schulman, on his back.

NICE SPOT TO BE!

There's no security quite like a single, all-embracing Travelers insurance plan.

Life, health, home, car, business—whatever the protection you need, you can get it all through The Travelers.

All through one man, your Travelers Agent or broker, and all paid for with one modest, monthly check.

It's the modern, convenient way to buy insurance. Better call your Travelers man—he's in the Yellow Pages.

"One plan, one man, one monthly check to pay—that's the modern Travelers way!"

THE TRAVELERS
Insurance Companies HARTFORD 15, CONN.

Bostonian Flexaires
give you a light-footed feeling

The smart, trim look you like . . . you'll find it in Flexaires. They're slimmed down on the outside and inside there's a foot-cradling sponge innersole to cushion your foot from heel to toe. The glowing, new deep-toned browns blend perfectly with any clothing shade. Enjoy this new kind of shoe luxury at your Bostonian dealer's soon.

Left: #3736. . . New neat upswept wing-tip. Also #3737 in black. Above: #3770 . . . Trim new moccasin-toe in rich brownstone shades.

At finer men's shops, shoe and department stores. © 1960 Bostonian Shoes, Whitman, Mass. Prices start at $18.95. Also makers of Mansfields and Bostonian Boys.

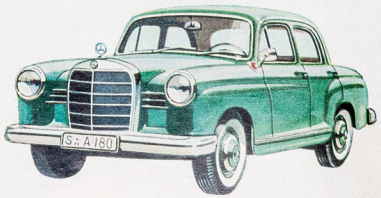
LIFE
EN ESPAÑOL
CHESSMAN
LA PENA DE MUERTE
STROESSNER
REPORTAJE EXCLUSIVO
ASTROLOGIA
¿CIENCIA O CUENTO?
HOLLYWOOD
ACTORES EN HUELGA
Pink Elephant
Page 35
BRASIL INSPIRA LA MODA:
UN PORFOLIO EN COLORES
MEXICO 2 PESOS
18 DE ABRIL DE 1960
MARCA REGISTRADA
REG. U.S. PAT. OFF.

¿Qué determina la calidad?

025 A1

Las investigaciones científicas

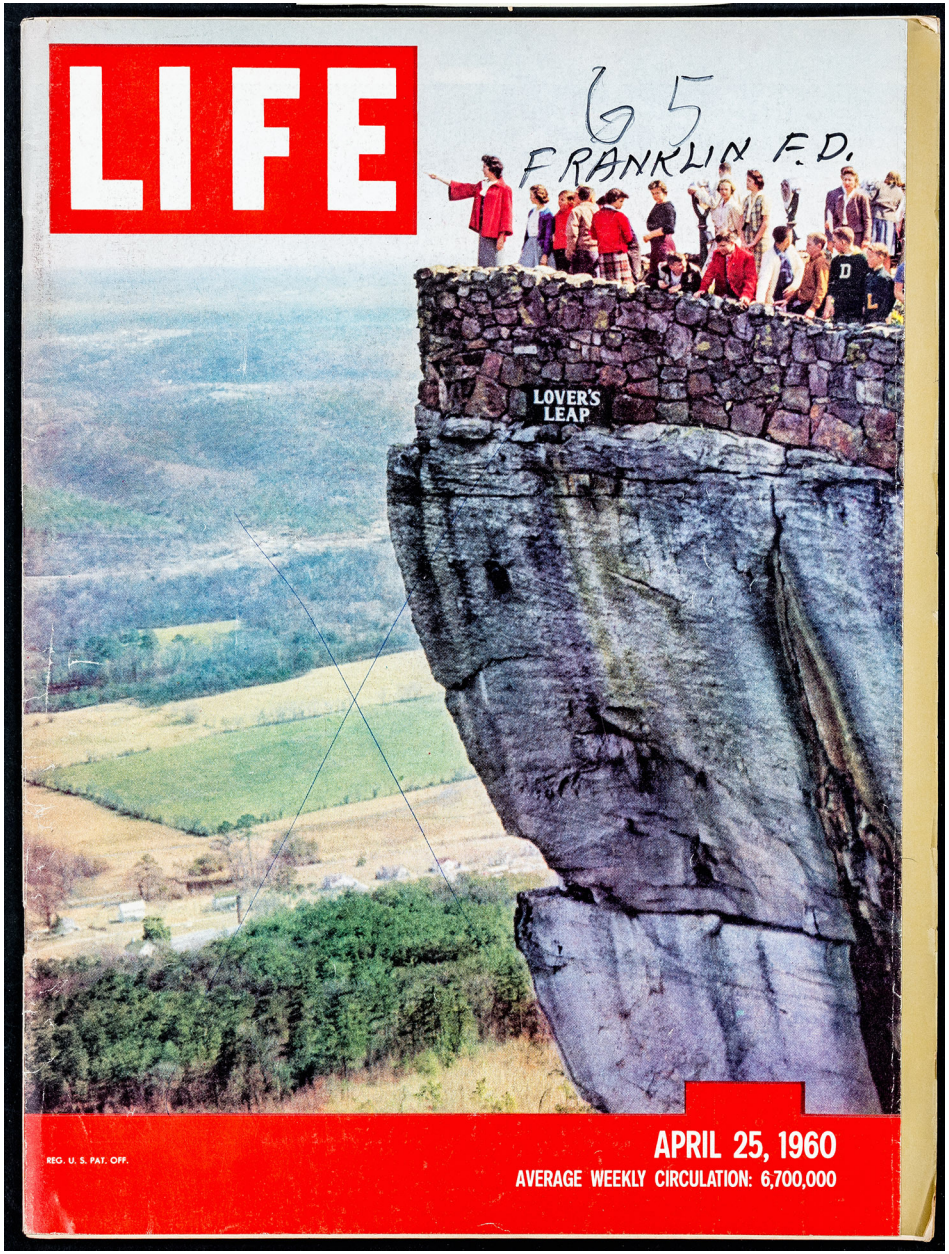
La calidad y la perfección técnica de todos los productos Mercedes-Benz son el resultado de infatigables investigaciones científicas. Esta es la base del extraordinario grado de confiabilidad, seguridad y confort que han convertido a la estrella de los Mercedes-Benz en todo un símbolo de calidad.



MERCEDES-BENZ

GARBO Y COLOR POR TONELADAS

El grupo de paquidermos de un extraño rosa llameante que se ve arriba, es un conjunto de viejos "comparsas" que han lucido múltiples colores. El domador Paul Kelly suele recurrir a la pintura para dar más lustre a las 22 toneladas de su espectáculo coreográfico. Los elefantes aparecen aquí con Dorothy, la esposa de Kelly, en Detroit, Michigan. En años anteriores también pasearon su coloreada mole por las pantallas del cine. Para maquillar a sus artistas, Kelly emplea una pistola de pintar, 38 litros de pintura blanca como base, 53 de color rosa, y 11 litros de fijador para retoques cada tres días. La pintura está hecha a base de cierta substancia vegetal que se lava con facilidad y no causa daño a la gruesa piel de los animales.


LIFE
65
FRANKLIN F.D.
LOVER'S
LEAP
REG. U. S. PAT. OFF.
APRIL 25, 1960
AVERAGE WEEKLY CIRCULATION: 6,700,000

Budweiser®

where there's life...there's Bud®

ON THE BARREL, TOO? Sure. On every label...on bottles, cans, and kegs of draught ...Budweiser proudly shows the ingredients that make it taste so good.

KING OF BEERS • ANHEUSER-BUSCH, INC.
ST. LOUIS • NEWARK • LOS ANGELES • MIAMI • TAMPA

TEAM OF FRANKLIN VOLUNTEERS POSES WITH DEPARTMENT'S PRIDE, NEW $22,500 PUMPER. FOR NAMES AND REGULAR JOBS SEE NUMBERS KEYED TO BOX BELOW

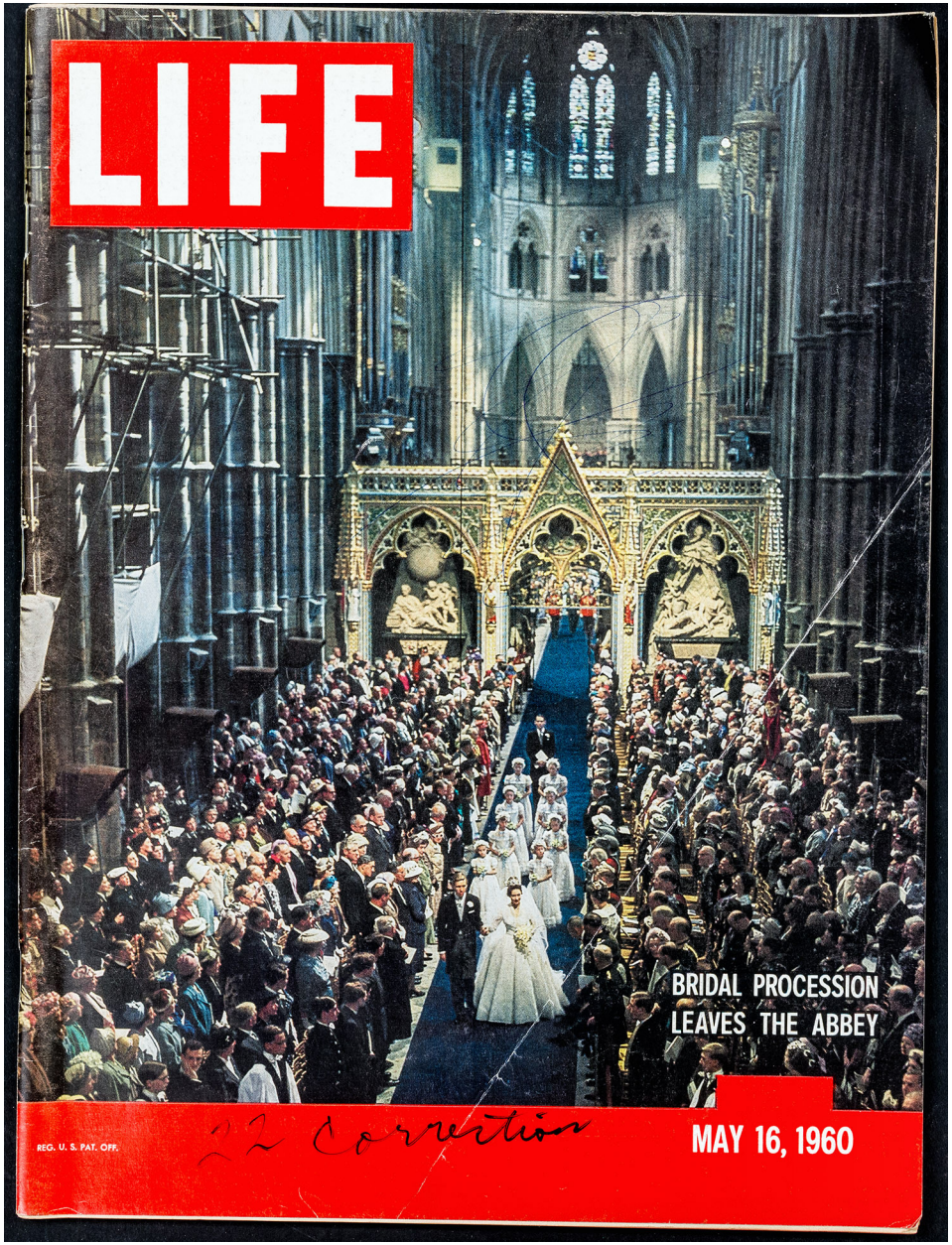
Well-fixed Team of Fire-Eaters

Mustered before their spanking new station house in Franklin Village, Mich. above is the highest paid company of unpaid firemen in the U.S. As firemen, they are all volunteers. As businessmen, they are impressively upper bracket. Their roster of 40 includes eight company presidents, plus many other executives.

Franklin Village is 20 miles from Detroit, and before it became fashionable with commuters the area's fire company was small and scantily equipped. The new homeowners raised money for equipment, wheedled more through connections and now have a crack $180,000 plant. They man the trucks themselves, responding to alarms relayed by a telephone and radio system to their plants and offices all over the area. Those downtown race up the Lodge expressway. The payoff for their enthusiasm and efficiency comes in cold cash. Franklin Village now enjoys the lowest insurance rates of any town in Michigan with a similar fire-fighting setup.

WHAT THEY DO BESIDES FIGHTING FIRES

1. Vernon Converse, president, Scans Associates, makers of electronic testing devices for cars, planes and missiles.
2. Rev. Robert Searls, pastor, Franklin Community Church.
3. William Albee, underwriter, the Canada Life Assurance Company.
4. William Worcester, sales engineer, Cutler-Hammer Company, manufacturers of electrical equipment.
5. John Moses, M.D., internist in Franklin Village.
6. Alfred Emmerling, president, Emmerling Co., architects.
7. Harry Huetter, the owner of Franklin Hardware Co.
8. Charles Foote, manufacturer's representative, United Carr Fastener Corporation.
9. John Hill, commercial artist.
10. Robert Treadway, president, A. A. Treadway Co., representatives for manufacturers of industrial burners.
11. Richard Probst, president, Hanna Construction Co.
12. Stanley Warwick, president, Park Pattern Co., manufacturers of wood patterns for making metal automobile dies.
13. Charles Gray, manager, Franklin Village branch of Detroit Bank and Trust Company.
14. Frank Young, plant engineer, Michigan Ordnance Missile Plant, Chrysler Corp.


LIFE
BRIDAL PROCESSION
LEAVES THE ABBEY
REG. U. S. PAT. OFF.
22 Correction
MAY 16, 1960

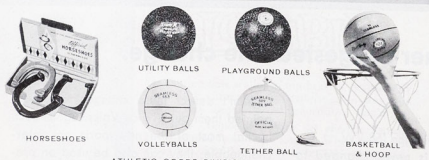
PLAN FOR **Fun** in your own back yard

with the help of your nearby Sporting Goods Dealer

With proper planning, your back yard can be a playground full of healthful family recreation. Games like tether ball, volleyball, horseshoes and miniature golf take a minimum of space and return hours of fun-filled recreation for family and friends. There is always a place for a basketball hoop, and an all-purpose utility ball by SEAMLESS will serve for a variety of games. Using the free booklet by SEAMLESS, "Fun In Your Own Back Yard," your Sporting Goods Dealer will help you develop a layout custom designed for your family and requiring only a small expenditure for equipment.

WIN $5.00 OR $500.00 FOR YOUR FUN IN THE BACK YARD SUGGESTION

Your Sporting Goods Dealer is offering $5.00 for the best "Fun in the Back Yard" suggestion submitted to his store. His winning entry will be sent to The Seamless Rubber Company where a national winner will be selected for a prize of $500.00. For complete details, free booklets and helpful "Back Yard Planner" sheets, look for the display in your dealer's store. (Subject to federal, state and local regulations.)



ATHLETIC GOODS DIVISION
THE **SEAMLESS** RUBBER COMPANY
NEW HAVEN 3, CONNECTICUT

©1960 The Seamless Rubber Co.

LETTERS TO THE EDITORS

CONTINUED

the title and allowed his character to say "would of" instead of "would have," every writer today owes Mr. Lardner a debt, including the great masters of dialogue, O'Hara and Hemingway, who have publicly acknowledged it.

RICHARD L. TOBIN

Westport, Conn.

VOLUNTEER FIRE-EATERS

Sirs:

Thank you for the wonderful plug for a volunteer fire department ("Well-fixed Team of Fire-Eaters," LIFE, April 25). A pat on the back for one makes us all feel proud to be volunteer firemen.

WILLIAM E. STULTS

Pine City, N.Y.

Sirs:

As a long-time friend of Bill Albee, I have seen his face often enough to know that he should have been indicated as number 12, not number 3 as you had him.

J. A. MORROW

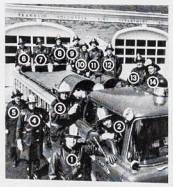
Toronto, Ont.

Sirs:

Who stole the pastor's fire hat? Was it the bank manager? I believe the men are identified incorrectly.

GEORGE C. HAHN

Littleton, Colo.



● LIFE's numbers slipped. The picture, numbered correctly, is reproduced above. The men are 1. Converse, 2. Searls, 3. Albee, 4. Worcester, 5. Moses, 6. Emmerling, 7. Huetter, 8. Foote, 9. Hill, 10. Treadway, 11. Probst, 12. Warwick, 13. Gray, 14. Young.—ED.

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Subscription Service: J. Edward King, Genl. Mgr. Mail subscription orders, correspondence and instructions for change of address to: LIFE SUBSCRIPTION SERVICE 540 N. Michigan Avenue Chicago 11, Illinois

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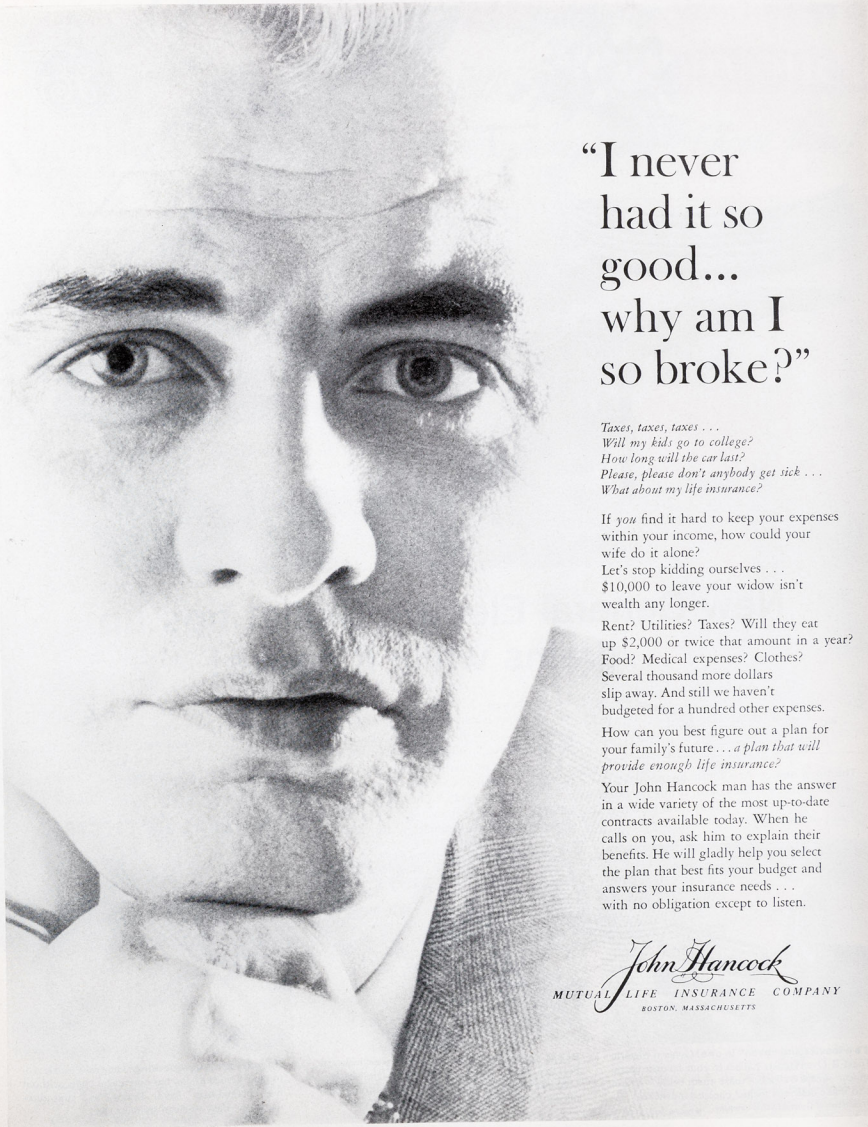
By the makers of Warner Liquid Solder (non-metallic, deposits tiny fibers to repair cooling system leaks!

• Cooling System Maintenance Week is May 16-22.

WARNER-PATTERSON CO. • 600 S. Michigan • Chicago 5
Warner-Patterson Company • Toronto 2, Canada



"I never had it so good... why am I so broke?"

Taxes, taxes, taxes . . .
Will my kids go to college?
How long will the car last?
Please, please don't anybody get sick . . .
What about my life insurance?

If *you* find it hard to keep your expenses within your income, how could your wife do it alone?
Let's stop kidding ourselves . . . $10,000 to leave your widow isn't wealth any longer.

Rent? Utilities? Taxes? Will they eat up $2,000 or twice that amount in a year? Food? Medical expenses? Clothes? Several thousand more dollars slip away. And still we haven't budgeted for a hundred other expenses.

How can you best figure out a plan for your family's future . . . *a plan that will provide enough life insurance?*

Your John Hancock man has the answer in a wide variety of the most up-to-date contracts available today. When he calls on you, ask him to explain their benefits. He will gladly help you select the plan that best fits your budget and answers your insurance needs . . . with no obligation except to listen.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

LIFE
GOV. WILLIAMS & DOG. PAGES 41 142
SPECIAL ISSUE
U.S. POLITICS
JULY 4, 1960
U. S. PAT. OFF.

HURRY! HURRY!

CONTEST CLOSES JULY 10, 1960

GET ON THE GOOD CITIZENSHIP BANDWAGON

ENTER GULF'S "PUT A HAT IN THE RING" CONTEST

HALF MILLION DOLLARS IN PRIZES

★★★★★★★★ 10 GRAND PRIZES ★★★★★★★★★★★ 3,069 MORE PRIZES ★★★

Two-week vacation for two, via luxurious **AIR FRANCE JET,** World's Largest Airline, to Paris and the Riviera PLUS

The car of your life. A **1960 CHRYSLER** 4-door Sedan, featuring pushbutton Air Conditioning by Chrysler Airtemp.

★★★★★★★★★★★★★★★★★★★★★★★★

Get on the bandwagon! It's fun. It's easy! It's open to everyone! Here's your chance to be your own *delegate*. Here's your chance to nominate your favorite candidate—and perhaps win a wonderful prize. Gulf invites you aboard the bandwagon . . . but hurry!

How to enter! A snap! Get Official Entry Blank at your nearby Gulf station. Fill in your candidate's name and a simple statement why. That's it! Just mail your Entry Blank in. Anyone can enter. Enter as many times as you want. Complete rules on Entry Blank. Contest closes midnight, July 10, 1960.

GULF

GULF OIL CORPORATION

28 Hardman "Duo" Pianos. Two pianos in one, regular console and pedal operated player.

56 $1,000 Mink Stoles. In Emba Autumn Haze®. The height of feminine fashion and luxury.

73 Mercury Merc 400 Outboard Motors. Powerful 45 hp., self-starting, single lever control.

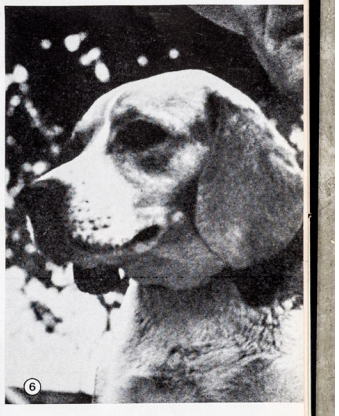
112 Stromberg-Carlson Stereo Hi-Fi Consoles. The finest in music. Choice of two finishes.

120 Porter-Cable Mark 26 Riding Mowers. Plow, seeder, sweeper, aerator attachments.

360 Bell & Howell Electric Eye Movie Cameras. Automatically shoots correct exposure.

1120 Black & Decker Deluxe Power Tool Kits. Includes ¼" drill and other accessories.

1200 Voit "Sports Treasure Chests." Sports fun with baseball, football and other favorites.



A VOTE GETTER'S BEST FRIEND

What politicians own these dogs?

SCOTTIE FALA AND MASTER IN 1944

The dog has stood through the life of the republic as a politician's staunch vote getter. The half-dozen dogs above are the heirs to the long tradition. To see who they heel for, turn the page, where the numbered pictures provide the key.

Twenty-four Presidents have gone into the White House with a pup at their side. Wilson's and Harding's Airedales were so popular they brought on a national fad. Nixon's famous Checkers stood by his hard-pressed master in 1952. "Regardless of what they say," said Nixon, "we're going to keep him." The outstanding Democratic dog has been F.D.R.'s Fala, who he said resented Republican attacks.

In 1959 a Midwestern candidate for Congress was accused of having let his dog's license lapse. The dog had been a stray mongrel, and when a newspaper revealed the candidate had rescued the pooch from a pound by buying his first license some years earlier and had paid for a rabies shot, the candidate became a regional hero and was elected.

NIXON'S COCKER CHECKERS TODAY

CONTINUED

VOTE GETTER'S FRIEND CONTINUED

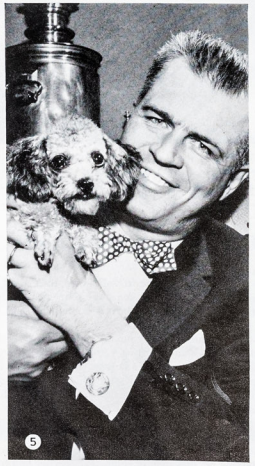
Here are the six with highly placed masters

MAJOR, a great Dane, leaps higher than master, Illinois' Governor William Stratton, to take tidbit.

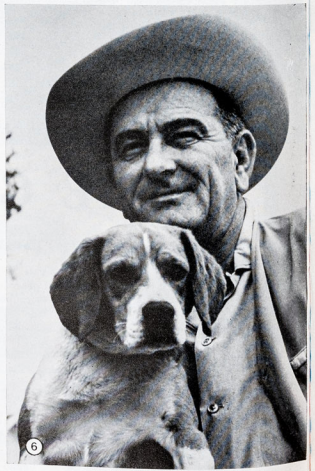
LADY, a mongrel who strayed into his backyard, has campaigned with Senator Hubert Humphrey.

WAGS, a white poodle, pounces on Wisconsin Governor Gaylord Nelson with fervor of a lobbyist.

BLACKIE was a winning issue for Representative John Kyl (R., Iowa) who rescued him from pound.



JODY JOY, poodle, was given to Governor Mennen Williams, a dog lover, by Michigan Democrats.



LITTLE BEAGLE JUNIOR, a beagle, has famous initials of his master, Senator Lyndon B. Johnson.

4 new frozen fruit punches by Sunkist®

All from fresh ripe fruit! Sunkist squeezes the flavor and color of good fresh fruit into these four new punches. You get real vitamin C, too. No artificial flavor – no artificial color. Sunkist Punch makes *fun* of your thirst! 6-ounce can makes 1 quart. At your grocer's freezer now.

SAVE 10¢!

Take this coupon to your grocer.

This coupon worth 10¢ on purchase of one can of any Sunkist Frozen Punch when presented to grocer at time of purchase.

To Dealer: This coupon will be redeemed for face value plus 2¢ handling, provided terms of offer have been complied with. Any other application constitutes fraud. Invoices proving purchase of sufficient stock to cover coupons presented for redemption must be shown upon request. Redemption through outside agencies, brokers, etc., will not be honored except where specifically authorized by Sunkist. Cash redemption 1/20th of a cent. Void if prohibited, taxed or restricted. Customer must pay any sales tax. Expires October 31, 1960. Good only in U.S.A. and Canada. Coupons redeemed in Canada, mail to Sunkist Growers, Box 714, St. Catharines, Ontario, Canada. Coupons redeemed in U.S.A., mail to: Sunkist Growers, Inc., P.O. Box 120, Pico-Rivera, California.

Sunkist Fruit Punch

LIFE
Dishing At Northland
Children
Page 47
Northland
Center
Ina Balin:
An Early Look
at a Star-To-Be
JULY 18, 1960
AVERAGE WEEKLY CIRCULATION: 6,700,000

NOW AIR-SOFTENED

They Satisfy!

EVEN MORE!

ONLY IN CHESTERFIELD KING

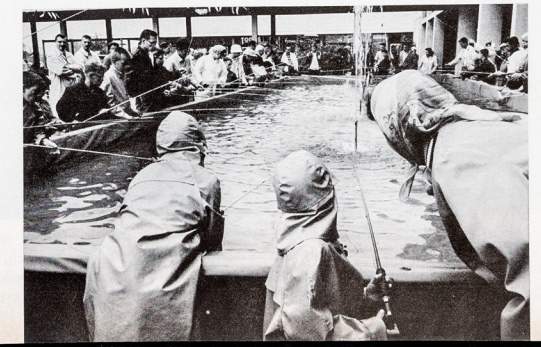
full King-length of Top-Tobacco...*Air-softened* by top-porosity paper!

©Liggett & Myers Tobacco Co.

SIX-YEAR-OLD LINDA GOLDMAN DISPLAYS A 14-INCH CATCH, WHICH PROMPTLY WRIGGLES FREE. SHE AND BROTHER GOT FOUR FISH, THEIR FATHER NONE

Crowded Bout with Urban Trout

The individual art of fly fishing was given the mass production touch when Detroit's Northland shopping center installed a 50-foot-long aluminum tank and stocked it with 600 rainbow trout, provided angling gear and even paper bags for carrying home the day's catch. The original idea was to lure adult customers to nearby stores but the pond was taken over in short order by the kids. With three dozen children at a time lining the plastic-covered banks, it became the equivalent of shooting fish in a barrel, and the sporting challenge became mostly a matter of finding room to land and hold onto your catch. But within a week 1,268 fish had been caught and the pond restocked twice. Fishing had never been better in the northland.



JAMMED AROUND POOL, young and old anglers try luck in rain with glass rods and wet flies.

LIFE
EISHING
PAGE 47
FILE COPY
Ina Balin:
An Early Look
at a Star-To-Be
JULY 18, 1960
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REG. U. S. PAT. OFF.

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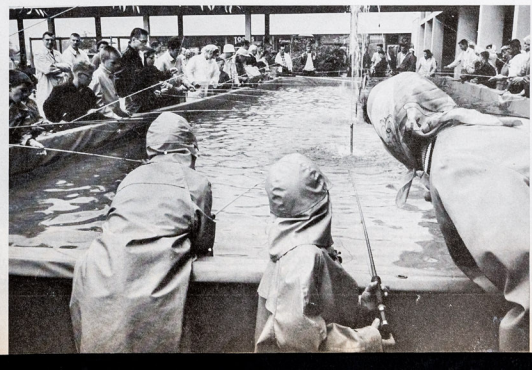
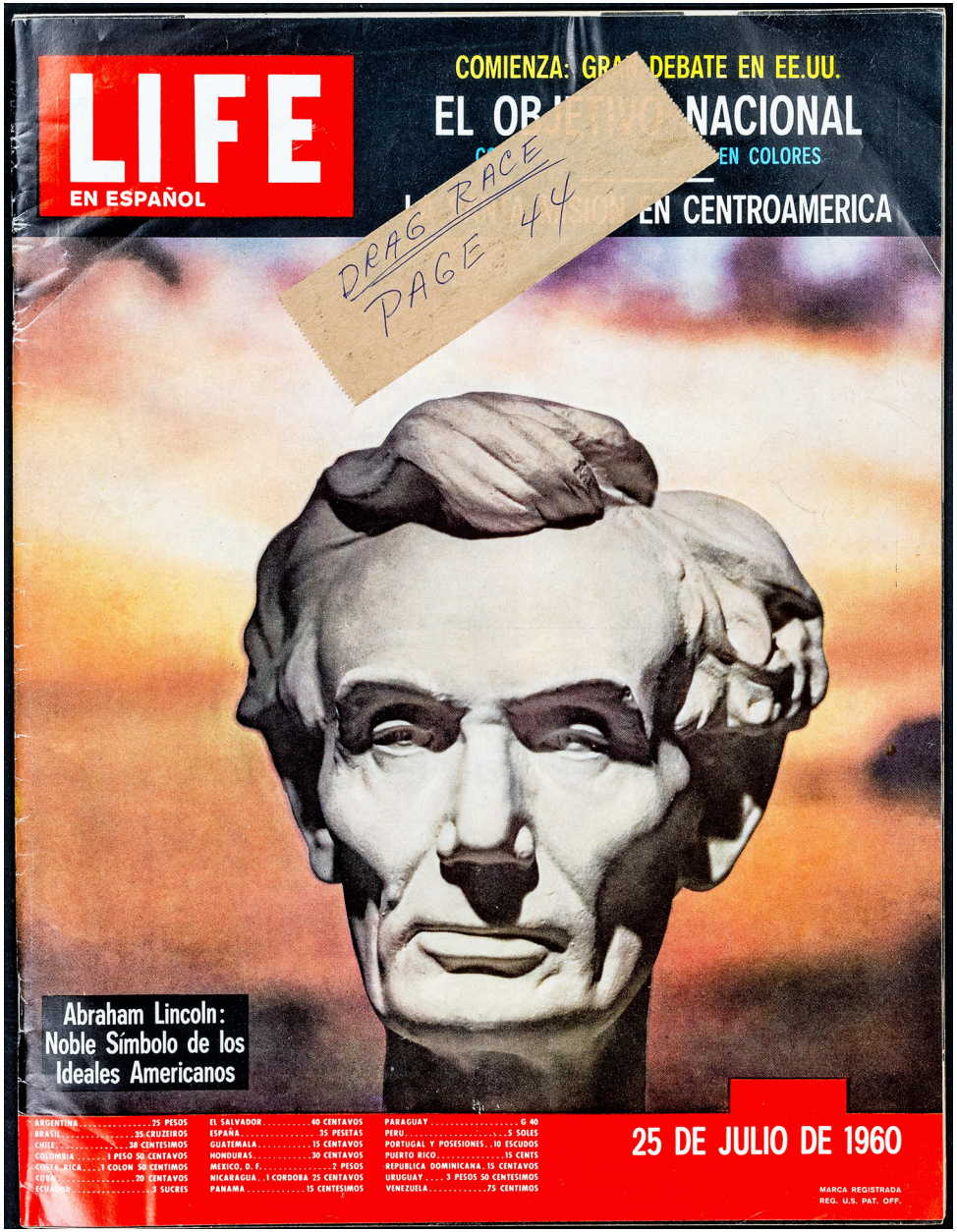
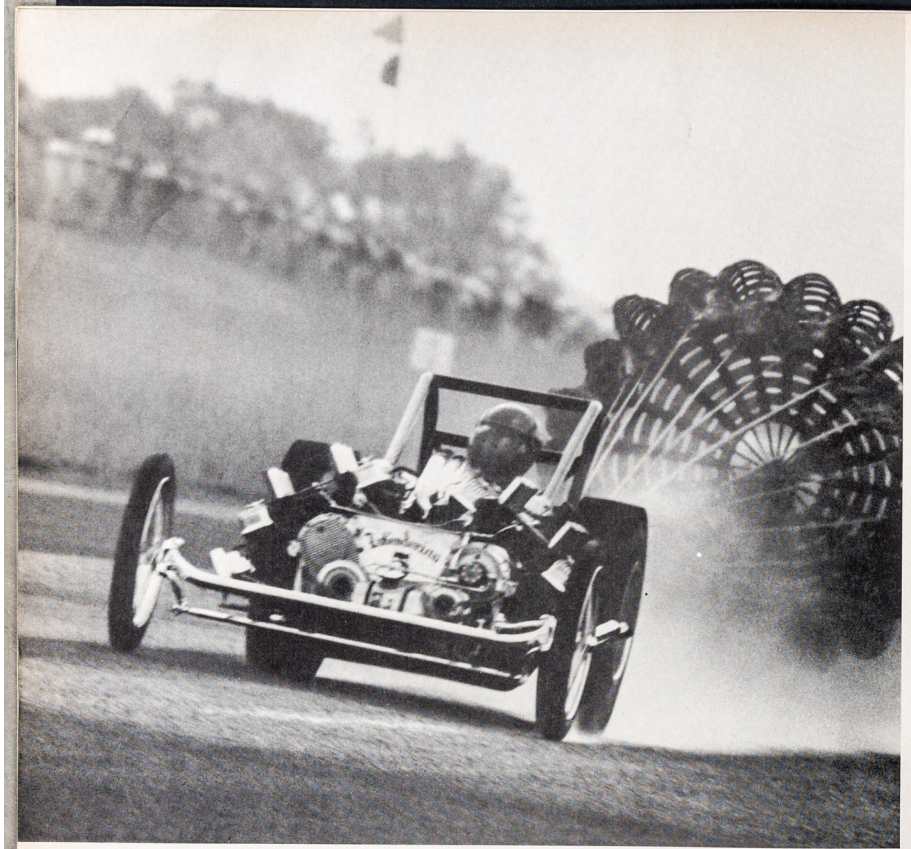


JAMMED AROUND POOL, young and old anglers try luck in rain with glass rods and wet flies.


LIFE
EN ESPAÑOL
COMIENZA: GR DEBATE EN EE.UU.
EL OB NACIONAL
EN COLORES
EN CENTROAMERICA
DRAG RACE
PAGE 44
Abraham Lincoln:
Noble Símbolo de los
Ideales Americanos
ARGENTINA .25 PESOS
BRASIL .35 CRUZEIROS
CHILE .38 CENTESIMOS
COLOMBIA .1 PESO 50 CENTAVOS
COSTA RICA .1 COLON 50 CENTIMOS
CUBA .20 CENTAVOS
ECUADOR .3 SUCRES
EL SALVADOR .40 CENTAVOS
ESPAÑA .35 PESETAS
GUATEMALA .15 CENTAVOS
HONDURAS .30 CENTAVOS
MEXICO, D. F. .2 PESOS
NICARAGUA .1 CORDOBA 25 CENTAVOS
PANAMA .15 CENTESIMOS
PARAGUAY .G 40
PERU .5 SOLES
PORTUGAL Y POSESIONES .10 ESCUDOS
PUERTO RICO .15 CENTS
REPUBLICA DOMINICANA .15 CENTAVOS
URUGUAY .3 PESOS 50 CENTESIMOS
VENEZUELA .75 CENTIMOS
25 DE JULIO DE 1960
MARCA REGISTRADA
REG. U.S. PAT. OFF.



ARRASTRANDO UN PARACAIDAS Y CON LAS CUBIERTAS HUMEANTES, UN BOLIDO QUE CORRIA A 275 KM./H. FRENA EN LA RECTA DE LA PISTA DE MINNEAPOLIS

La Locura de la Velocidad

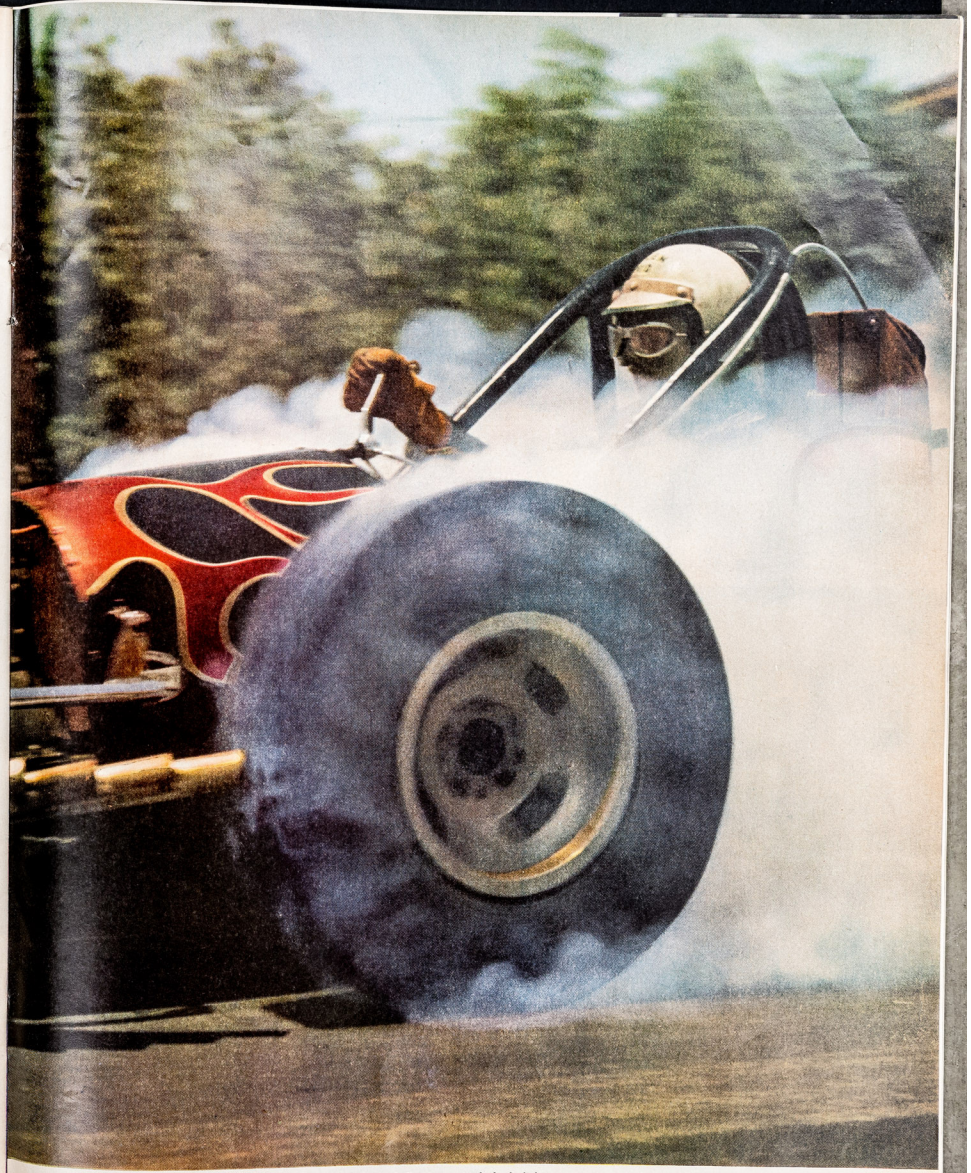
RESURGE EN LOS EE.UU. LA AFICION A LAS CARRERAS DE AUTOS

Los monstruos parecían importados de Marte. Salían como una exhalación entre nubes de humo, y no se detenían hasta que se abría un paracaídas. En general iban como locos, dando vueltas y más vueltas, en un colosal renacimiento del antiguo furor por correr a toda velocidad en cualquier cosa de cuatro ruedas y un motor. Esta misma fiebre existe en Europa y en la América Latina, pero en los EE.UU. ha cobrado mayor virulencia dada la pasión nacional por los automóviles, y su abundancia.

En un tiempo, la fiebre norteamericana de la velocidad comenzaba y terminaba en Indianápolis, pero últimamente se ha propagado como una epidemia. El mismo fin de semana de las famosas "500 millas" de Indianápolis (LIFE en Español, 11 de julio), se corrieron en el país otras 850 competencias, a las que acudieron unos dos millones de almas, cuyo insaciable interés por automóviles, curvas y peligros, ha hecho de estas carreras el espectáculo deportivo que más gana en popularidad en los EE.UU.

Semana tras semana, las multitudes se apiñan lo más cerca posible del punto de partida. Los aficionados meten las narices bajo los capots de los bólidos para carreras cortas, y de los "enanos": los miniatura, los semiminiatura y los microminiatura. Escuchan la sinfonía del Ferrari (*pág. 47*), o simplemente disfrutan del polvoriento y vertiginoso espectáculo.

El delirio empezó con los arduos y estrepitosos duelos de autos de serie. Pero la aparición en estos últimos años de 100 mil "karts", pequeños y bajos (*pág. 46*), con motores poco mejores que los de segadoras de césped, dio a este deporte una dimensión totalmente nueva.



ECHANDO HUMO, las ruedas traseras patinando, el *Swamp Rat* ("Rata de Pantano"), de 550 HP, sale disparado en Covington, Georgia. Un combustible exótico, mezcla de alcohol puro y nitrometano, lo acelera a 301 Km/h. en 8,23 segundos. En lugar de volante, el conductor Art Malone utiliza una palanca de dirección.

CONTINUA

LOS "KARTS", última novedad en este deporte, toman una curva en la pista de Azusa, California. Tienen de 2,5 a 24 HP y velocidad máxima de 136 Km/h.

LOS "ENANOS" se apiñan en una curva de Hatfield, Pensilvania. Son modelos en miniatura de los bólidos de Indianápolis y pueden correr a 236 Km/h.

OIGA ESA MARAVILLOSA MUSICA

por BILL GRAUER Y BARRETT CLARK

Tanto se entusiasma el aficionado a los autos de carreras, que hasta los ruidos de la pista lo fascinan. Aquí, dos miembros de la firma Riverside Records, que ha vendido 400.000 álbumes de discos con comentarios y ruidos de las carreras, explican en qué consiste el atractivo.

SIEMPRE nos han interesado las carreras de automóviles, y desde hacía tiempo oíamos que la gente decía cosas como ésta: "¿Ha oído usted esa hermosura?" "¿Ha oído ese coche enorme?" Empezamos nosotros también a escuchar, y el retumbar de los bólidos nos llenaba de emoción. Resolvimos hacer un disco que, prescindiendo de todo otro elemento de la carrera, conservase solamente los efectos sonoros para que los aficionados pudiesen disfrutar de ellos en su propia casa.

Para el verdadero entusiasta es muy divertido tratar de identificar a los autos por el ruido del motor. Por ejemplo, el "Jaguar D" tiene un rugido fuerte, profundo y gutural. El DB hace un "tratrat", como al barajar naipes. El Porsche tiene un retumbar sordo y sibilante. Y en cuanto al Ferrari, no hay nada igual.

El Ferrari tiene un motor de muchos cilindros, de corta embolada, que gira a una velocidad fantástica. Cuando los 12 cilindros empiezan a rugir, aquello parece una máquina de coser sin silenciador. Es un ruido "feroz", un ruido "candente" que si uno pudiera palparlo se quemaría.

En comparación, el nuevo Maserati de cuatro cilindros—la "jaula"—es como una máquina de vapor. Podría decirse que el Maserati aúlla como un gato montés, mientras que el Ferrari tiene el rugido majestuoso del león.

El verdadero aficionado puede decir, por el ruido, cuántos cilindros tiene un motor. Le gusta distinguir también otros sonidos, como el del motor en *ralentí*, o al acelerar, o al pasar de largo. Y le encanta oír los cambios de marcha. Sobre todo en grabación estereofónica.

Digamos que hemos colocado los micrófonos a unos 100 m. de una curva difícil, y escuchamos a Phil Hill entrar en ella con un "feroz" Ferrari. Se oye todo: cuando pasa de quinta a cuarta, de cuarta a tercera, y el último cambio, a unos 40 m. de la curva; luego se le oye pasar y empezar de nuevo a acelerar.

•

Hasta los autos de una misma marca, hacen distintos ruidos con distintos pilotos. En un día de práctica para el Grand Prix, en diciembre último, había cuatro Ferraris con cuatro diferentes reducciones traseras, que suponían diferentes puntos de cambio de marcha para los cuatro autos. Cada uno de los pilotos sacó su auto a dar unas vueltas para ver cómo se portaba, y la variedad de ruidos fue fantástica. A veces no parecía que fuese un mismo auto.

El aficionado escucha por ejemplo a un Ferrari tomar una curva. A medida que disminuyen las revoluciones del motor, el escape empieza a crepitar y chasquear; y aunque parezca ridículo, al oírlo se siente una emoción parecida a la que produce oír el himno nacional.

Los norteamericanos consideran los coches europeos como de gran categoría. Ahora pueden sentarse en la sala y oír los ruidos pasar y perderse a lo lejos, imaginándose al volante de un bólido que vuela por la carretera: "Ahora voy de Pisa a Roma. Podría pararme a tomar un aperitivo y luego seguir adelante . . ."

Lo único que falta es el olor del Castrol quemado, el aceite que se usa en motores de alta velocidad. Más de una vez hemos pensado en acompañar nuestros discos con un frasquito de Castrol. Estoy seguro de que los compradores no tendrían inconveniente en poner un poquito de Castrol en una sartén, en la cocina, y dejar que se quemara mientras se oye el disco. Sería para ellos como una especie de incienso.

•

Estos discos de carreras tienen cosas notables: estupendos cambios de marcha, emocionantes precalentamientos del motor, imponentes paradas en los puestos de reaprovisionamiento.

Una vez grabamos seis minutos del precalentamiento de un Ferrari. Lo llamamos la sinfonía del Ferrari. No es sólo una serie de sonidos, sino una sugestión de algo inminente y grande como cuando el entrenador de un circo da de comer a los elefantes antes de la función. Se siente una gran emoción.

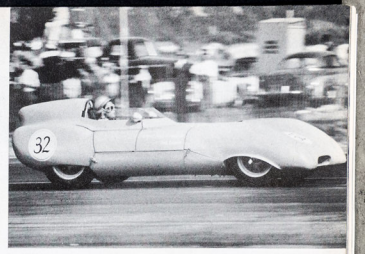
En los discos titulados *Sounds of Sebring* (Los sonidos de Sebring) pusimos micrófonos en los puestos de reaprovisionamiento y captamos las alternativas de las carreras a medida que se iban produciendo. Una buena parada en el puesto, que no dura más de 28 segundos, es cosa magnífica de oir. Generalmente incluye el cambio de un neumático y el reabastecimiento de gasolina. Se oye el grito de los mecánicos, junto con los martillazos para sacar la rueda, el ruido de ésta al caer al suelo, el chorro de combustible que entra a presión en el tanque, y finalmente la conversación del conductor con su relevo. Sólo tiene 20 segundos para poner al tanto a su substituto: "El coche marcha a maravilla, a alrededor de 5.000 rpm. En la curva Webster hay un charco de aceite; ten mucho cuidado cuando pases por allí y procura tomarla bien cerrada; no lo aceleres a más de 6.000 rpm, pues a esa velocidad empieza a recalentarse . . ." y luego, ¡Ruuuuummm!, el bólido arranca de nuevo.

Estos autos hacen sonidos casi humanos. Cuando se descomponen se les oye lloriquear.

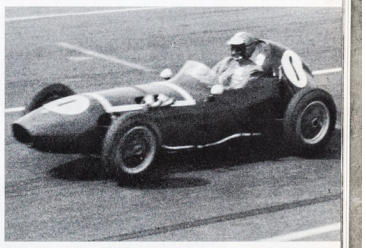
Quienquiera que haya presenciado una carrera de automóviles se queda con la boca abierta cuando escucha uno de nuestros discos. En el último Salón del Automóvil, en Nueva York, alguien tocó nuestro disco del Mercedes-Benz. Se trata de uno de los clásicos del mundo de las carreras, el Mercedes-Benz de 1937, probablemente el coche más impresionante y ruidoso de la historia del automovilismo. En el Coliseum, donde tenía lugar la exposición, había por lo menos 50 personas, sentadas en el suelo, escuchando el disco con grandes sonrisas.

En Long Island hay un bar con una máquina tocadiscos automática que tiene casi exclusivamente grabaciones nuestras, en discos de 45 rpm. Pone uno sus 10 centavos y en seguida oye el rugido de un Ferrari o de un Jaguar. Los discos son tan populares como los de música bailable.

Un ingeniero de sonidos, que instaló un sistema estereofónico en su casa y empezó a tocar nuestros discos a todo volumen, quedó tan complacido que hasta vino a vernos: "¡Qué discos tan buenos hacen ustedes! ¡Como que uno de ellos me partió los dos altavoces por el eje!"

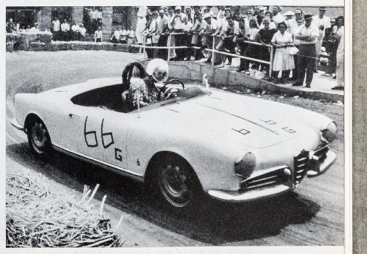


ZZZIIPP, zumba el Lotus al pasar como una exhalación, en Santa Bárbara. La nota aguda y penetrante sugiere un motor ligero trabajando duro.



BARRRAPP, ladra el Formula Junior, en Bridgehampton, Long Island. Varios juntos parecen una manada de perros enfurruñados y gruñones.

BURRUUM, truena el Corvette, en una pista de Santa Barbara, con su característico vozarrón. El motor tiene silenciador, aunque no lo parezca.



TARRAAAP crepita el Alfa Romeo en una cuesta de Arizona. Sus estampidos, que parecen los de una serie de petardos, sobrecogen al espectador.

CONTINUA 47

UNA FAMILIA DE AFICIONADOS, pese a la suspensión de las carreras por causa de la lluvia, se queda a merendar junto a la pista de Williams Grove, Pensilvania. El jefe de familia, George Walker, de 58 años (*primer término, derecha, con el niño en brazos*), aparece con sus ocho hijos, 22 nietos y un bisnieto.

UN VENCEDOR SATISFECHO, Elbert Porter, de 7 años, recibe el trofeo después de su triunfo en la carrera de *karts*, en Garland, Texas. Su padre le pidió que no pasara a otros coches en las curvas y que tuviese gran cuidado en las rectas, pero así y todo el chico terminó la prueba con un promedio de 65 Km/h.

LIFE
A DRAMA OF SUBURBANITES
AND A NEGRO NEIGHBOR
Sleeping Beauties
Pages 41-45
MARILYN'S CO-STAR:
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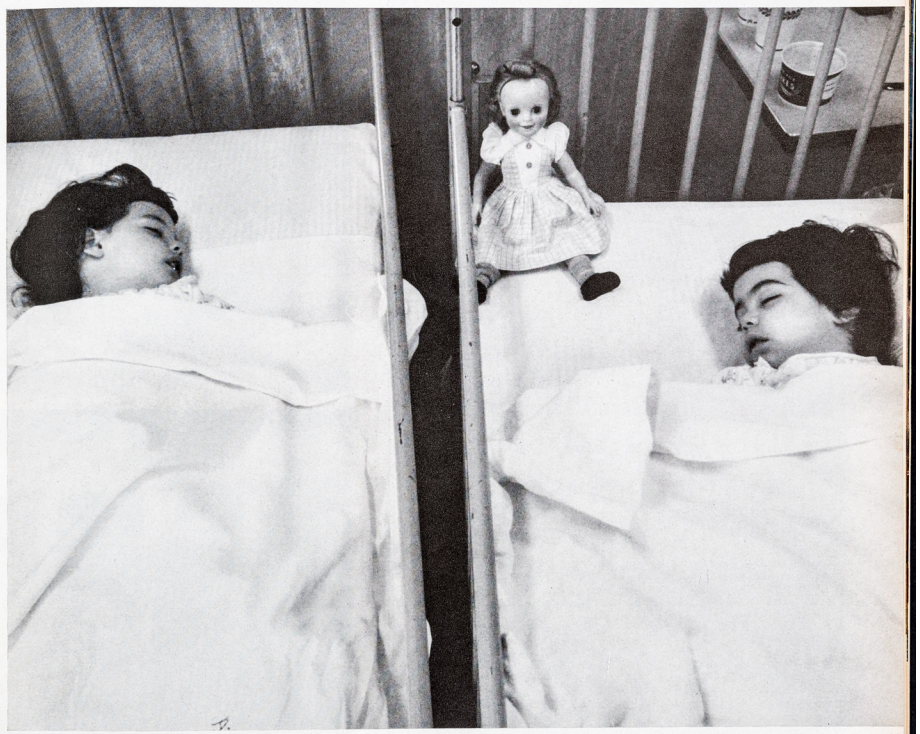
GENERAL FOODS KITCHENS

The Strange New Malady of the Two Sleeping Sisters



VENITA AND BERNADETTE FRATANTONIO SLEEP NEXT TO EACH OTHER IN PEDIATRICS SECTION OF CLEVELAND'S MOUNT SINAI HOSPITAL

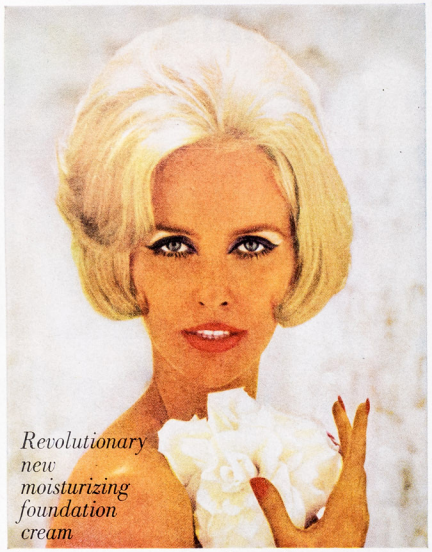
DOCTORS ARE BAFFLED BY SAD CASE OF PAIR OF LITTLE GIRLS IN CLEVELAND

To most people sleep is a wonderful balm of nature. But to Mr. and Mrs. Vincent Fratantonio of Cleveland Heights, Ohio it has become a fearful thing. Ten months ago their youngest child, 3-year-old Bernadette, began sleeping too much. When awake she was completely alive and alert, a beautiful, intelligent child with big brown eyes and long black hair. Then unpredictably she would nod off into deep coma. Sometimes she would come to in a few minutes, other times she would sleep for days. Once she lay motionless and scarcely breathing for more than two weeks.

At the hospital where she was kept so that she could be watched and fed intravenously during these long lapses, baffled doctors had never seen a case like it. Nor had they at New York's Columbia Presbyterian Medical Center when she was taken to see specialists there. But last month doctors got a second case of the new and nameless malady to work with: Bernadette's 5-year-old sister Venita.

Now the two "sleeping beauties," as they have come to be called, doze side by side in adjoining cribs. Their malady—totally unrelated to African sleeping sickness which is caused by a parasite—seems to be having no ill effects on them. They gain weight, remain bright and intelligent and behave normally when they are awake. But their doctors fear that brain deterioration will set in eventually and are studying the girls night and day in hopes of finding a cause and cure for their strange sad sickness.

CONTINUED 41



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TYPICAL SLEEP SEIZURE is shown in pictures of Bernadette above. Playing with toys in her crib, she is wide-eyed and alert (*top left*). Then, eating a piece of toast, she feels suddenly drowsy (*top right*). A moment later (*bottom*) she is fast asleep, the toast lying half eaten on the sheets beside her.

CONTINUED

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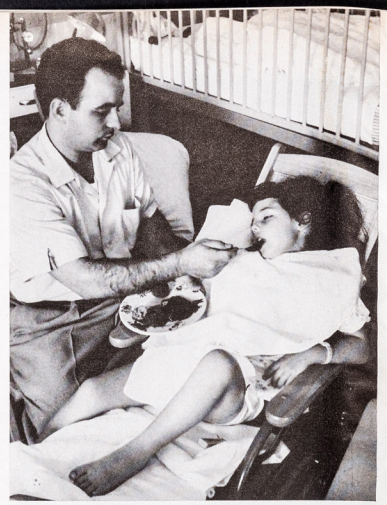
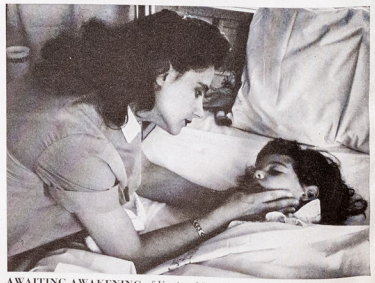


FEEDING VENITA, Mr. Fratantonio finds her groggy and limp. His medical insurance covers only the first 120 days of each child's hospitalization.

Waiting and Hoping

The hope for the sleeping Fratantonio sisters lies in the scores of chemical tests which are being made on them daily. At first doctors thought the trouble might be cerebral damage, but an operation on Bernadette showed no sign of brain atrophy. Then they theorized that her metabolism might be producing either too much or too little of some essential chemical. Since the production of body chemicals is generally controlled by heredity, this diagnosis was given support when Venita fell ill of the same malady. So far, however, tests have failed to reveal what the imbalance is. So far, too, the Fratantonio sons, Joseph, 7, and Jimmy, 4, have been unaffected. This may indicate that the hereditary defect can show up only in girls.

As the desperate search goes on and the Fratantonios' bills mount, the sisters have become the ruling princesses of Mount Sinai Hospital. Hundreds of cards, dozens of toys pour in on them—and occasionally a helpful anonymous check. When awake, the girls flash such ravishing smiles that they have charmed a steady stream of doctors from all over the country—charmed them and sent them away shaking their heads. "It's unbelievable," said one of them about Venita. "Today she's lively as a lark. Yesterday she seemed one step from being dead."



AWAITING AWAKENING of Venita, Mrs. Fratantonio watches at bedside. She is pregnant, hopes to have a boy because malady may affect girls only.

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The Mysterious Malady of the Two Sleeping Sisters

VENITA AND BERNADETTE FRATANTONIO SLEEP NEXT TO EACH OTHER IN PEDIATRICS SECTION OF CLEVELAND'S MOUNT SINAI HOSPITAL

MOTHER'S CONFESSION SOLVES STRANGE CASE OF LITTLE GIRLS IN CLEVELAND

To most people sleep is a wonderful balm of nature. But to Mr. and Mrs. Vincent Fratantonio of Cleveland Heights, Ohio it seemed to have become a fearful thing. Eleven months ago their youngest child, 3-year-old Bernadette, began sleeping too much. When awake she was completely alive and alert, a beautiful, intelligent child with big brown eyes and long black hair. Then she would nod off into deep coma. Sometimes she would come to in a few minutes, other times she would sleep for days. Once she lay motionless and scarcely breathing for more than two weeks.

At the hospital where she was kept so that she could be watched and fed intravenously during these long lapses, baffled doctors had never seen a case like it. Nor had they at New York's Columbia Presbyterian Medical Center when she was taken to see specialists there. But in July doctors got a second case of the nameless malady to work with: Bernadette's 5-year-old sister Venita. The two "sleeping beauties" dozed side by side in adjoining cribs. Their malady seemed to be having no ill effects on them. They gained weight, remained bright and intelligent and behaved normally when awake (*next page*). But their doctors feared brain deterioration would set in, and the case attracted wide attention. Then, just after Mrs. Fratantonio gave birth to a third daughter, her fifth child, the mystery of the sleeping beauties was solved. Mrs. Fratantonio had been giving the two children barbiturates. For her strange fantasy-driven motives, see page 46.

CONTINUED

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SLEEPING SISTERS CONTINUED

TYPICAL SLEEP SEIZURE is shown in pictures taken of Bernadette before solution of mystery. Playing in her crib, she is wide-eyed and alert (*top*). Then, eating toast, she feels suddenly drowsy (*middle*). A moment later (*bottom*) she is fast asleep, the toast lying half eaten on the sheets beside her.

CONTINUED

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Nap for lively child, sympathy for mother

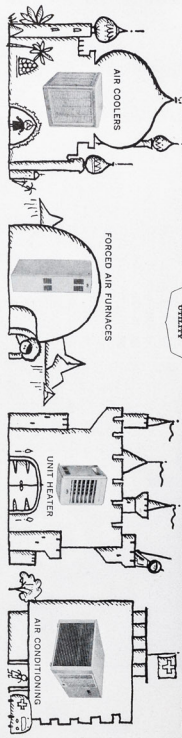
The mystery of the girls' malady was finally solved after a Mt. Sinai Hospital intern observed that the children were alert mornings, became drowsy after visits from their mother. His suspicions prompted new brain wave and blood tests for barbiturates. The tests were positive. Then Mrs. Fratantonio became a hospital patient herself to bear another child. Unvisited by mother, Venita and Bernadette remained lively all day long and all signs of drugs vanished from the blood. When an eye dropper in Mrs. Fratantonio's purse yielded traces of barbiturates she confessed that she had been administering the drugs to her children.

BEFORE SOLUTION of mystery mother feeds fruit juice to Venita with eye dropper like one found in purse.

Her motive? Little Bernadette had been an inordinately active child and, the better to control her, Mrs. Fratantonio had begun last September to give her small quantities of sleeping potions. Then, when Bernadette's drowsiness—a mystery to everyone but her mother—became a celebrated malady, Mrs. Fratantonio enjoyed the sympathy she received as a devoted, suffering parent. Later she became aware that she could enhance the attention she was getting by drugging Venita too, thus complicating the puzzle. But why did she not drug her two sons as well? Why, before the fifth child was born, did she say she hoped it would not be a girl? As psychiatrists, physicians and police began to look for answers, one point seemed clear: Mrs. Fratantonio had been driven by an inner turmoil worthy of a classic Greek tragedy.

AFTER SOLUTION Venita and Bernadette, both of them normally active and cheerful, take a stroll through hospital corridor with a smiling nurse.

BETTER WEATHER THE WORLD AROUND



Now being made in several countries, Gaffers & Sattler Climate Control products are bringing perfect indoor weather to homes, hospitals, stores and factories the world around. Wall and forced air furnaces, air coolers and air conditioning units are built to suit any need.

Write Mr. Bernard Harris, Vice-president,
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8111 West Beverly Boulevard,
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LIFE
28-29
THE ELECTION AND
Your Pocketbook
How Economy Is Doing, What Candidates Offer
FANTASTIC PLANE
Behind-Scenes Row over Supersonic B-70
LODGE
The Charming Family of a Campaign Surprise
ELEGANT NEW FASHIONS
HENRY CABOT LODGE AND HIS WIFE, EMILY
OCTOBER 17, 1960

LIFE
Vol. 49, No. 16 Oct. 17, 1960

NEW '61s SPIRAL IN TO GIVE THE NATION A LIFT

THE HOT ISSUE OF AMERICA'S VITALITY

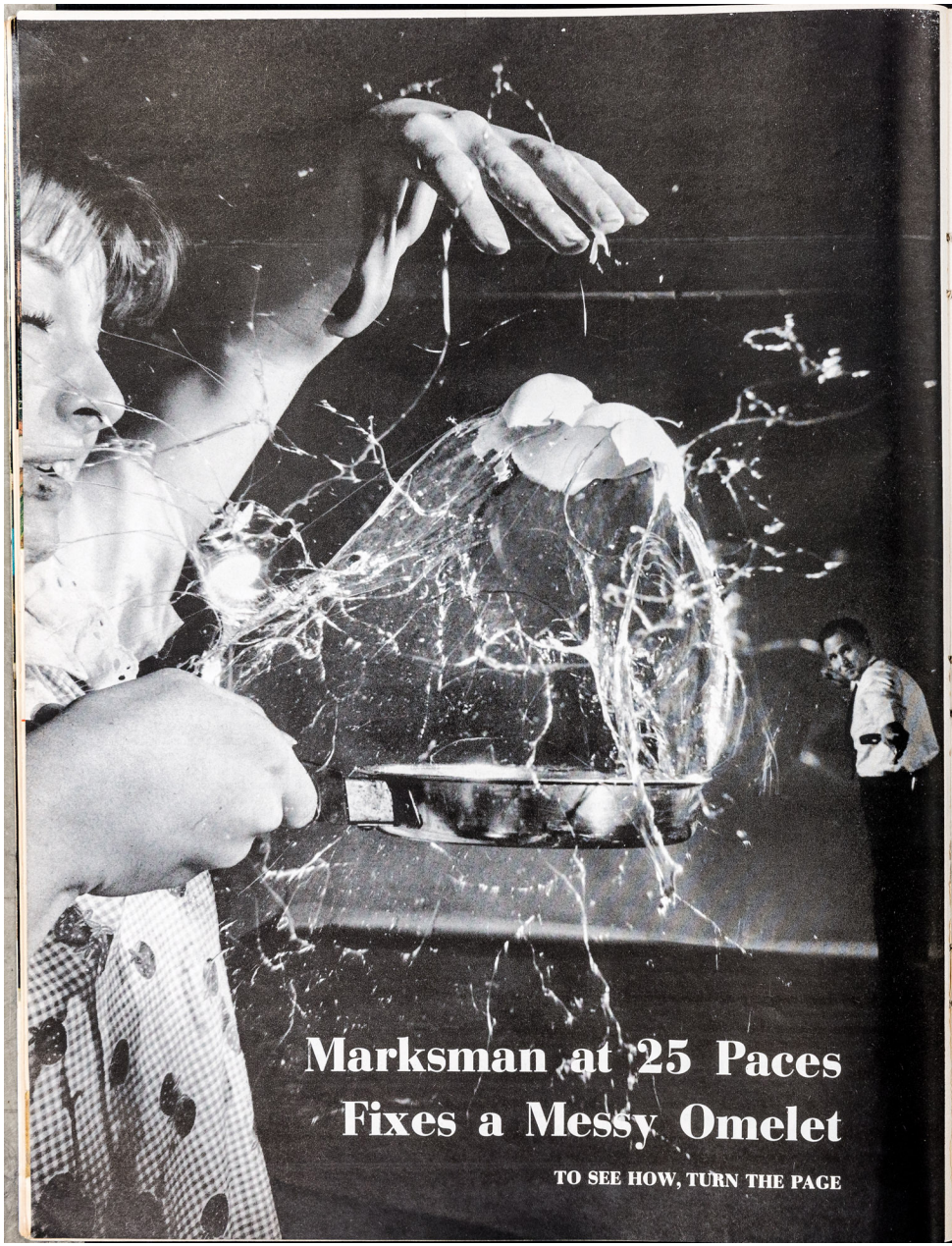
On the futuristic ramp of Detroit's Cobo Hall, a parade of 1961 model autos spiraled down from the roof to be enshrined, almost like jewels, for this week's opening of the 43rd National Auto Show in the brand-new $54 million exposition palace beside the Detroit River.

This was a sight guaranteed to stir excitement in the breast of a car-conscious nation on wheels. But it was more than that. The manufacture of automobiles is one of the nation's largest industries and a major index of the health of its economy. Here Detroit hoped to learn whether the public would approve what it was offering. Here too it could be possible to foretell with fair accuracy whether the nation could expect a year of boom or business doldrums.

Detroit's splash with the '61s takes on even greater significance because this is an election year in which the state of the economy and how to improve its future has become a bitterly divisive issue between Vice President Nixon and Senator John Kennedy. President Eisenhower tacitly acknowledged the political importance of what went on in Cobo Hall by promising to make an address there on October 17.

Big as it is, the issue is bigger than the 1961 model year. It is the absorbing issue of what goes into and comes out of every American's pocketbook. It is an issue composed of vital stuff, measured in terms of prices, job or no job, growth or no growth—and it is an essential background for voting. On these 12 pages LIFE explains and reveals the fascinating intricacies, the present worries and the magnificent strengths of the American economy.

LIFE
SLINGSHOT MILLIGAN
p 80
p 83
Grandest Tour:
Elizabeth in India
FEBRUARY 3, 1961
20 CENTS
REG. U. S. PAT. OFF.



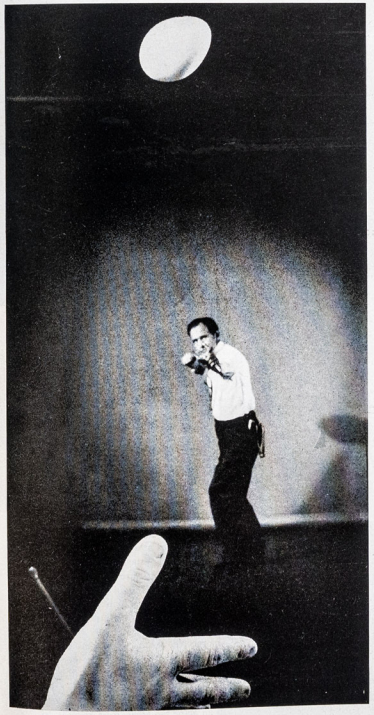
Marksman at 25 Paces Fixes a Messy Omelet

TO SEE HOW, TURN THE PAGE

DEADEYE SLINGER

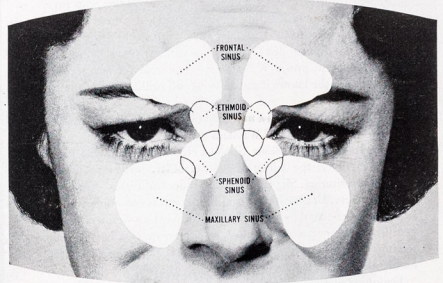
The airborne omelet on page 80 is the handiwork of the country's greatest slingshot expert, Detroit missile worker Johnny Milligan. A deadeye slinger since his boyhood in Tennessee, he has won local fame by shooting the marks out of playing cards, hitting objects in the air and bagging game in the field. Recently, egged on by Photographer Joe Clark, "Slingshot" Milligan demonstrated his prowess by methodically exploding four dozen eggs from a distance of 25 feet. To assure accuracy, he has designed his own precision-built aluminum sling, called the Milligan Special. Fortunately for the nation's parents, he has no plan to market a model for children.

SHOWING HIS SKILL. Milligan sights along the prongs of sling (*above*), fires a lead pellet at egg (*below*) tossed into the air from other side of room.



Revolutionary 3-layer tablet to relieve

COLDS MISERIES, SINUS CONGESTION and its PAINFUL PRESSURE



HELPS DRAIN ALL SINUS CAVITIES

EVEN DEEP IN HEAD (*critical areas of colds infection*)

DRISTAN Decongestant Tablets, working through the bloodstream, bring dramatic relief from colds miseries, pollen allergies and from sinus congestion with its tenderness, pressure and pain. DRISTAN, amazing medical achievement, contains: (1) The scientific *decongestant* most prescribed by doctors. In minutes—it reaches all congested areas—even deep in the head . . . quickly shrinks swollen nasal-sinus membranes . . . promotes drainage . . . restores free breathing. (2) An exclusive *anti-allergent* to block allergic reactions often associated with colds plus a highly effective combination of pain relievers. DRISTAN reduces fever better than aspirin and promptly relieves body aches due to colds. (3) *Vitamin C* to help build up body resistance to colds infection. For quick relief, get DRISTAN Decongestant Tablets. Note: DRISTAN is being widely imitated. But the fact is . . . the exclusive DRISTAN Tablet formula *cannot* be duplicated. Accept no substitutes!

WHEN COLDS STRIKE, nasal-sinus passages become clogged with germ-laden mucus . . . responsible for so much colds suffering and misery.

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This Exclusive DRISTAN Tablet Formula Cannot Be Duplicated!

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ANTI-ALLERGENT & PAIN RELIEVERS
VITAMIN C

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83

LIFE
INTERNATIONAL
HAMMARSKJÖLD AND U.N.'S GRAVEST HOUR
84-85-
BED PUSHERS
Also in This Issue:
NEW PORTRAIT OF OUR PLANET: IV
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MARCH 13, 1961
REG. U. S. PAT. OFF.

FIRST RECORD, 42 MILES, WAS SET BY UNIVERSITY OF BRITISH COLUMBIA WITH PASSENGER IN HOSPITAL BED

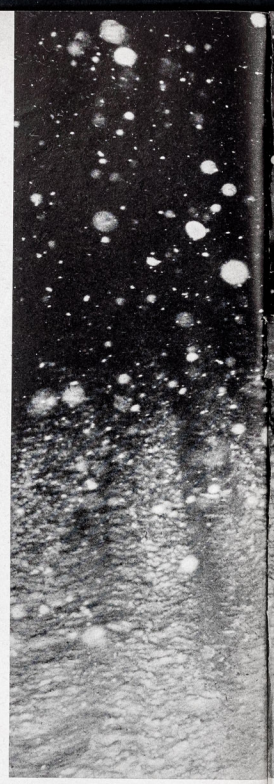
It's Crazy, but It's Fun

THE LATEST FAD IN CANADA IS BED-PUSHING

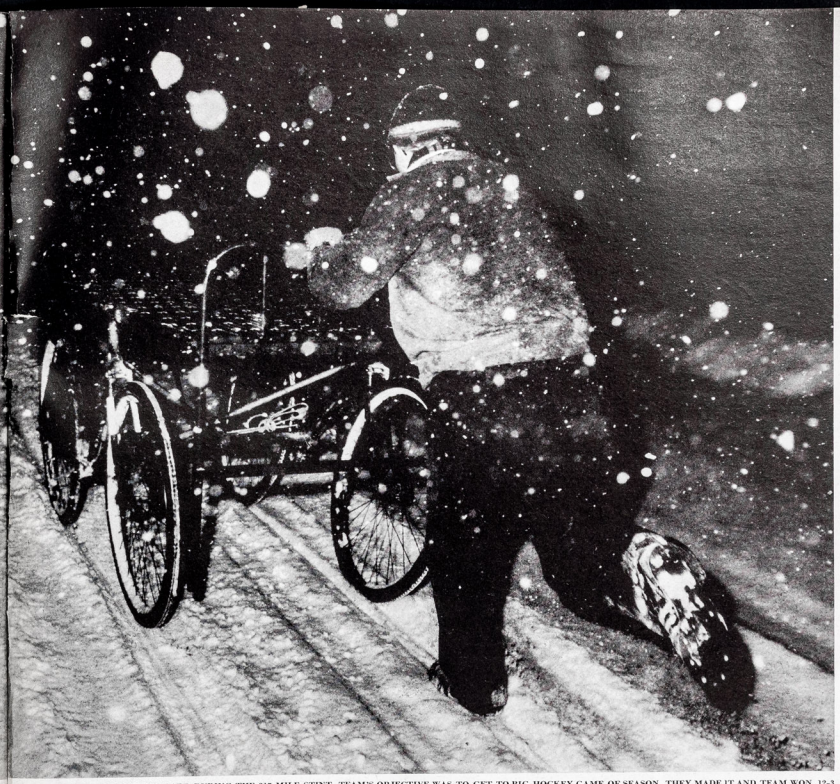
BUMPY SHORT CUT saved time but was hard on bed, so pushers turned it over and slid it on rails.

It was the middle of winter, but in much of Canada, the sap had already begun to run. With telephone booth packing old-hat, Canadian boys have taken to pushing beds around. It is a simple pastime. A group of students get a bed and push it from one place to another. But rugged college students have turned it into a competitive sport which combines feats of logistics and endurance. One after another, competing schools claimed new world records—pushing a bed 70 miles in 8½ hours, then 105 miles in less than 12 hours.

The well-drilled team of nearly 100 students from Hamilton, Ontario's McMaster University shown here fitted a donated bed with bicycle wheels and set a record in endurance and perseverance by completing 317 miles in 43 hours, in spite of being ruled off the highway by police, losing their way for six hours on a frozen lake, and having their bed hijacked by a rival group. The ultimate indignity came when two members of the team strayed onto the grounds of a mental hospital and were restrained there until someone was found who would vouch for them.



TAKING HIS TURN, SOLITARY McMASTER



PUSHER BATTLES BLIZZARD DURING THE 317-MILE STINT. TEAM'S OBJECTIVE WAS TO GET TO BIG HOCKEY GAME OF SEASON. THEY MADE IT AND TEAM WON, 12-3

FOR CROSS-COUNTRY PORTAGE, PUSHERS LIFT THEIR 56-POUND BED OVER FENCE AND INTO A FIELD

ON CUTOFF DESIGNED TO SHORTEN TRIP, FOUR-MAN TEAM SETS OUT THROUGH THE SNOW. LATER GROUP LOST THE FLEET OF CARS WHICH FOLLOWED ROUTE

CONTINUED

LIFE
Embattled Dag—
U.N.'s Gravest Hour
FEBRUARY 24, 1961
20 CENTS
REG. U. S. PAT. OFF.

FIRST RECORD, 42 MILES, WAS SET BY UNIVERSITY OF BRITISH COLUMBIA WITH PASSENGER IN HOSPITAL BED

CRAZY, BUT IT'S EXERCISE

In new fad, Canadian students push beds around

BUMPY SHORT CUT saved time but was hard on bed, so pushers turned it over and slid it on rails.

It was the middle of winter, but north of the border, the sap had already begun to run. With telephone booth packing old-hat, Canadian boys have taken to pushing beds around. It is a simple pastime. A group of students get a bed and push it from one place to another. But rugged college students have turned it into a competitive sport which combines feats of logistics and endurance. One after another, competing schools claimed new world records—pushing a bed 70 miles in 8½ hours, then 105 miles in less than 12 hours.

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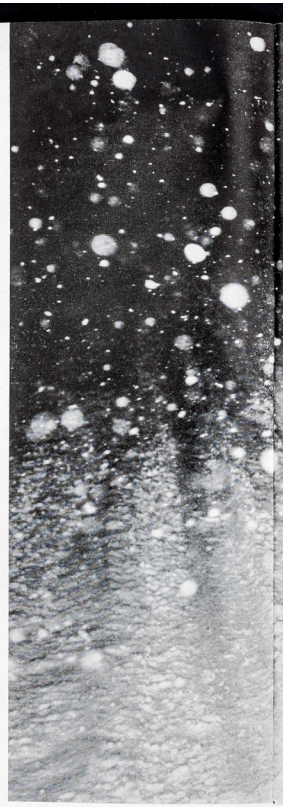

TAKING HIS TURN, SOLITARY McMASTER

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CONTINUED

NEW FAD CONTINUED

THE PUSH FOR NEW RECORDS CREATES BEDLAM

TEMPORARILY STALLED, McMaster students gather around new bed they obtained after ambushers stole theirs. They are having lunch provided by coeds.

REJECTED RECORD in bedlam of claims was set at Toronto's Queen's College where coeds helped push bed 1,000 miles. But it was just around the campus.

Trust Swanson

Their Swiss steak is the kind you can cut with a fork

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LIFE
Irish in America:
Smiling-eyed Beauty
Sheila Finn
24 25 AMISH
HORSE & BUGGY
MARCH 17, 1961 20 CENTS

Old Scene Alive Today

The picturesque scene looks as if it might be a marvelously clear old photograph taken a hundred years ago. But the sight Photographer Joe Clark shot occurs on Sundays near Waterloo, Ontario when families of a Mennonite sect which refuses to use most machinery come to church (*upper left*). After the service the men unhitch the buggies and fetch the womenfolk. Some Sundays the churchyard has a somberly modern look. It is filled with black automobiles owned by another sect of Mennonites who, somewhat more liberal, use cars but strip them of chromium.

LIFE
EN ESPAÑOL
UN PORFOLIO EN COLORES:
ARTE CRISTIANO DEL PERU
LOS ELEGIDOS PARA EL ESPACIO
50-51
Bert Brussiers
Un Cirujano
Lucha Contra
El Cáncer
COLOMBIA 1 PESO 50 CENTAVOS
COSTA RICA 1 COLON 50 CENTIMOS
CUBA 20 CENTAVOS
ECUADOR 3 SUCRES
EL SALVADOR 40 CENTAVOS
GUATEMALA 15 CENTAVOS
HONDURAS 30 CENTAVOS
NICARAGUA 1 CORDOBA 25 CENTAVOS
PANAMA 15 CENTESIMOS
PERU 5 SOLES
PUERTO RICO 15 CENTS
REPUBLICA DOMINICANA 75 CENTIMOS
VENEZUELA 75 CENTIMOS
3 DE ABRIL DE 1961
MARCA REGISTRADA
REG. U.S. PAT. OFF.

EL PRIMER RECORD de la competencia, 67,6 Km., fue señalado por alumnos de la Universidad de British Columbia con una cama de hospital con pasajero.

CARRERAS DE CAMAS

Los canadienses tienen otra manía

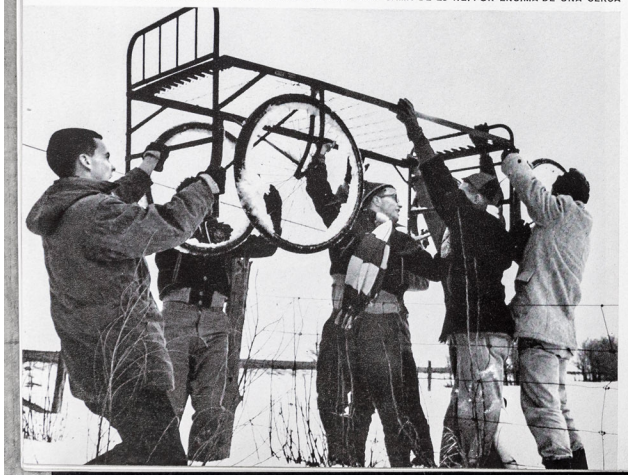
Era todavía pleno invierno, pero en gran parte del Canadá la savia había empezado ya a correr. Pasada de moda la anterior chifladura de amontonarse en una cabina telefónica (LIFE en Español, 20 de abril de 1959), los estudiantes adoptaron la de empujar una cama. Es un pasatiempo sencillo. Un grupo de muchachos se agencia una cama y se dedica a empujarla. Pero los enérgicos universitarios lo han convertido en una competencia deportiva que exige hazañas de logística y perseverancia. Las universidades proclaman nuevos records: cama empujada por espacio de 113 Km. en ocho horas y media; y luego otra, 169 Km. en menos de 12 horas.

Los integrantes del equipo—de unos 100 estudiantes—de la Universidad McMaster, de Hamilton, Ontario, algunos de los cuales aparecen aquí, hicieron gala de tezón al recorrer, en 43 horas, 510 Km. con una cama a la que pusieron ruedas. Realizaron la proeza a pesar de que la policía les prohibió transitar por las carreteras, perdieron el rumbo en un lago helado, y un grupo rival les birló la cama. Y el colmo fue que dos miembros del equipo, extraviados, fueron a dar a los jardines de un manicomio y allí los retuvieron hasta que se encontró quien pudiera identificarlos.

UN MIEMBRO SOLITARIO DEL McMASTER DESAFIA LA TORMENTA. EL EQUIPO

QUERIA LLEGAR A UN PARTIDO DE HOCKEY. McMASTER GANO 12 A 3

PARA CORTAR CAMINO, LOS "EMPUJADORES" PASAN SU CAMA DE 25 KG. POR ENCIMA DE UNA CERCA



EL EQUIPO DE ESTAS CHICAS RECORRIO 1.600

KM. EMPUJANDO UNA CAMA, PERO SIN SALIR DEL QUEEN'S COLLEGE

AL FIN!
Ya puede tener la
SENSACIONAL
"OLYMPIC" (DANESA)
¡Unica
LICUADORA-MEZCLADORA
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- Sin interferencias ni estáticas al radio o TV
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LIFE
MRS. CLARK GABLE
AND SON,
JOHN CLARK
APRIL 14, 1961
20 CENTS
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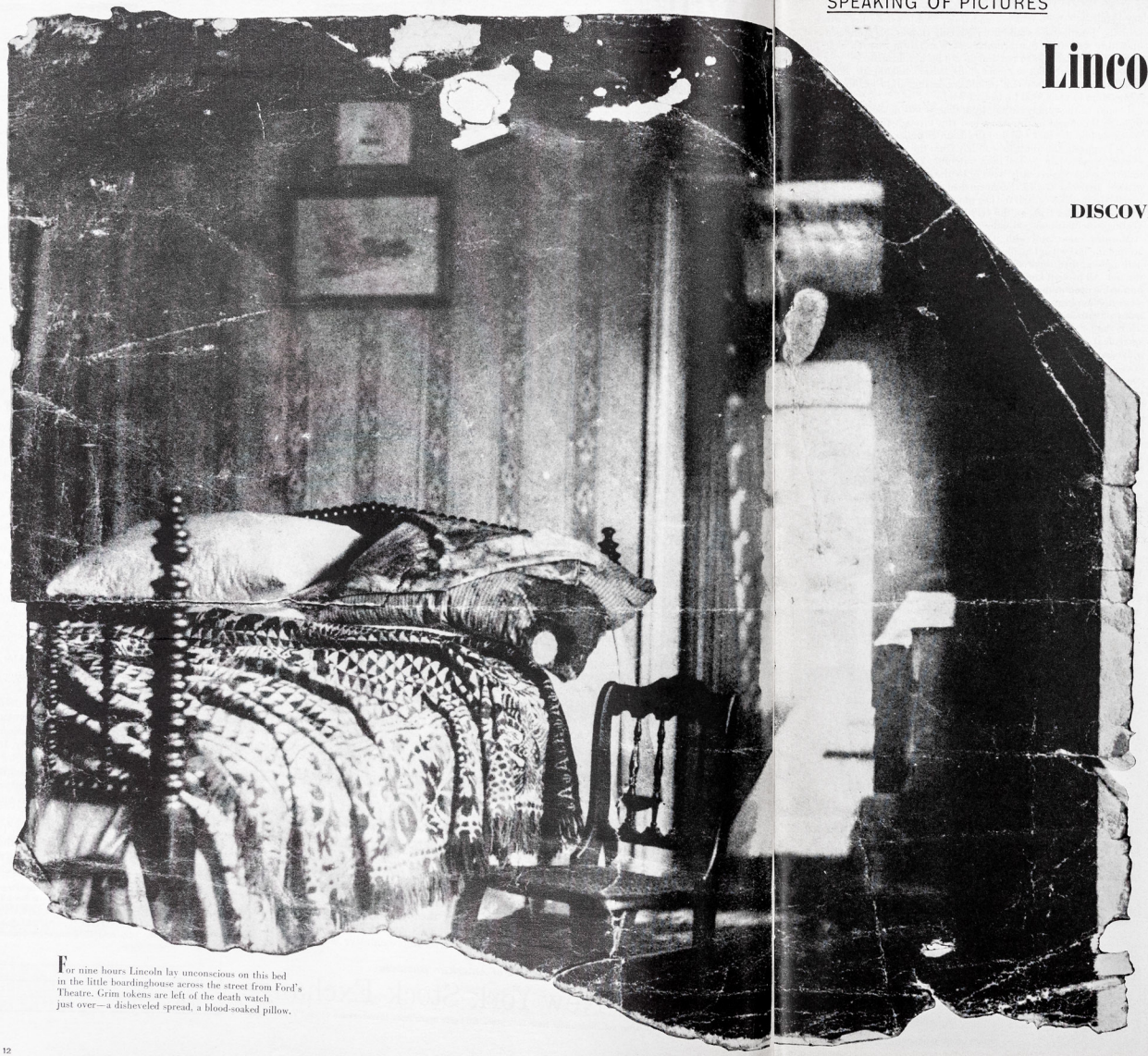

For nine hours Lincoln lay unconscious on this bed in the little boardinghouse across the street from Ford's Theatre. Grim tokens are left of the death watch just over—a disheveled spread, a blood-soaked pillow.

Lincoln Died Here Two Hours Before

DISCOVERY SHOWS HORROR OF DEATH SCENE

For 96 years this historic photograph has remained unpublished, passed down through the family of the photographer, Julius Ulke. Thirty years ago it traveled across the Atlantic when Ulke's grandniece, Mrs. Easter, emigrated to England. This year 93-year-old Mrs. Easter decided to part with her precious possession in order to raise money for her church. Here is a moving account by a Lincoln scholar of the scene that took place on that bitter morning of April 15, 1865.

by DOROTHY MESERVE KUNHARDT

This torn and faded 96-year-old photograph of a rumpled bed, with its shocking impact as one learns whose blood has soaked the pillows, is one of the great finds of the American story. Abraham Lincoln lay for the last nine hours of his life in this humble boardinghouse room. Only minutes before the shutter's click, his body had been lifted up and taken back to the White House on the drizzly dark morning of April 15, 1865.

Julius Ulke, a boarder in the Petersen house where Lincoln died, was the zealous owner of that mysterious invention, a camera. Now that Lincoln's body had gone, he persuaded William T. Clark, the young Massachusetts soldier who rented the room we see, not to move anything even by a quarter of an inch until he set up his unwieldy wooden box in front of the piteous bed and the chair Mrs. Lincoln sat in as she begged, "Oh, shoot me, doctor, why don't you shoot me too?" There was the brownish striped wallpaper, framed pictures of animals, a view out into the hall with its glimpse of stairs, the steep bannister.

More than 60 people had moved in and out of the death room during the night, weeping and helpless. The first few came carrying the limp President in their arms, and because of his great length they laid him diagonally on the bed. His head was on the pillow next to the door and his size 12 feet stuck out past the short coverlet toward the wall.

The scent of lilacs

Then the bed was pulled into the center of the room so that Dr. Taft could stand behind, holding Mr. Lincoln's head to prevent it from rolling over. Dr. Leale, who had been the first to enter the presidential box at Ford's Theatre, had explored the bullet wound with his little finger, which just fitted, and he remembered it was a smooth feeling. Dr. Taft kept the blood flowing with a silver probe, kept it oozing, oozing, brain and blood together, for whenever a clot formed life seemed almost to slip away. Through the open door and windows of this back room flowed the heavy sweet smell of lilacs blooming close outside in the yard. All through the rest of his life, with each new spring, a whiff of lilac would turn Dr. Taft sick with remembrance.

Thirteen doctors in all bent over the unconscious man and tried to save him. They stripped him of all clothing for everyone knew Booth had a dagger as well as a pistol. But there was nothing except for where Booth's huge bullet had torn through his skull. By rights he ought to die within two hours but, seeing him, the doctors were not so sure. They put hot water bottles beside his chilling legs and drew up the covers. For a spare man the President's arms were enormous. They were a woodchopper's arms, hidden these years in Washington under the long black sleeves of his suit.

The night crept on. The face of "the giant sufferer," as Secretary Welles called him, was green-white under the fluttering gas light. Whenever Mrs. Lincoln came in from the front parlor, clean napkins were spread over the drenched red of the pillows. She did not seem to see the sticky pools on the carpet. Wildly she flung herself on her husband. "Love, live but for one moment to speak to me once—speak to

CONTINUED

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our children!" she would cry and then, frightened by his guttural, snorelike breaths, she would utter piercing shrieks. So prolonged and unearthly were they that Secretary of War Edwin Stanton gave the order, "Take that woman out and do not let her in again."

Dr. Leale quietly took her place at the bedside, holding Mr. Lincoln's hand in his. If the President should regain the power of thought, he wanted him to know that he had a friend.

In spite of the soldiers at the front door it was not hard to squeeze through the crowd in the street and slip through the basement entrance and up the back stairs to the death chamber. One who did was W. J. Ferguson, the youthful call boy from the cast of *Our American Cousin*, the play Lincoln had been watching. Young Ferguson recalled that this room was recently lived in by the actor John Matthews, also of *Our American Cousin*. Ferguson had often come here to deliver parts to be memorized, and the last time he had entered this room there was another actor lying on the very bed where the President now lay, visiting with Matthews and smoking a pipe. It was John Wilkes Booth.

Morning came, and with it death. There were about 30 people around the bed when Lincoln died. The struggling breaths came every half minute, then there was a whole minute. One more drawing in—the last. All present knelt, and Stanton threw himself on the bed and buried his head in the bedclothes, sobbing uncontrollably. The young stenographer Tanner, who had been taking down telegrams and testimony of witnesses in the next room, thought he made out the words, "Now he belongs to the angels." This was later altered by common agreement to the grander sentiment, "Now he belongs to the ages."

It was 22 minutes past 7. "I will speak to God," said the President's pastor, Dr. Gurley, and he began, "Thy will be done." The room was cleared and the shades drawn. Stanton held a Cabinet meeting and the swearing in of Vice President Johnson was discussed. By 8 o'clock almost everyone was gone. Mrs. Lincoln paused before getting into her carriage to look across at the theater and say, "That dreadful house! That dreadful house!"

Julius Ulke readied his camera and got out his trays and bottles. A temporary coffin arrived and a flag to cover it and six soldiers as escort. At 9 o'clock the bed was empty. Ulke and Clark pushed it back against the wall, and the long exposure of a collodion-coated glass negative was made and, as it had to be, immediately developed. Bookshelves are groaning with descriptions of the last hours of our 16th President. But somehow Julius Ulke's portrait of a room has for the first time made that terrible night heartbreakingly real.

On Sunday, April 16, Clark and Ulke spent the day helping Albert Berghaus, the artist, who was to make a drawing of the death scene for Leslie's *Illustrated Newspaper*. Clark undertook to locate the positions of those present around the bed. When the conception was published, it was a cozy little affair, omitting most of the Cabinet officers, military men, physicians, political associates and old friends who were present. It featured prominently Mr. Petersen, the boarding-house owner, and his young son as well as someone who never made his appearance at all: Salmon P. Chase, Chief Justice of the United States. Actually, when he had been roused and told the news, Chase, who never could forgive Lincoln for being President instead of himself, decided he could be of no help and did not get up. In his drawing Berghaus made grateful use of Ulke's photograph, copying from it the details of the walls of the room, the chair and the bed. Where other artists showed Lincoln reposing on billows of snowy linen, only Berghaus drew the tousled head against dark stains.

After Ulke's picture was taken, William Clark cleaned up his room and went right on sleeping in his bed, even using the same coverlet. Almost immediately he was bothered by hundreds of visitors, most of whom were anxious to take away a memento. He had to hide Mr. Lincoln's clothes as well as the bloodstained pillow. Already there had been a great dividing of trophies. Thirteen-year-old Pauline Petersen, just after the Ulke picture was taken, came down the very stairs of the picture and asked what she could have. She was given one of the pillows, not a spectacular one, but it did have a tiny red spot on one end of its ticking.

The picture is censored

Any plans that Ulke had for making reproductions of his photograph were quickly crushed. It would have to remain a family secret, for notices began appearing in the papers of the photograph that had been taken of the President in his coffin at City Hall, New York. Though the exposure was made from an upper balcony at a distance and though Gurney and Son, the photographers, explained that the representation would be of the whole scene, not giving any features of the corpse, Stanton raged. He said angrily that all photographs were expressly forbidden by Mrs. Lincoln and that the plates must be seized and smashed. Prominent people joined the photographers' plea. It was only what thousands had already been allowed to see and what many more thousands were longing to see. But Stanton's wrath became explosive and the plates met their doom. Fortunately for the nation one City Hall print survives today, recently turned up under ironic circumstances. It had been preserved by the terrible-tempered Edwin Stanton himself.

The Secretary of War's behavior could have had only one effect on a man who had made a similar photograph. Julius Ulke kept very still, for his picture was more intimate, more poignant than the confiscated scene. He directed that it be cherished and handed down through his family—and so it was. For the past generation it has been cared for by a 93-year-old Ulke descendant who lives in England and who this year parted with her precious inheritance in order to raise money for her church.

It is America's inheritance now, seen publicly for the first time on the anniversary of Lincoln's death. Studying the little room as it looked that dark morning, we can almost hear the slow hoarse breathing on the piteous bed and can almost smell the lilac-scented air.

Death scene drawing was made by Albert Berghaus who used Ulke's photograph in order to reconstruct the details of the scene: spool bed, striped wallpaper, the elaborately designed coverlet, blood-soaked pillow. In appreciation of Ulke's assistance, Berghaus portrayed Julius Ulke and his brother Henry, who was a famous portrait painter in Washington. They are shown at far left. Deathbed is now at Chicago Historical Society. The only true relic remaining in the Washington room is one of the blood-spattered pillows.

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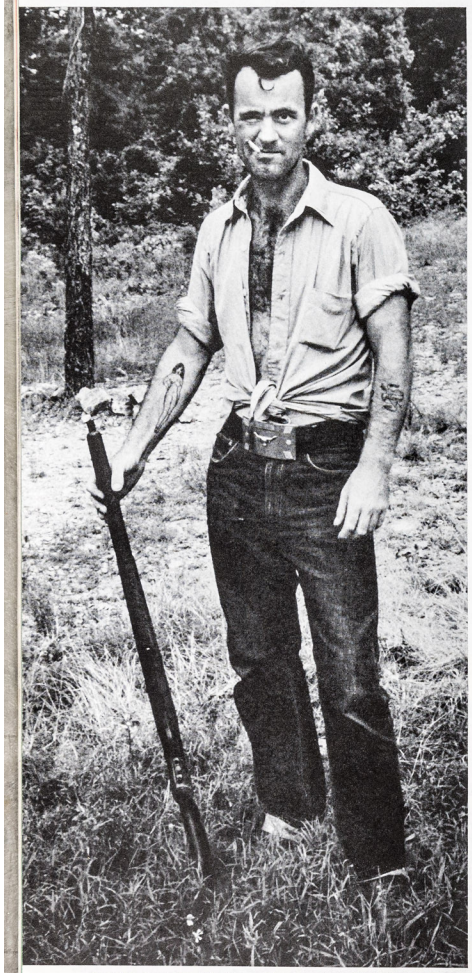


Ken Mooney, 28, of Eminence, Mo., wants the Federals to stay out.

Photographs by Joe Clark

Last April the wild timberlands of Shannon County, Missouri, at the eastern edge of the Ozark Mountains, were blazing up in one forest fire after another. State forestry authorities saw each fire as another sign that extremists among the mountain folk were resuming their war against the Twentieth Century. As in previous skirmishes, the mountaineers' tactic was to set the woods on fire.

It was not altogether surprising that Shannon County was the place, and last spring the time, for the resumption of hostilities. In faraway Washington a committee of Congress was about to consider a bill to buy up the best fishing and hunting lands in Shannon—plus more in surrounding counties—and throw them open as a national park. The bill may pass next spring.

The park is sure to bring the first whiff of prosperity to Shannon County, the most impoverished in the state. But the mountain folk, descendants of frontiersmen who axed their way through the wilderness almost 150 years ago, want to be left alone—free of tourists and Government meddlers. The Government, they know, deplores forest fires; so they choose incendiarism as their gesture of defiance. State foresters claim that fully one third of Ozark forest fires are set deliberately.

The fierceness of the opposition became evident last April twenty-fourth, when a state forestry agent who was investigating the epidemic of arson met a youth armed with a rifle. Twenty-year-old John Frank Melton Jr. lived in an ancient house with no bathtub, toilet or running water, on a farm that lay in the proposed park area. Melton had told his neighbors that he wasn't fixing to let the Government "act like Communists and take my land." His mother had urged him to cool down. Yet when Melton met the forestry agent in the woods, he accused the agent of trespassing—they were on state property—and flicked off the safety of his rifle. Their words grew hotter. Melton swung his rifle and struck the agent's head, opening a gash and inflicting a concussion of the brain. Melton's rifle fired. The stunned agent returned two pistol shots. One entered the ground; the second killed young Melton.

"Like many folks around here," a neighboring lawyer told me, "the boy didn't differentiate between the Federal Government and a state conservation officer. They figure one Government man is as bad as another. There's no doubt that Melton's fear of the national park is really what killed him."

The boy was, of course, the victim of his own fanaticism, but it appears that his neighbors were sympathetic to his cause. A few days after the killing a coroner's jury of Melton's Shannon County neighbors, unswayed by the forester's evidence of self-defense, brought in a finding of felonious homicide. The wounded conservation agent was charged with manslaughter. Later a judge from another county dismissed the charge.

The war in the Ozarks—pitting the tradition of the Nineteenth Century pioneer against the Twentieth Century notion of progress—has been fought on many battlegrounds in the 250-mile-wide spread of mountains across south-central Missouri and north-central Arkansas.

Three years ago, old-timers in Stone County, Arkansas, hooted in protest—and a few fanatics set the woods aflame—when the first paved road pierced the western half of the county. They feared that paved roads would bring in game wardens to interfere with free hunting and fishing. They were right. And when the wardens came, more forests blazed.

Today's battleground is centered about 150 miles south of St. Louis in the Missouri counties of Shannon, Carter, Ripley and Oregon. Through this area flow the Current River—which the United States Geological Survey has called "the most beautiful small river in America"—and its tributaries, the Eleven Point and Jacks Fork rivers. Their banks, rich in oak and hickory, shortleaf pine and sweet gum trees, abound as well in wild turkey, green heron, white-tailed deer, gray and

Mountaineers fear that the national park proposed for the Ozarks area circled above will jeopardize their independent way of life.

For over a century the proud Ozark mountaineer fiercely resisted change. Now he's being modernized out of existence.

Betty Mooney, Hazel Nonn and Ella Mae Hornick of Shannon, Missouri's poorest county, from which most youngsters flee to the cities for jobs.

fox squirrels, even the rare species of red wolf.

These natural riches have remained largely unspoiled, but so many hunters and fishermen are discovering them that the balance of nature is threatened. To save the area, Missouri's two senators, Stuart Symington and Edward V. Long, and the district's congressman, Richard H. Ichord, introduced bills early this year that would enshrine the rivers and their banks as the Ozark Rivers National Monument. The bills would permit residents of the riverbanks to occupy their homes for the rest of their lives, but give the National Park Service immediate control of the streams and woodlands.

Opposition runs highest in the small town of Eminence, the seat of Shannon County.

"Why should we take some outsider's word that something has to be done?" asks Leroy Lewis, the physical-education teacher at Eminence's high school. "The people along these rivers may not be rich, but they earn a livelihood. They don't want to see the Government taking their land just to make a playground. The riverland is the best we've got. If the Government takes it, that land will go off the tax rolls, and our counties will be broker than they are now."

Local people talking to me almost always described the Government as "taking" the land, never buying it. The bills, however, provide $6,000,000 for buying 113,000 acres of narrow river-front strips. For two years the Government would repay the counties for lost taxes. Within five years, according to National Park Service estimates, the park would attract 800,000 new visitors a year who would spend $5,500,000 in motels, restaurants and gasoline stations. Private investors would build these facilities, adding $10,000,000 to the assessed value of county tax rolls. These estimates are supported by the experience of national parks virtually everywhere.

In Eminence such arguments fall on deaf ears. "Outsiders don't understand," Lewis explained, as we chatted in a dimly lighted café. "We have what you might call a special culture here. You can call us hillbillies if you want, but we enjoy it. Put a park in here, and it will tear our way of life all to pieces."

What are the ingredients of this endearing way of life? When I asked this question, Lewis hailed an elderly, spry man in overalls from another table. He was Leonard Bolin, operator of the local lumberyard.

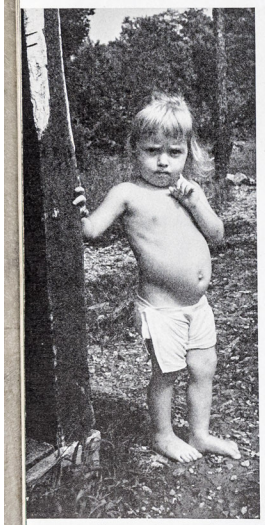
"There's a friendliness in these hills that's so satisfying words can't describe it," Bolin said. "Stop two fellows in the street, and you can bet that the grandfather of one shot squirrels with the grandfather of the other. Three years ago my mother had a heart attack. For sixty-nine days and nights she was in a coma. But every single one of those nights—not one exception—there was a neighbor sitting by her side all night. The doctor gave us glucose for seventy-five cents a bottle and said, 'Here, save some money. Inject it into her arm yourself.' Where else do people treat you like that?"

Overlooking the country doctor's dubious kindness, this was, without question, neighborly love that money can't buy. In fact, in the counties aroused about the Ozark Monument, money has bought very little. In two homes out of three there is no bathtub, toilet or running water. In eight out of ten homes, heating and cooking depend on wood-burning stoves. Fewer than 20 per cent of farm homes have telephones. Forty per cent of the farm families earned less than $1000 a year in 1955.

In another town along the rivers a county judge expanded on the region's "way of life," after making me promise not to use his name.

"These people are long on individuality—personal rights," he said. "This is still a frontier. There's very little enforcement of hunting and fishing laws, because there's not much the enforcers can do. The people and police know just how far they can go with each other. There's more law violation here than anywhere in the country. The people don't want to give up their ways on the Government's say-so, or anybody else's."

City dwellers are inclined to snicker at the Ozarkian's independent ways, forgetting that he is made in the image of the pioneer, whose culture has been preserved by isolation. Today's Ozarkian is no more ornery than his great-grandfather who hit the Wilderness Road from Virginia, Tennessee and Kentucky in the 1820's and 1830's, when "those hills were getting so crowded you could hear the crowin' of your neighbor's roosters." It was this kind of independence that helped the United States expand across the continent. In jealously guarding his privacy the Ozarkian is trying to preserve the freedom and space won by his ancestor, who is still worshiped as though he were the first astronaut. But the outsider, made impatient by the Ozarkian's fear of change, derides him as backward.



Shannon County will spend only $270 a year to educate this child; in the suburbs of St. Louis the figure is $700.

In Shannon there is just one way to get a car across the Current River—this ferry. Bridges may soon open up this isolated region.

As the town of Eminence is the center of opposition to the Ozark Rivers National Monument, so Van Buren, Missouri, the seat of Carter County, is the center of its support. This attitude is traceable to one of Carter County's natural endowments, Big Spring, which pours more than 250,000,000 gallons of cool, clear water a day into the Current River. The spring attracts a moderate number of tourists, and Van Buren, four miles away, has benefited by the money they spend. The townsfolk would like more.

Leo Anderson, a reflective elder who runs a museum of Indian relics near Big Spring, believes the region's hope of prosperity rests on building a tourist industry.

"Some people have talked for years about bringing factories in here, but hardly any seem to come," says Anderson. "They talk about timber, but if there's timbering, it'll be for the profit of some big man in St. Louis. They talk about farming on the riverbanks, but the topsoil has already floated down the rivers to Arkansas, leaving us sand and rocks. It seems all we got a lot of is scenery, but some of us are too close to that to see it."

Despite this pessimism, there's a brightness about Van Buren. Its homeowners and storekeepers seem to have discovered the charms of fresh paint. Because it keeps itself ready to receive company, Van Buren has a look of self-respect that sets it off from nearby towns.

It even has an inviting motel, with modern furnishings, a swimming pool, room radios. True, in almost any county seat a weary traveler can find a place that's clean and tolerably comfortable, but there are very few which seem inviting to an outsider used to urban niceties. I assumed that Marlin McClintock, the owner of Van Buren's Hawthorne Motel, was a canny investor from St. Louis who saw opportunity in the sticks. But he is a native Ozarkian who has lived in Van Buren for thirty-one of his thirty-two years.

"The reason that motels, restaurants, even brand-new signs around here always look so drab and old-fashioned," he said, "is because they are put up by old people. They do things in old people's ways. Young people don't start businesses, because they know from the time they are little kids that as soon as they finish high school they'll leave. There's nothing here to support them."

As the young and productive have fled to the cities for jobs, the economic noose on the region has tightened and the population dwindled. Many of those left behind are on the welfare rolls. "We don't have a medical doctor or a dentist in the county," says McClintock, "only an osteopath. If we keep getting smaller and poorer, how are we ever going to get one?"

McClintock has two children and worries about the schooling they'll receive. Throughout the region the amount spent on education is pitifully low. Tax collections are so meager that the state must pick up most of the bill. With fewer young people, fewer children are born, so state aid to the schools keeps diminishing.

"Last year," McClintock says, "the school here dropped music and industrial arts. Before that, we lost our science teacher. The law requires the teaching of science, so our kids have to take it by correspondence course.

"I suppose I could take the attitude that I don't need the Ozark Monument to help me make a living. During the tourist season, I fill up my place every night. A national park is sure to bring in new motels, new competition. But that's just what I want. My competitors will help me support the town. It's the only hope we have as far as I can see."

The loss of young people to the cities is happening, of course, in rural counties everywhere. But, while it appears to be inevitable that you can't keep 'em down on the farm, it does not always follow that you can't make them productive and prosperous in their home county. A case in point is Taney County, Missouri, on the Arkansas border in the western Ozarks, made famous by Harold Bell Wright's classic tale of mountain hardship, *The Shepherd of the Hills*. Of all the counties in the Arkansas and Missouri Ozarks, it was the only one to grow in population between 1950 and 1960. Its largest town is Branson, a community of nearly 2000 on Lake Taneycomo.

The Shepherd of the Hills people once dwelt in brambled isolation. Then, twenty years ago, Congress authorized the building of Table Rock, Bull Shoals and Norfork dams, chiefly for flood control and power generation and incidentally for recreational advantages. The dams backed up huge lakes covering more than 150,000 acres of Arkansas and Missouri. Ten years ago these lakes, stocked with fish, began to lure tourists.

Bank deposits in the area leaped from $2,400,000 in 1950 to $9,000,000 in 1960. Bank loans, reflecting investment in new homes and businesses, more than quadrupled. Before the dams were built, some local citizens protested that lands lost under water would represent tax losses to the counties. But the value of land skyrocketed. In nearby hills Ozark families still live by many of their old traditions, but their children are no longer handicapped by impoverished schools.

Across the state line at Mountain Home, Arkansas, near Bull Shoals dam, Neil Nelson recalled for me the days of 1941, when the western Ozarks were darkened by fear. The Government was planning to build the dams and drown out hundreds of old homesteads.

"My wife's granddad owned one of the farms that would be flooded," Nelson said. "He had no complaint about the price the Government was going to pay for his lands, but he was scared anyhow. He kept saying, 'I was born here, and my mother and father always lived here. Where'll I go?' It was hard for those folks. Well, some people took their money and bought other farms. Granddad retired here in town. He still lives here. The disaster never came.

"When I pass my father's country store, I think of the old way of life and, frankly, I have no hankering to go back to it. All I think of is how difficult it was."

Another native Ozarkian with no illusions about the old days is Tom Dearmore, coeditor of the *Baxter Bulletin*, Mountain Home's weekly newspaper. Last year he went to Harvard on a Nieman Fellowship. Now in his thirties, he is a devoted student of his region.

"Today's mountaineer," Dearmore told me, "is a poor imitation of his grandfather. The old Ozarkian was proud and self-sufficient. He asked nothing and expected to give nothing. Today he can't exist without asking for something—his old-age pension, for example—and he knows he has to pay a tax to retire a school bond. Of course, his grandfather had no social consciousness and never would have voted the bond issue in the first place. Maybe the grandson is more commendable in that respect. The old mountaineer was what they called 'a hell of a feller.' It's sad to see him go, but there's no saving him."

Dearmore reached into his bookcase, drew out a volume and flipped the pages until he found Stephen Vincent Benét's *John Brown's Body*. Then he read aloud:

They shot the railway-train when it
first came,
And when the Fords first came, they shot
the Fords.
It could not save them. They are
dying now
Or being educated, which is the same.
One need not weep romantic tears
for them,
But when the last moonshiner buys
his radio,
And the last, lost, wild-rabbit of a girl
Is civilized with a mail-order dress,
Something will pass that was American
*And all the movies will not bring it back.**

THE END

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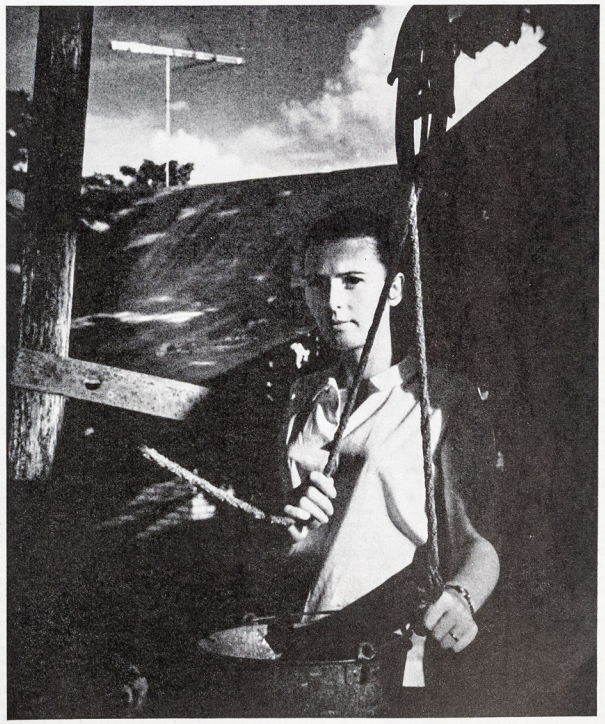

Betty Nichols of Eminence. In this area, TV sets are becoming more common than indoor plumbing.

LIFE
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NEW STAR IN POLITICS
WALLENDAS
Fabulous Fair in Seattle
ALSO THIS WEEK:
Citizens Guide: Right Wing Who's Who
The Flying Wallendas, Heroes in a Tragedy
Durable Movie Queens, Still Going Great
Bargain: 3 Way Blouse for $4
Seattle Fair's Revolving Restaurant
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PICTURE OF THE WEEK

EIGHT-HORSE SALUTE FOR LUCKY LUCIANO

It was enough to make a hoodlum weep with pride, the show they gave Lucky last week in Naples. Down from Most Holy Trinity Church through the Via Tasso clattered eight cockaded black horses, drawing a 30-foot funeral coach topped by four silver lanterns and driven by a top-hatted coachman. Inside lay New York's most notorious racketeer of the '30s, who had lived in Naples since the U.S. deported him in 1946, and at 64 had keeled over quietly of a heart attack. Only a few fellow hoods were left to bid Luciano farewell. But somebody sent a wreath inscribed "So long, pal." Italian cops and U.S. narcotics agents photographed all the mourners—just in case.

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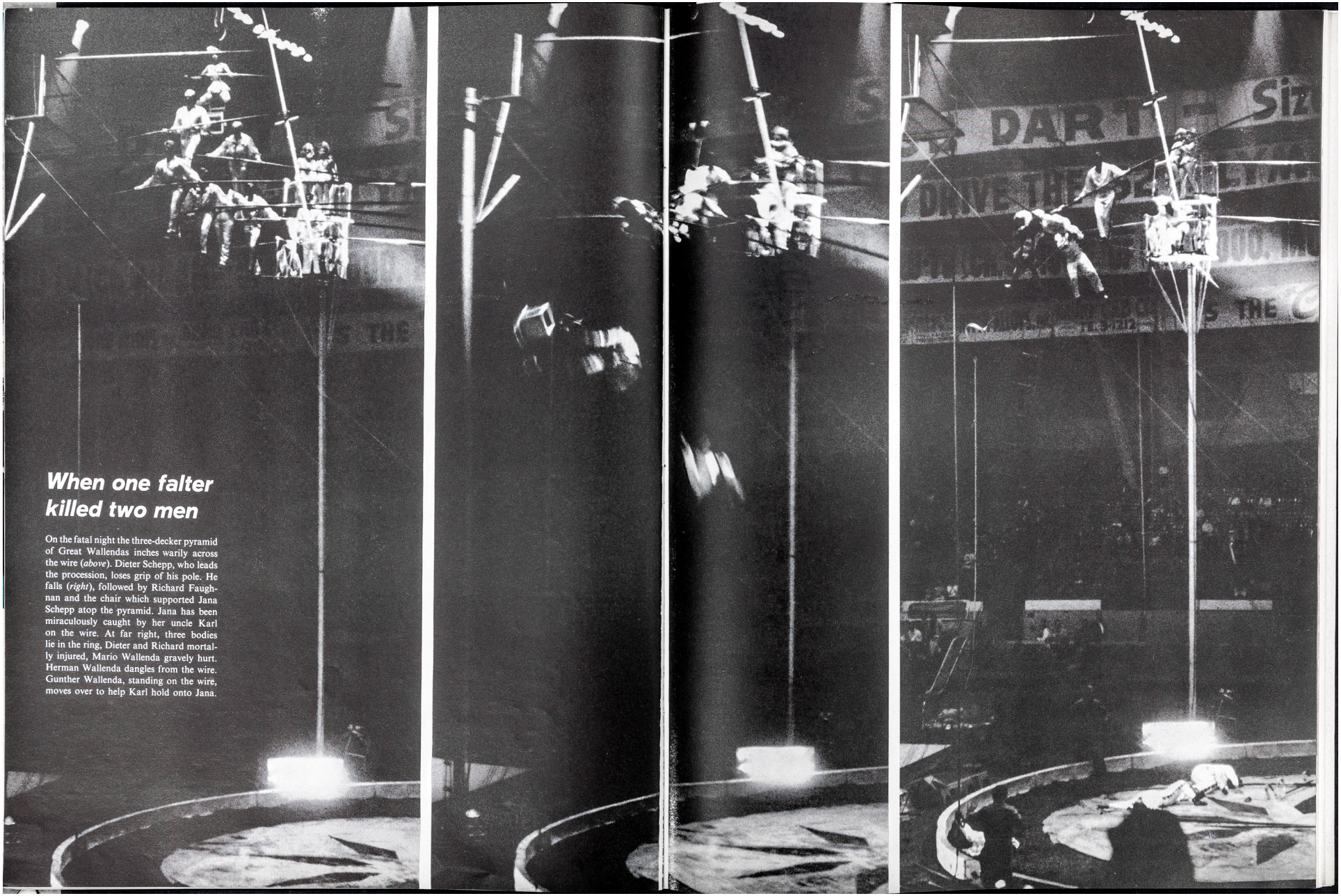
WILL THEY MAKE IT?

This is no ordinary circus audience. A girl clasps her hands as though praying. A woman puts her hand on her chin and stares. A man freezes onto his binoculars—he sees too much without them. The people all stare at the high wire. They wonder if the Great Wallendas will make it this time. Or will they . . .

They know what happened a couple of nights before. Another audience of 6,000 sat here at the Shrine Circus in Detroit to watch the most famous high wire act in the world. Four men walked the wire, balancing two men above them, these two balancing a girl balancing on a chair—and all this 45 feet above the ring, with no net. But this audience, watching what is left of the Great Wallendas, know that something, something can go wrong. They know that something, something, did go terribly wrong—at this same place.



When one falter killed two men

On the fatal night the three-decker pyramid of Great Wallendas inches warily across the wire (*above*). Dieter Schepp, who leads the procession, loses grip of his pole. He falls (*right*), followed by Richard Faughnan and the chair which supported Jana Schepp atop the pyramid. Jana has been miraculously caught by her uncle Karl on the wire. At far right, three bodies lie in the ring, Dieter and Richard mortally injured, Mario Wallenda gravely hurt. Herman Wallenda dangles from the wire. Gunther Wallenda, standing on the wire, moves over to help Karl hold onto Jana.

When Jana fell—and lived
Jana Schepp, the 17-year-old wire-walker whose brother Dieter already lies crushed in the ring, was held by Karl and her cousin Gunther until a net was improvised by clowns and circus hands. Now they have let go and Jana plunges. She landed hard but was not badly injured. Then Karl and Herman made their way hand over hand to the platforms. Gunther, the only one to keep his feet, walked the wire to safety.
CONTINUED

Proud Old Family . . .

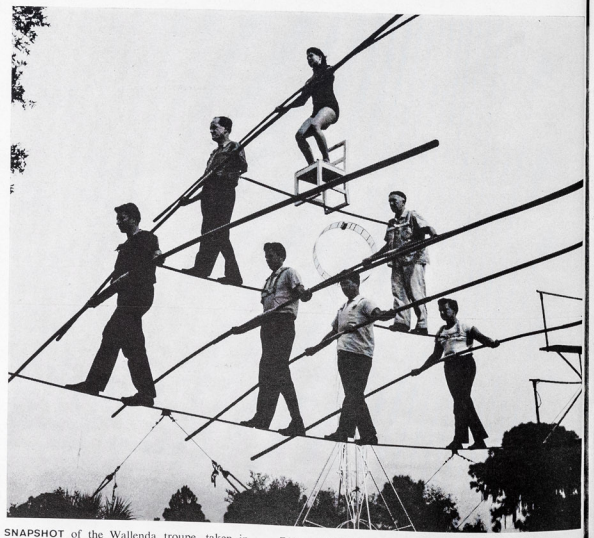
WALLENDAS IN GERMANY in the early 1900s include young Herman (*left*) and his mother, Kunigunde (*lower right*), who at 82 lives in Florida.

Like most big circus families, the Great Wallendas are proud and clannish. Their grandfather from Magdeburg, Germany was an animal trainer and their mother an acrobat. Karl took to the high wire, and invented a three-man pyramid on bicycles for which he recruited his older brother Herman and a friend, Joe. Some acrobatic girls joined the act, and by 1928, when they first came to America, they were already renowned in Europe as the Flying Wallendas. They joined the Ringling show and soon became one of the first circus families of the world. They acquired a swarm of young protégés who sometimes took the name of Wallenda, married Wallenda men and women and worked with other Wallendas on the wire. This winter a bevy of Wallenda-trained girls are doing acrobatics right over the dinner tables at New York's Latin Quarter nightclub.

Karl was always the leader. On the seven-man pyramid, for example, he stood in front on the second level, like the captain on a ship's bridge, uttering a continuous stream of commands. The circus band, by his order, played softly so his people could hear him. If he heard someone breathing heavily, he told everybody to slow down. He soothed anybody who he felt was jittery. He was the central brain of one fantastic organism with 28 arms and legs moving in perfect balance and with poles swaying like the antennae of a giant insect.

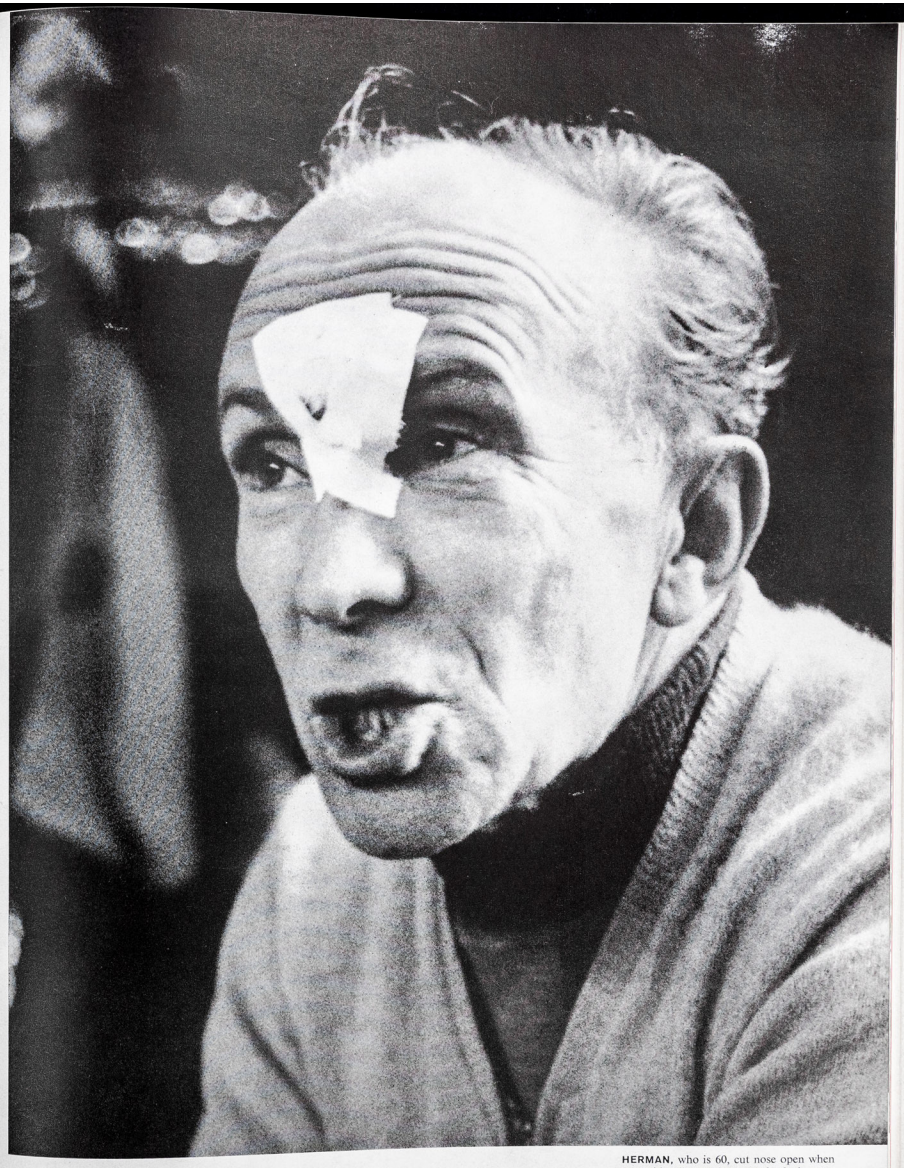
Holding the balancing poles is not easy. They are made of hollow steel, with solid tips. They are about 23 feet long, weigh nearly 40 pounds and are held on each performer's upturned palms stretched out at waist height. The pole is grasped by the fingers curled tightly up over it. On the night of the fall, one of the Wallenda girls, who was not in the pyramid, saw Dieter leading the pyramid toward the platform where she stood. She saw his fingers uncurling and the pole almost ready to drop. In a frantic effort to renew his grip, Dieter bopped the pole upward so he could grab it again, a common trick with solo wire-walkers. But this sudden movement cost him his balance and the trouble began—as Karl Wallenda tells in his vivid first-person story on page 106.

Later in the hospital, Karl's main thought was to get back with his people. He hid a badly bruised leg from the doctor in order to speed his release, said he was feeling fine. When he got back on the high wire two days later, he told LIFE Photographer Francis Miller, who was shooting him from a hanging bosun's chair, "Don't worry, son, I'm up here with you."



SNAPSHOT of the Wallenda troupe, taken in December, brought tears to Karl's eyes after the tragedy. Jana, seen dropping to safety on preceding page, is at top. Below her are Mario Wallenda, who was gravely hurt and may never walk, and Herman. Next down is Karl (*left*) beside Dieter, who died. Richard Faughnan (*below Karl*) was also killed. Gunther Wallenda is at bottom right.

FATAL PYRAMID, as done in a recent rehearsal, almost duplicates the Detroit setup. Left to right at bottom are Dieter, who precipitated the tragedy by dropping his pole, Mike McGuire (whose place Mario took in Detroit), Richard Faughnan, Mario (who gave his place to Gunther). Above are Karl and Herman and at top Jana. She is niece of Karl and Herman; Mario is Karl's adopted son.



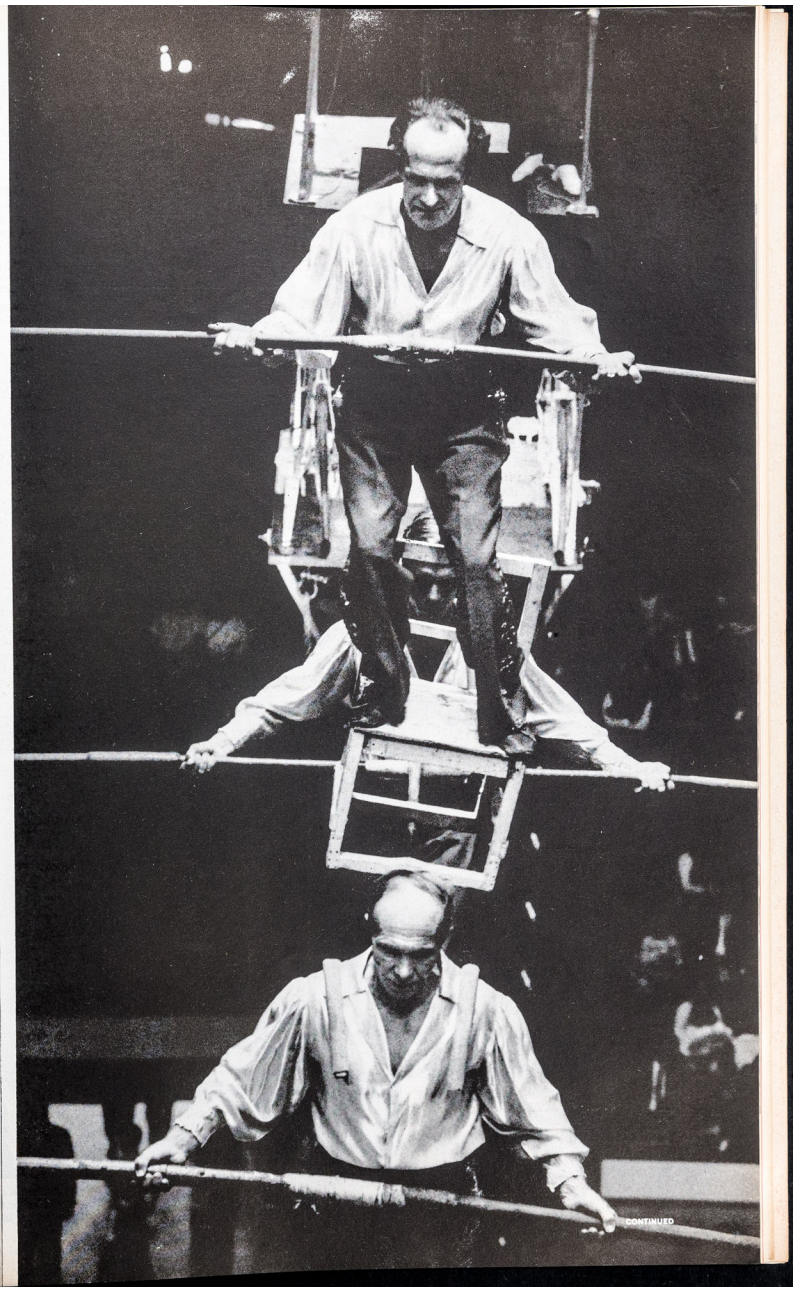
. . . Brave Old Survivor

HERMAN, who is 60, cut nose open when pyramid collapsed but went back the next night and did headstands on the high wire.

CONTINUED 103

Back up they go, Jana watches

Pride brings them back—those incredible Wallendas—back to the scene and still without a net. Jana, still stunned by the loss of her brother and her own escape, looks with fear-filled eyes as the two old circus heroes go on with the show. Up on the wire again, Karl—hiding his injuries—balances on a chair held in the rear by stalwart Gunther and in front by Herman—who took the bandage off his nose.



CONTINUED

'Halfway, I feel something wrong'

by KARL WALLENDA

Here is Karl Wallenda's own account of how the accident on the high wire occurred, told to LIFE *Correspondent Robert Brigham.*

We always finish the act with the Great Pyramid. This is ours. In all the world, only the Wallendas can do it. This time we are about halfway through when I feel something is wrong. It is Dieter. He is not steady and when I listen close I hear that he is talking to himself. The words I cannot understand but then I know there is trouble.

He was so close to the platform. Five feet, 10 maybe, then he would be across. His pole is not right—this I can see, and then his voice, oh God, that cry: "*Ich kann nicht mehr halten!*" (I can't hold any longer!)

Then I see the pole drop and it is as if I have a thousand minutes. I know that we are all going to go. I know this, but I cannot believe it. This is a dream that I am having.

One thing I know—Jana is at the top and has no chance. Always I knew that the men on the bottom could catch the wire, but Jana, so high above. . .

Then I hit the wire, hard, and it feels as if it goes right through my thigh. My foot, somehow it is twisted in a guy wire so I cannot move. I am caught. I cannot get free. Then Jana comes down, right on my back. Like a tiger she lands. She grabs me, she holds me, she crushes me. Her weight, the shock—they pull me down beneath the wire. My leg, it cannot move, and now it twists so I think I cannot stand it. I scream with pain—but I have Jana. I say, "God, if I leave my leg up there, I do not let you go, Jana."

Then Gunther comes to us and between us we hold her. We wait and they bring a net below us. And when it is right I say, "Jana, we are going to drop you to the mat." She scream, "No, no!" and will not let us go, but I tell her she must. Then we count, Gunther and I, so we let her go together and she lands just right.

I get down. The rest I don't know much, even now.

What I think, Dieter, he must have been sick. Always I know that boy. I trained him. He was as hard as nails. Every day we practiced. Monday, the first time he went with us on the big pyramid except in practice, like a rock he stood there. I was so proud. This time they say he lost his grip on the pole. He had to be sick.

•

That pole is our life. When you have the pole, then almost always you can recover. Without the pole, you have trouble. It is not so bad for a man who is alone—he just drops down onto the wire. But for the things we do it is different—so many depend on each one of us. When Dieter goes down, he is connected to Mario with the shoulder bar, and he pulls him down with him. I am on the bar and when I come down that brings Herman and the boys beneath him and Jana, too.

In the hospital, I know I have to go back. I see on television that Gunther and Herman are back up there, and I have to get out. The doctor says he will let me out if I don't work right away. I agree, but just to get out.

Back on the wire I couldn't look down. There is a picture in my mind of the ring down there—and the boys, they are broken and still and around them the balance poles and the bars and the chairs, just pieces. If I look down once I know I will see that picture and I go mad. I don't look.

My own son—Mario—is there in the hospital and somebody tells me that it is not possible he can live. And I can't go to his room, my own son, because then I break down and everything is finished for everybody. I've got to keep going.

The worst for me—and this will be in my mind for all my life—is that I did this to Dieter and Jana. They were in East Germany and I went to them—they are my first wife's niece and nephew—and I said, "Come to America. It's a good life there. You can be free, and I will teach you." I promise them a fine life and what do I give them?

Never before has this happened to the Wallendas. I don't say we never have accidents. We have plenty. I can't count the wires that have broken under us. But always a wire has a safety on it. It drops but it usually stops, and you have a chance to catch it. Once in practice the pyramid fell and all seven of us caught the wire.

The circus fire—you remember that in Hartford? There were 168 people killed, and you know where we are when that breaks out? Right on top of the wire, in the middle of our act.

One time in Nicaragua my wife says to me, "Stop shaking the wire." I'm not shaking the wire. Then we look over at the platform and it is shaking like it is blown by the wind. We cross the wire and when I look down all the people are running and screaming. It is a big earthquake. When we come down, there are cracks in the ground and the wire up there behind us is all gone slack.

I've fallen lots of times—once more than 30 feet and it doesn't even knock me out.

I don't like nets. My brother was killed because of one. He fell, and the net bounced him into the concrete at the side, and killed him just like that. For us, a net big enough so you don't go off the edge is bigger than the whole coliseum.

Then we have our gear—the poles, the chair, the shoulder bars. If you fall into a net, either these things are already there waiting for you to land on them, or they follow you down and land on top.

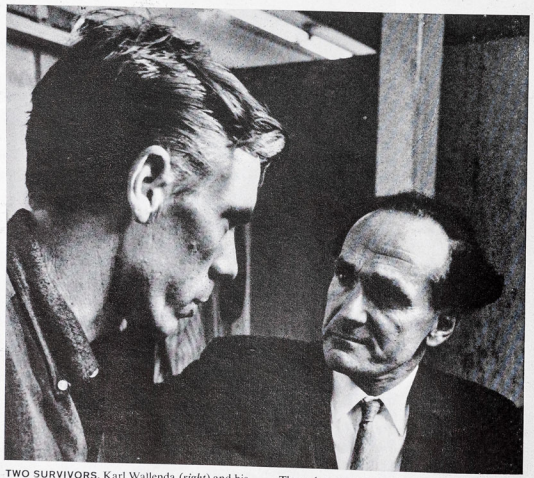
•

But I tell you one thing—I will never again do the seven-man pyramid without a net.

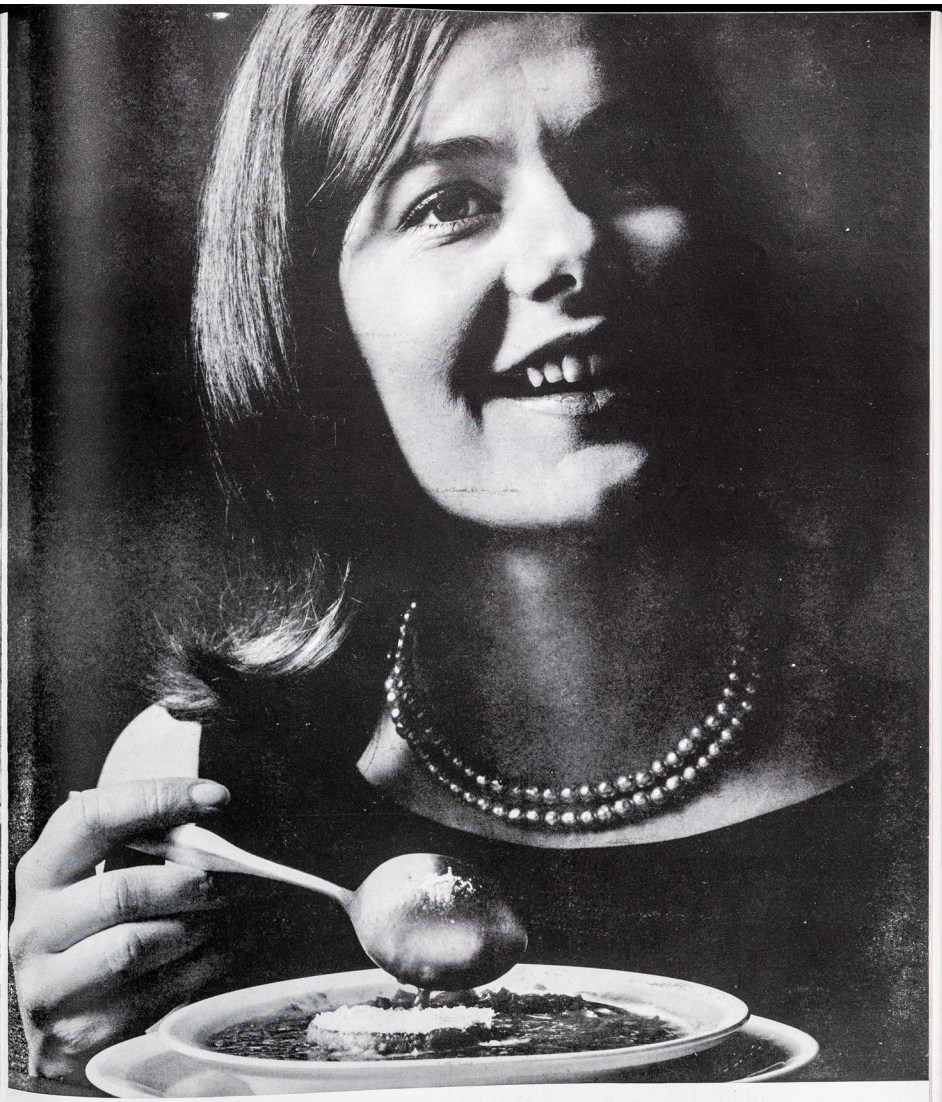
Who ever knows? We train for falls, we practice for them, but accidents will always be there.

My wife was for 30 years in the act with me. Last year, at home in Sarasota, she tells me, "Get the ladder, so I can have a new bulb in the kitchen." I say, "Don't be silly, hop on my shoulders." She does, like we've done 30 years, and when she tries to put in the new bulb, she slips and falls to the floor. Three places she breaks her pelvis. All winter long she is stretched out flat.

Sometimes it is hard to know.



TWO SURVIVORS, Karl Wallenda (*right*) and his nephew Gunther, talk over future of the celebrated troupe, which has lost three young men. They plan to build back quickly to their former strength. Since their Detroit tragedy they have become the hottest act in U.S. circus business.



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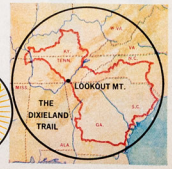

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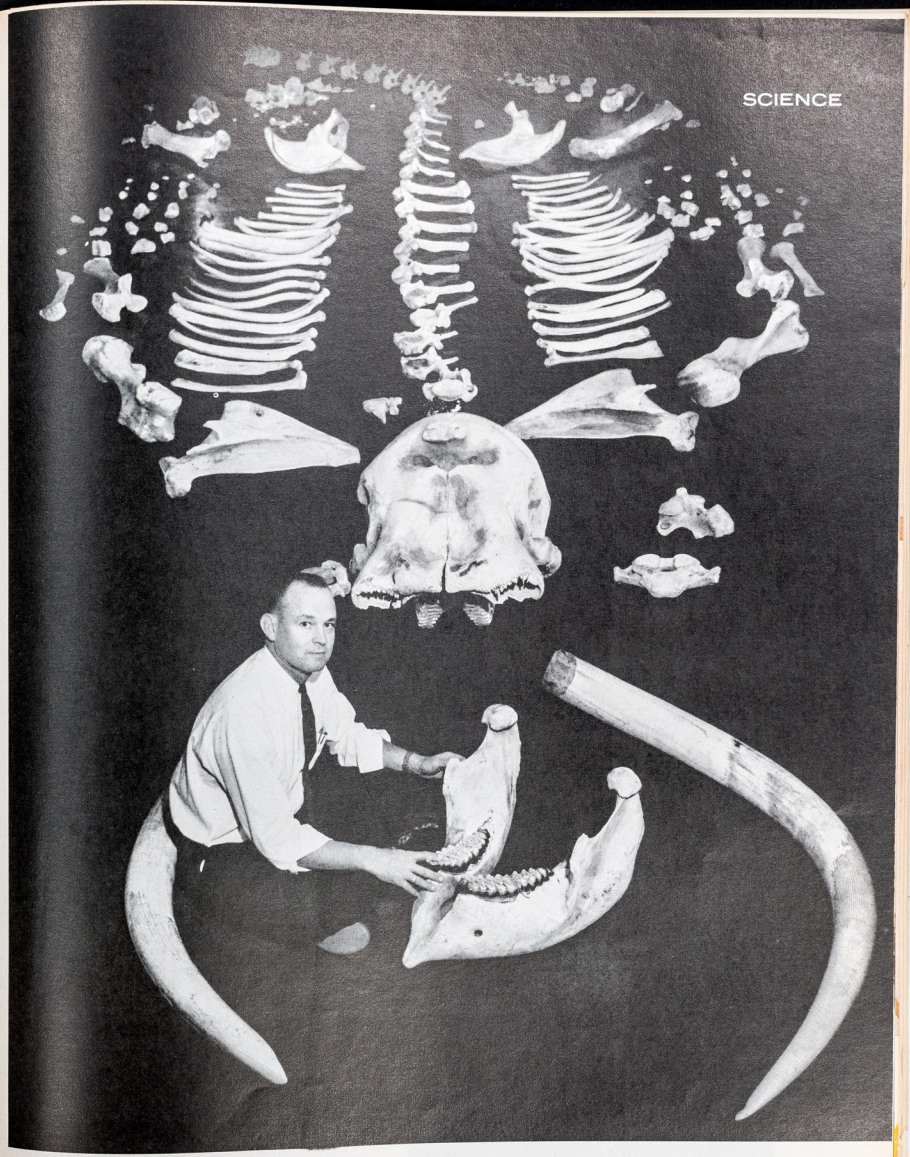

Want To Build an Elephant?

TURN THE PAGE . . .

...And Follow These Simple Instructions

Maybe you have helped your child assemble a plastic model skeleton that comes in the handy kit. If you think you had troubles, consider the task facing the craftsman on the previous page. He is Michigan State University zoologist and museum director Roland H. Baker and *his* do-it-yourself put-together-an-elephant kit is full-sized.

No mere hobbyist, Baker got the parts for his kit from a kindly big-game hunter named Jens Touborg who shot the elephant containing the parts in 1962. The university agreed the elephant would make a nice exhibit, so Baker immediately set to boning up on skeleton assembling. He evolved a plan which, followed through the aid of the numbered diagram below, will have a familiar ring. You start by stringing the elephant's vertebrae—the atlas (3), axis (4), cervical (23), thoracic (22), lumbar (14) and sacral (13)—along a long steel rod (not supplied) representing the spinal cord. Next thread the smaller caudal vertebrae (12) on a wire for the tail. Hang it on the last sacral (13). Then hoist all this onto two upright pipes. Then hang the ribs (21) on either side of the column, cast the sternal bones (12) into a breastbone, and attach the scapulae—or shoulder blades (7)—at the front ribs. Next assemble humerus (8) to radius and ulna (10 and 9) to form front legs. Wire together carpals, metacarpals and phalanges (11) to form feet which go on bottom of front legs. Pelvis (15) goes on sacral (13), then receives femur (20), fibula (18) and tibia (17), forming back legs. Patella (19) becomes kneecap. Tarsals, metatarsals, phalanges (16) make back feet. Mandible or lower jaw (1) attaches to cranium (5) and fits onto front end of spinal column. Skeleton is completed with insertion of tusks (2), best held in with flat-headed screws.

It will be helpful of course if your kit also contains one professional (and patient) zoologist like Baker (6) who will help you wind up with a finished product resembling the ex-circus one at right. There is one other thing your kit needs, and Baker makes no bones about it: money. He figures it will cost $4,000 to buy special steel framework and help—a veritable tusk force—to do the job. Unless he gets the money, he may find himself stuck with his very large white elephant (unassembled).

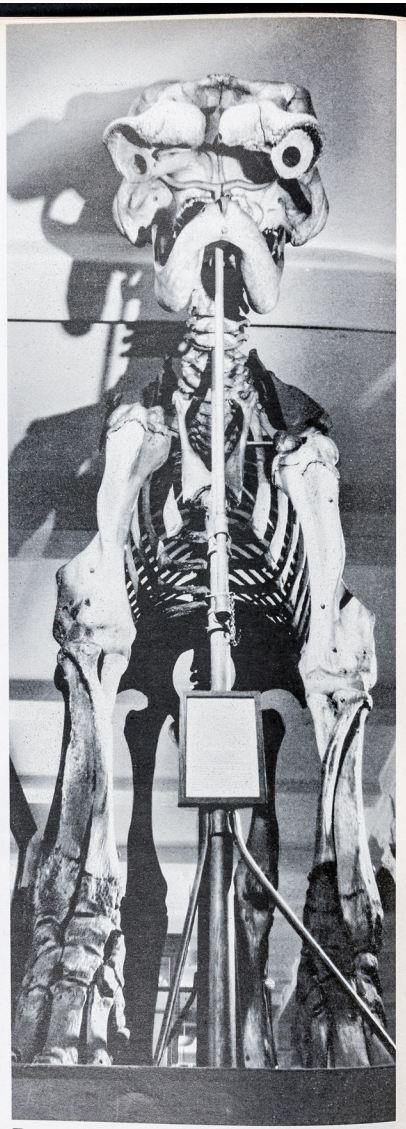

Diagram at left shows African elephant's 212 parts, numbered for easy assembly. On completion they should stand 10 feet high and roughly 14 feet long and look like the skeleton for Jumbo (*above*)—famous 19th Century Barnum circus elephant—which now stands in New York City's Museum of Natural History. Jumbo lacks his tusks, however. Along with his skin, these tusks are at Tufts University in Boston, for which he became mascot.

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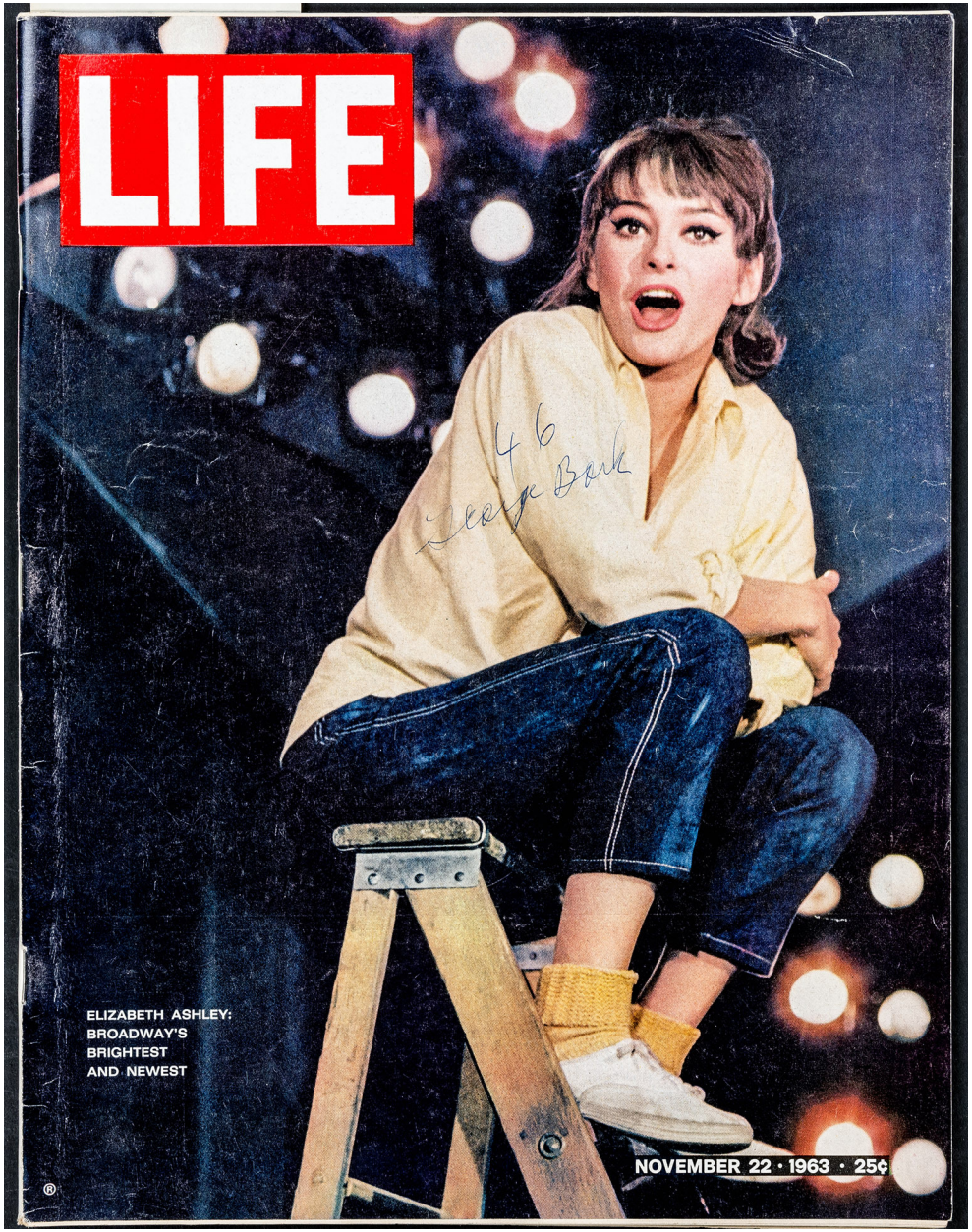
How to join the Pontiac-Admirers' Club without actually driving one

Practically everybody knows how royally a Pontiac treats its driver (Wide-Track, Trophy V-8 and all that man-behind-the-wheel sort of thing). But you don't have to drive one to enjoy one. Pontiac's smoother-than-ever ride is just as kind to passengers as drivers. And if you're passengering this trip, you get to spend more time admiring those tasteful interiors. The thing to do is have your favorite driver drive you down to your nearest Pontiac dealer's. Becoming a member of the Club is almost automatic after that. **WIDE-TRACK PONTIAC**


LIFE
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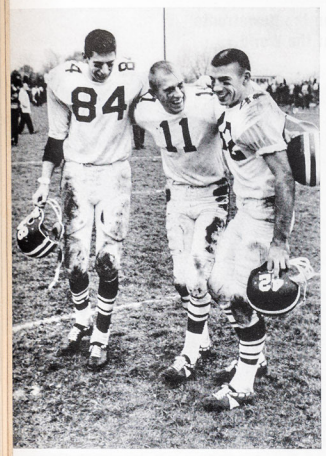

He surpasses all college passers

When teammates embraced Northern Illinois quarterback George Bork (*center*) it was not just because he had completed 43 passes to beat Central Michigan. In his final college game he also set four all-time college career records—most passes attempted (902), most completed (577), for most yards (6,782) and most touchdowns (60).

He wins $79,660 in biggest 'double' ever

Bartender Joseph Mariano had kind thoughts for New York's Roosevelt Raceway after winning a record $79,660.30 in the harness track's twin double. But two nights later hundreds of other bettors who had hoped to duplicate his fortune all but tore the track apart after a six-horse crack-up left them with worthless tickets.

Flowers enter a mine as all Japan mourns

Even for Japan, a land that has known disaster many times, it was a cruel day. A vast explosion ripped through a Kyushu coal mine, killing 451 miners, and last week rescuers carrying memorial flowers (*above*) were still searching for bodies. A few hours after the explosion 162 travelers died in a three-train crash near Tokyo.

Little Kennedys watch Black Watch

In the lap of a Scottish pipe major, John Kennedy Jr. presided with his sister Caroline (*right*) while the Black Watch skirled their famous pipes and thumped their drums. The Highland band was a feature of a White House lawn party for 1,700 children, who loved the funny kilts. But they couldn't take their eyes off the little Kennedys.

CONTINUED

LIFE
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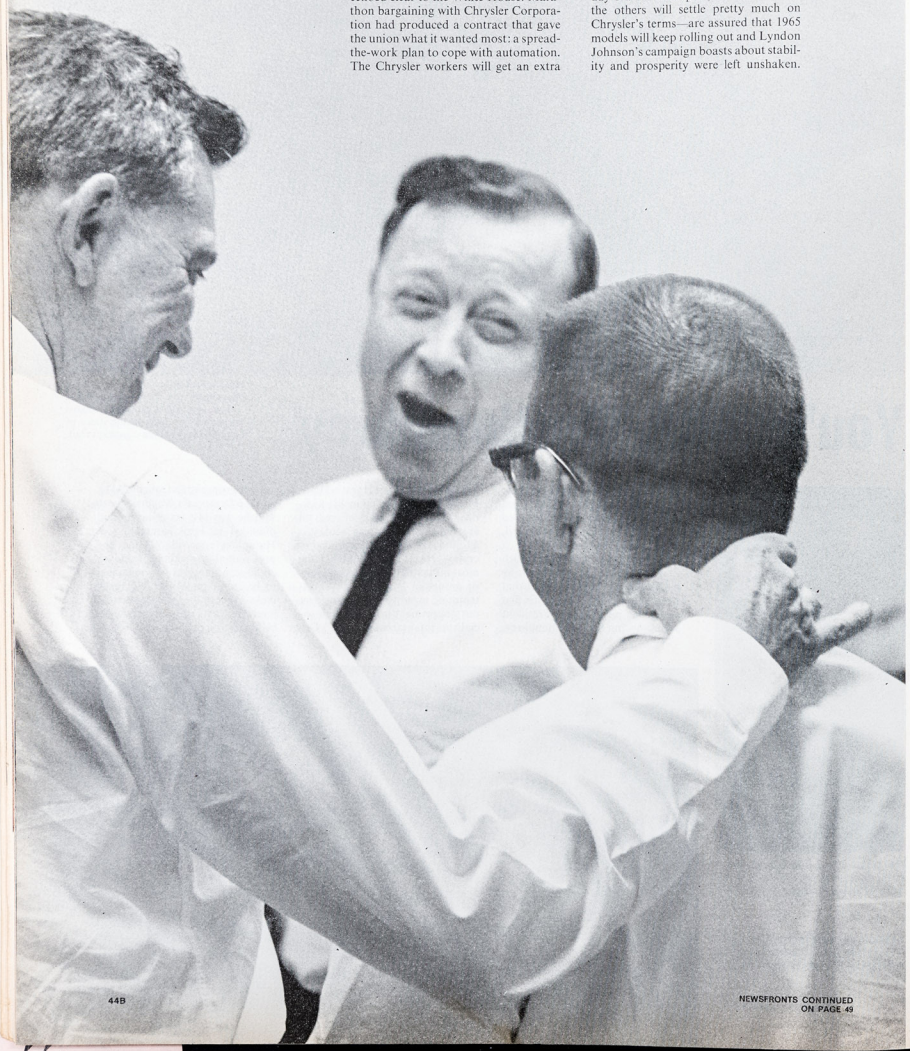
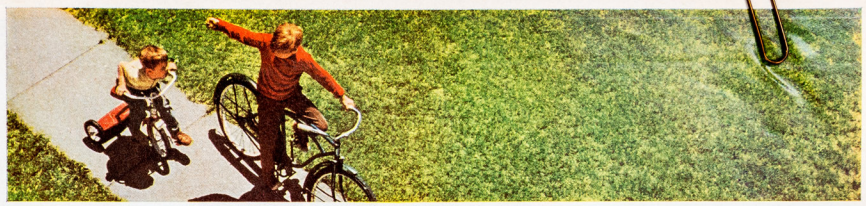
Every worker gets his own birthday off

Just before the auto strike deadline in Detroit, U.A.W. President Walter Reuther, standing with two aides, broke into a jubilant laugh—and the sigh of relief echoed clear to the White House. Marathon bargaining with Chrysler Corporation had produced a contract that gave the union what it wanted most: a spread-the-work plan to cope with automation. The Chrysler workers will get an extra week's vacation, paid-up health and life insurance, retirement at 60 on a maximum $400 a month. And, as an extra holiday, every man gets his own birthday off. For their part, the auto firms—the others will settle pretty much on Chrysler's terms—are assured that 1965 models will keep rolling out and Lyndon Johnson's campaign boasts about stability and prosperity were left unshaken.



NEWSFRONTS CONTINUED ON PAGE 49



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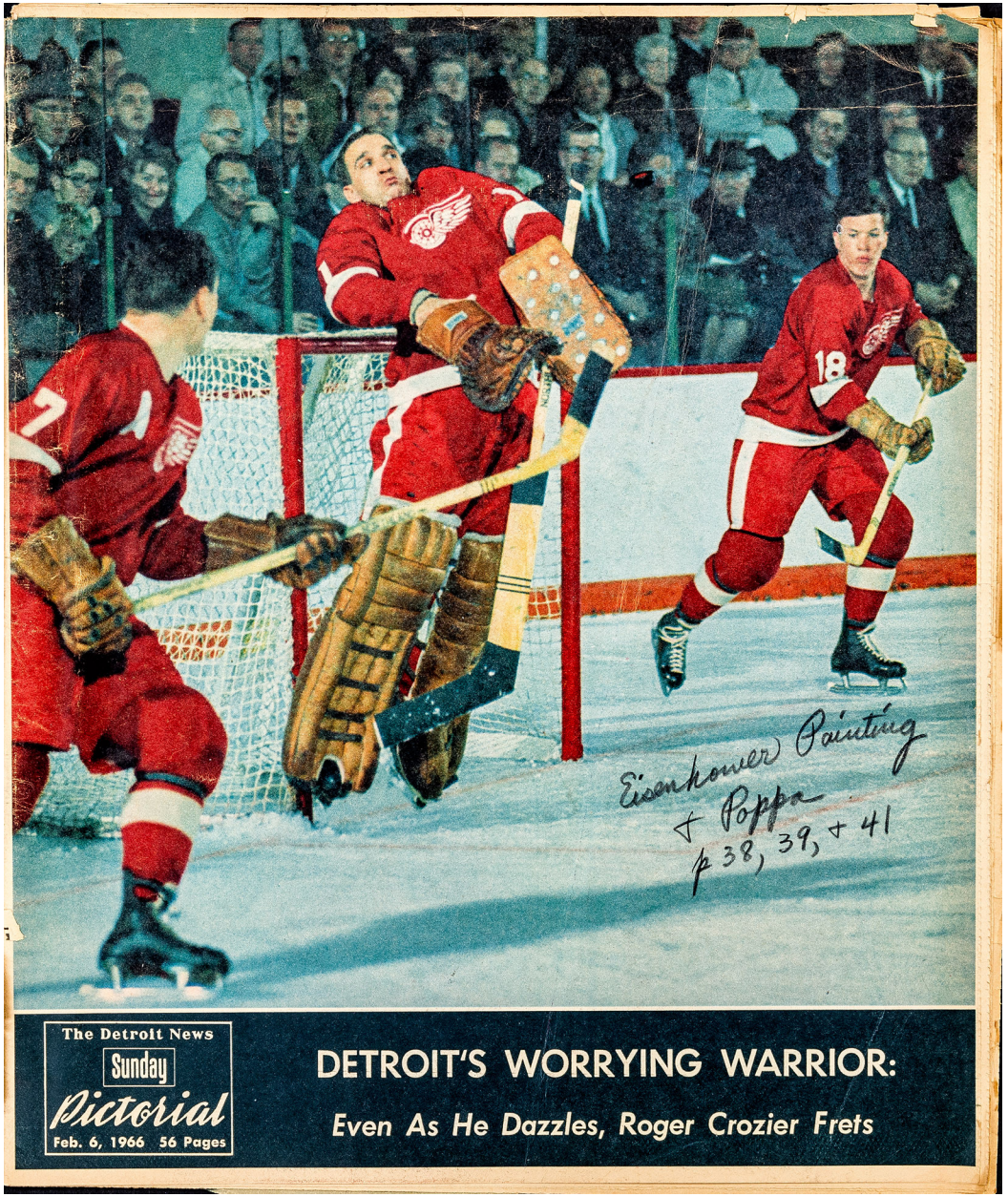
The Detroit News
Sunday
Pictorial
Feb. 6, 1966 56 Pages
DETROIT'S WORRYING WARRIOR:
Even As He Dazzles, Roger Crozier Frets
Eisenhower Painting
+ Poppa
p 38, 39, + 41

OF A DETROITER'S FATHER

From a Photo, a Painting by Ike

WADE HAMILTON CLARK, as painted by former President Eisenhower from the photo (upper right) of the elder Clark by his son, Detroit photographer Joe Clark.

By WILLIAM T. NOBLE

A FEW DAYS before his recent heart seizure at Augusta National Golf Club, former President Eisenhower presented a small oil painting to a close friend, Nashville, Tenn. banker Samuel Fleming.

It was Fleming who indirectly inspired Eisenhower to paint the portrait by giving him a book of photographs by Detroiter Joe Clark.

Some time ago, Tennessee-born Clark was commissioned by the Tennessee Squires — a group of men pledged to sing the praises of bourbon whisky—to furnish pictures and text for a book on Tennessee's colorful hill people.

When the book was published Fleming gave a copy to Eisenhower.

The former President thumbed through its pages and was taken by a photo of Clark's 88-year-old father, Wade Hamilton Clark.

The elder Clark, who lives on a farm near Cumberland Gap, was shown letting the cares of a harassed world slide off his sturdy shoulders as he puffed on a crusty pipe.

Eisenhower set up his easel and started the canvas. It turned out to be a remarkable likeness, warmly executed in colorful oil paints which emphasized the strong character of Clark's rugged face.

When it was finished Eisenhower gave the canvas to Fleming. It hangs on a wall at the Nashville bank.

When Joe Clark heard about the honor Eisenhower had bestowed on his father—and his photo—he asked Fleming for permission to have the

(Continued)

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PETER LAWFORD, NOTED STAR OF STAGE, SCREEN AND TELEVISION

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ALONE with his pipe and team, Clark tills the soil his forebears claimed early in the last century.

***PAINTING*—continued**

painting photographed in color. Fleming agreed with the promise that it was not to be published anywhere unless the former President agreed.

The News called Eisenhower at his Gettysburg farm and explained that his latest—and last oil painting to date—was especially significant in Detroit and asked permission to publish it.

The former President explained through an aide that he never before had given permission to have any of his paintings reproduced in color, but in this case he would agree.

Eisenhower has no illusions about his professional skill as an artist. It was a hobby he adopted during the tense war years. He did not take lessons as did the late Winston Churchill whose work has been acclaimed by critics. He began painting only for his own amusement. It had a tranquilizing effect.

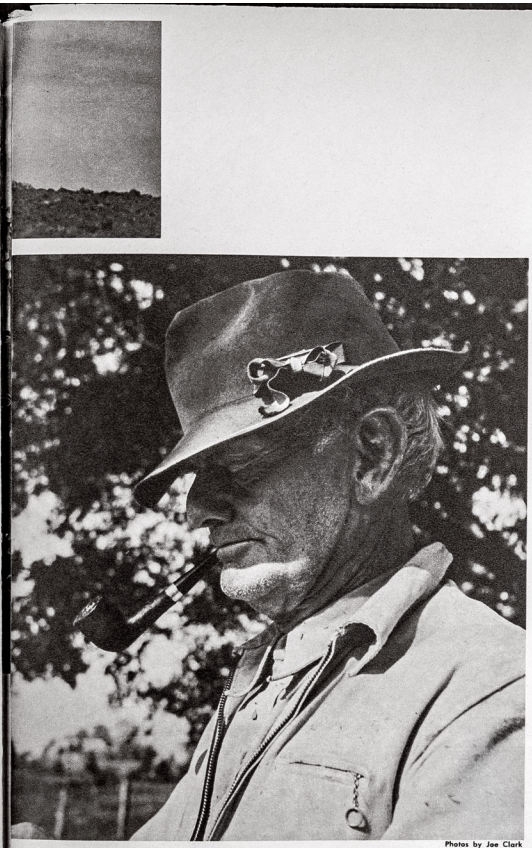
One of his first canvases, of Gen. Alfred M. Gruenther, was such a disaster that the portrait was promptly overpainted with a bowl of flowers. But Eisenhower kept painting and improved remarkably with the years.

The former President became more satisfied with his efforts and once presented a landscape scene to Burma Prime Minister U Nu.

How many canvases Eisenhower has painted is not known. But they have included world figures, landscapes, still lifes and a Maine fishing guide, Donald Cameron.

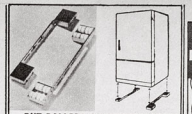
According to Albert Landry, head of the J. L. Hudson Art Gallery, "Eisenhower, is strictly a weekend painter. He does it only for relaxation and the work does not reflect the intensive study and practice of Churchill."

Yet, at a 1948 charity art gallery auction, one of Eisenhower's oils sold for $2,600, a sizable sum for an amateur's work. Many of his canvases have been exhibited at universities and hosptials. ■



Photos by Joe Clark

IN THE HILLS of Tennessee, philosophy often wears a battered hat, ignores a whiskery stubble and shows itself in the rugged set of a man's jaw.



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DETROIT AFTERMATH

Once alive with children and dreams, this block on Detroit's West Side is now a grotesque and wasted casualty of despair. The children and dreams are gone, lost in the chill statistics of the city's race riot—41 dead, 2,000 injured, 5,000 homeless, $500 million in property damage. "Hell isn't when you die," goes an adage in the neighborhood. "Hell is right here when you're living."

When the burning, looting and killing were over, parts of Detroit had the bombed-out, jagged look of European cities in World War II. These buildings were hollowed by spreading fires from nearby stores.

A Young Mayor Seeks an Answer in the Ashes

With a sheared wall for a backdrop, a boy lugs a mattress salvaged from the rubble past a National Guardsman on a hard-hit street. An estimated 387 buildings were destroyed, 2,700 businesses and stores looted.

Mayor Jerome Cavanagh, on a tour of the stricken areas, stands amid the wasted landscape of his city.

by NICK THIMMESCH

In 1966 the Golden Boy among U.S. mayors was Jerome Patrick Cavanagh, a vigorous young politician of 37 with electric-blue eyes who seemed to personify the surging prosperity of Detroit. Leaders of the Great Society and civic officials from across the country were flocking to Detroit to see how Jerry Cavanagh did it. He was a pioneer for model cities, and his pilot programs—including antipoverty centers, job-training centers, a youth-employment project—had become the early design for federal programs.

Cavanagh relished the success—and Detroiters enjoyed it with him. There seemed to be solid mutual respect between the mayor's office and the city's huge (550,000) Negro community. Cavanagh named a Negro to head Total Action Against Poverty, Detroit's antipoverty agency. The chief civilian assistant to the police commissioner was a Negro and two of the seven members of the Board of Education were Negro. The climbing economic status of the Negro was reflected in the fact that 45% of all Negro householders owned their own homes, the highest figure for any major U.S. city. And Mayor Cavanagh took personal pride in the greeting he got

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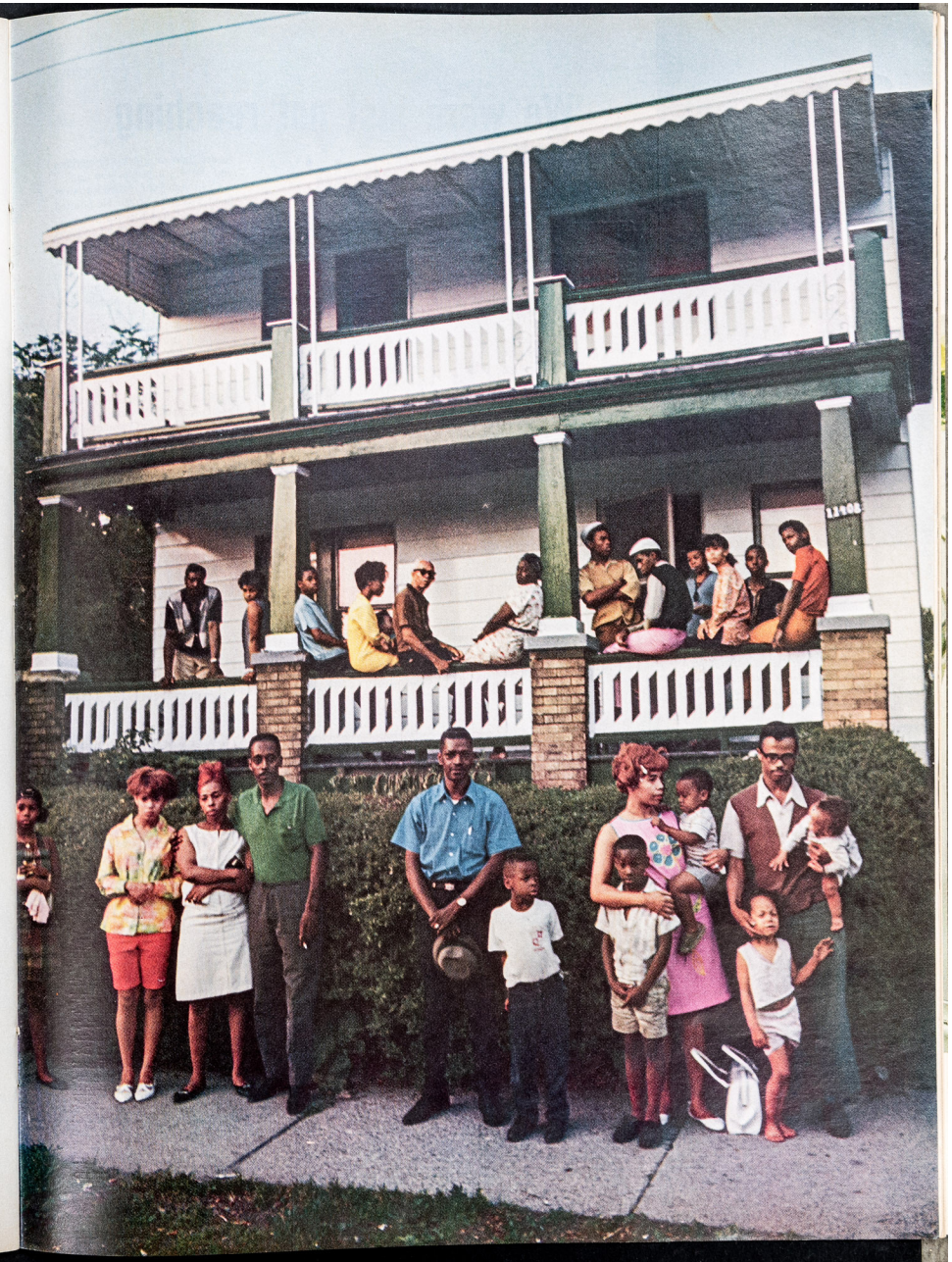

Before the riot, William Hood Sr. (on porch, fifth from left) lived in this house with his wife and two sons. Now he shares it with 20 other relatives, driven from their homes by fear and flames. One child, Hood's 4-year-old granddaughter Tonya, was killed by gunfire when a flickering match in her window was mistaken for the flash of a sniper's rifle.

In the smoldering aftermath of devastation, the mood of the Detroit ghetto last week was oddly merry, almost playful, despite the grave and obvious problems that remain—especially that of feeding the victims. Dozens of food distribution centers were set up, and small boys (above) were put to work toting groceries. Still, there was time to dress up (below) and promenade past the rubble.

'We were just not reaching the right people'

AFTERMATH CONTINUED

when he toured the Negro sections, which had overwhelmingly supported his mayoralty: "Hey, hello, J.P.!" they yelled.

A week ago Cavanagh again toured Detroit's Negro neighborhoods. He looked through eyes puffed from lack of sleep at the ruins resulting from the most devastating Negro riots to strike an American city. Now, in the growing July heat, hundreds of Negroes were out on the streets, sitting on porches or mingling on corners with National Guardsmen still on duty. When the people recognized and greeted him, Cavanagh was quick to smile and wave. He turned to a companion in the car and said, "You feel guilty and wonder what should have been done. We have local antipoverty centers all up and down here, and *they* weren't hit. Of the 5,000 people arrested, only three or four were in the antipoverty program. Some of the best work out here during the riots was done by our antipoverty aides. Without this program it would have been much worse."

A young Negro man spotted Cavanagh and called out: "Hey, J.P., come here! You're all right, man. You did a wonderful job."

Cavanagh smiled back. "They're not mad at me. They'd vote for me again. I carried these neighborhoods eight to two in my mayoralty campaigns. We thought we were in touch with them. I guess we just were not reaching the right people—the ones who count now—the militants."

Cavanagh watched a Negro man watering his lawn in front of a large brick house on Pingree Street, badly scorched by fires. "This block has good houses," he said. "The people here came running out to help the firemen. They didn't want any of this. Look at that, only the chimneys left!"

A red Falcon pulled up alongside the mayor's car, and the well-dressed Negro driver called out through the window: "You should have used guns when it started, Cavanagh. If you would have shot, this wouldn't have happened." Cavanagh just nodded. "He's a middle-class Negro out gawking," he commented. "I'm probably closer to all this than he is. Our police weren't ordered to shoot or not to shoot. They were supposed to use their judgment. Sometimes you shoot, sometimes you don't."

Cavanagh's car turned into tree-lined Yosemite Street. He pointed to a simple two-story frame house. "There's where I lived when I was a boy. It looks better now with that siding. The Negroes around here have jobs and they own their homes. But I'm afraid whites are going to run to the suburbs even faster now and I'm afraid we're going to lose businesses. Backlash? I hope it doesn't happen. But I think it will."

Back in his office overlooking the new marbled buildings of Detroit's civic center, Cavanagh faces up to the agonizing post-riot problems that challenge many mayors: What went wrong? How to rebuild and combat the backlash? How to prevent further outbreaks—and how to deal with them if they do come? On his desk are some of the books where the mayor had previously sought answers: *Crisis in Our Cities*, *The Basic Writings of St. Thomas Aquinas*, *Mr. Justice Murphy* and *The Dropout*.

The mayor had been given several impressive offers of help. He picked up a telegram which read: "The facilities, skills and resources of General Motors and its people are available to assist in the planning required to insure the prompt and effective rebuilding of Detroit. [signed] Frederick G. Donner, Chairman of the Board, and James M. Roche, President."

Cavanagh said, "It's practically a carte-blanche offer—and coming from General Motors! That's a landmark."

He had the encouraging support of Henry Ford II who said: "The mayor did the very best he could under the circumstances. It's easy to criticize him now for what he did or didn't do, but he did his very best."

In recent days Cavanagh has been seeking advice—and money—before he launches new programs or reconstructs old ones. He has invited urbanologist Patrick Moynihan to come to Detroit for talks; he has appointed his former intellectual aide, Richard Strichartz of Wayne State University, to come back and serve as "Disaster Czar." He has asked that Detroit be declared a general disaster area and is bitter about the response from Washington, which promised only limited aid from federal agencies. "I got awakened at 6:40 in the morning for this," he said, pointing to the President's telegram. "And then he proclaims a

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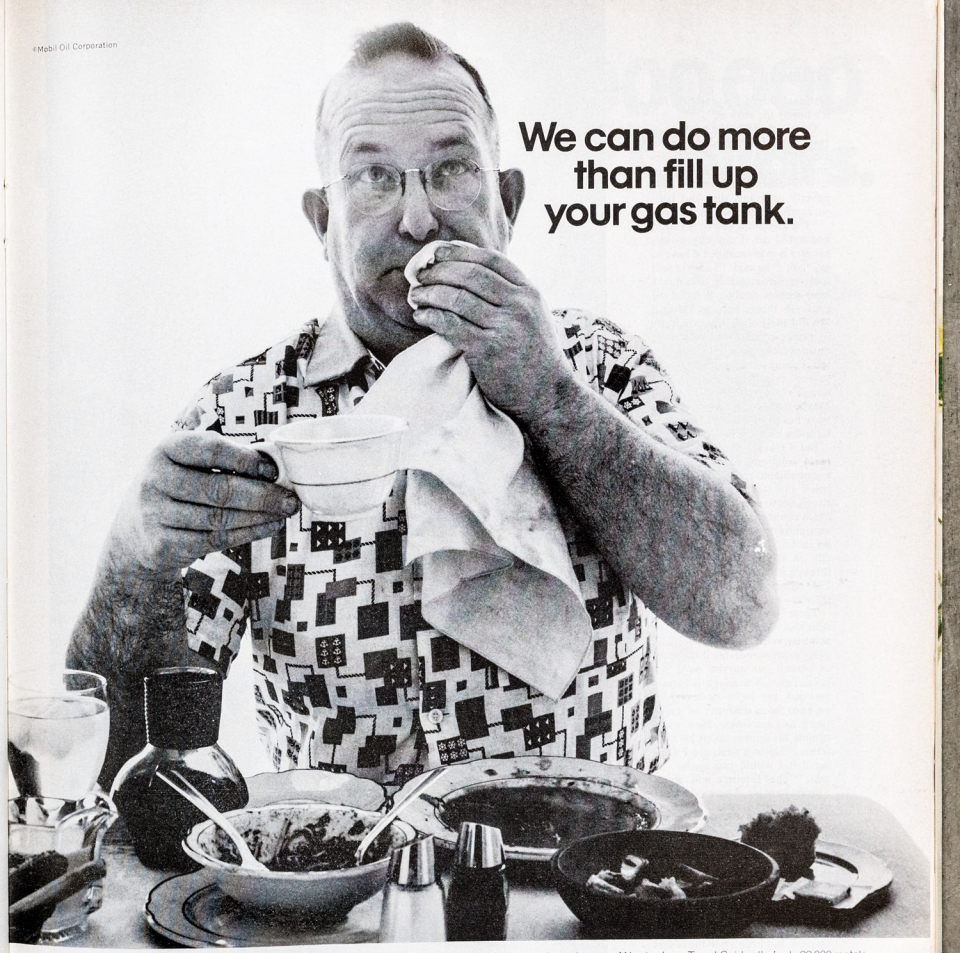

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AFTERMATH CONTINUED

National Day of Prayer—fine. But it's hardly the answer."

Cavanagh doesn't have the answer. He is bewildered by the defects in his relations with the Negro community and the apparent lack of effectiveness of the anti-poverty programs that had been so carefully installed in Detroit.

"If a guy put a gun to my head and asked me if *any* city in this country is manageable, I'd have to say 'No,' " he said. "I always said they were manageable, and now I have serious doubts. We did the textbook things here in Detroit. We did more than any other city in police-community relations, antipoverty, inner-city schools, job training—the whole bit. I was sure of myself, got praised, and now I can't guarantee anything. Maybe cities can be governed, but there has to be a different emphasis and a lot more money."

But if Cavanagh is without any ready solutions, he does have an unquenchable pride in Detroit, a belief that the city itself is too strong not to rebuild. "There's too much commerce, industry and basic optimism here for us to fail," he said. "This is the most virile city in the world. We've gone through a terrible depression, the 1943 race riots, booms, recessions, the war—and now this."

There are enough Detroiters who share Cavanagh's hope and enthusiasm for their city, but many of them are wondering if the mayor himself can survive as a political figure. Cavanagh is plainly besieged, yet he is possessed of an enormous amount of Irish spunk and resolution. He is overcoming his doubts about his own future. "Up to a week ago I wondered if I would run again," he said. "The Birchers and right-wingers hate me. There's the mess of the marital situation [his wife has filed suit for separate maintenance]. The professional liberals never really accepted an Irish-Catholic—though I spend my time being liberal rather than calling myself liberal. I've had success at an early age. I've got eight wonderful children, all healthy and bright. For me life has just evened up a bit. But I can't pull the covers over my head and pretend those recent events didn't happen. That's the way it is with the whole nation. None of us can pull the covers over our heads any more."

Three days earlier 12th Street was contested ground, a battlefield for snipers, looters and lawmen. Now, for 15-year-old Frank Robinson, it is again a makeshift playground.

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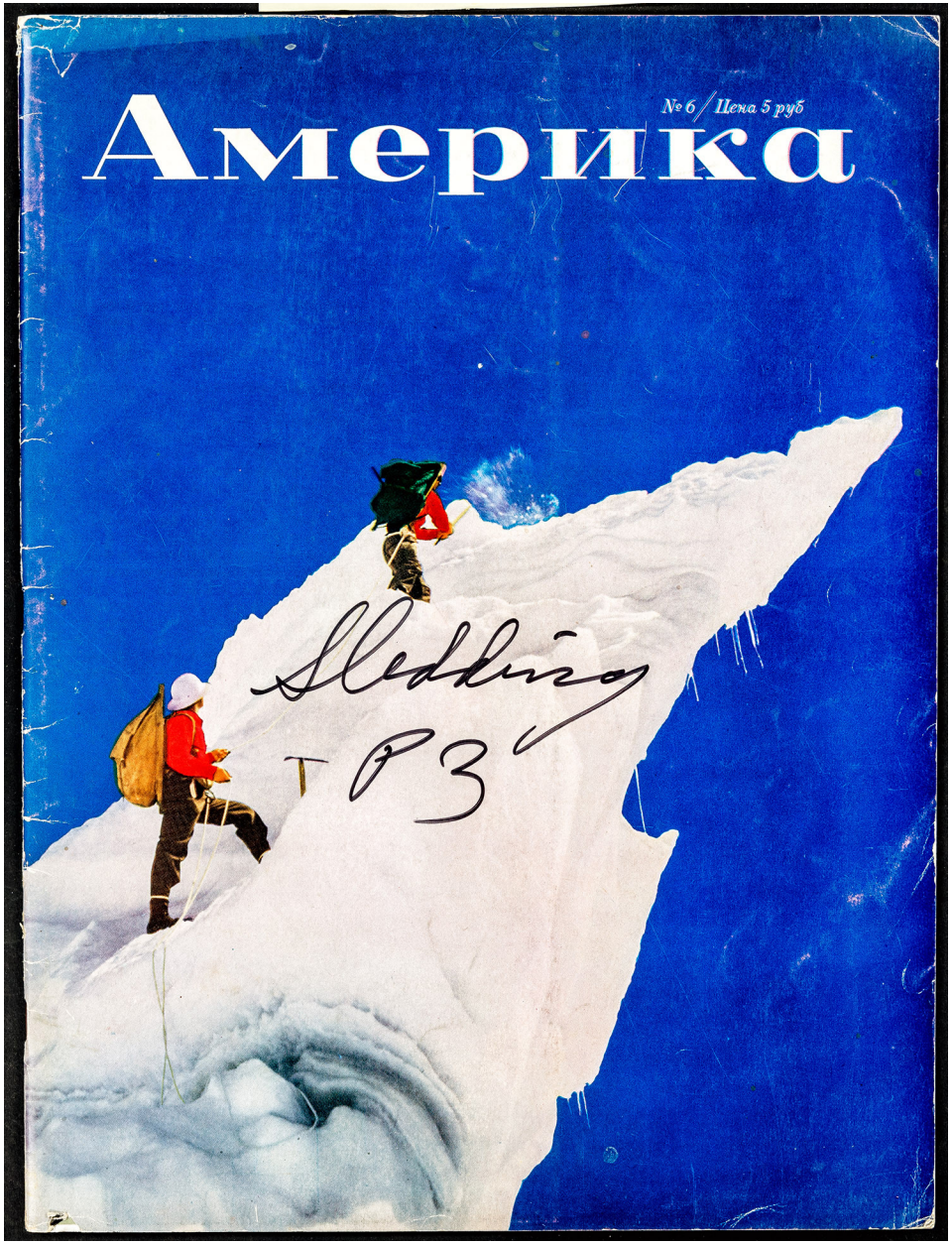
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Спорт на снегу и на льду

Гуэн Джонсон

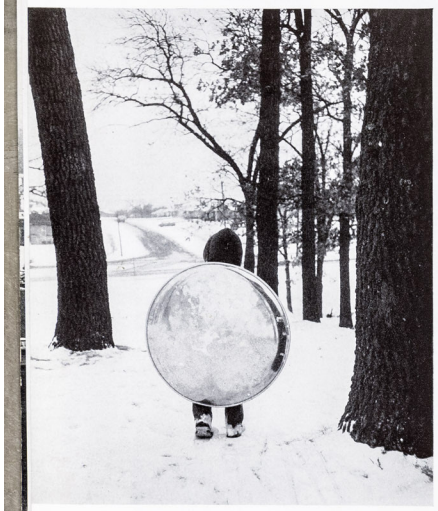
Узоры, оставленные лыжами на снегу в Альта (штат Юта), говорят об успехах учеников.

Лыжники собираются в знаменитой Солнечной долине, в штате Айдахо (слева). Здесь они могут испытать захватывающие ощущения спуска по склону, взлетая тучи снега при каждом повороте (внизу), или нестись по воздуху, проделывая стильные прыжки (внизу, 2-й снимок).

Два лыжника покидают свое теплое и живописное убежище и начинают утреннюю прогулку по снежным полям.

Понятия «зимний сезон» и «лыжный сезон» становятся тождественными для все большего числа американцев. Когда-то лыжный спорт был привилегией немногочисленных — и дорогих — курортов, но в наши дни им увлекаются миллионы, и на всех подходящих склонах можно найти сотни общедоступных по дешевизне лыжных станций, снабженных в большинстве случаев канатными подъемниками разных видов. В дни отдыха — в субботу и воскресенье — тысячи одержимых лыжной лихорадкой грузятся со всеми принадлежностями в переполненные автомобили, автобусы и специальные поезда для лыжников и отправляются в горы; на Востоке их ждут лесистые холмы Новой Англии, на Западе — широкие, открытые всем ветрам горные склоны (снимок слева). В Мекке зимнего спорта — долине Скуо в Калифорнии — состоятся в 1960 г. Зимние Олимпийские игры.

Типичная картина: лыжники ждут сигнала для спуска по крутому склону (внизу). Гонщики-любители развивают страшную быстроту (внизу слева). Затем вторичное ожидание, на этот раз — кресла подъемника к старту (крайнее фото внизу слева).



Дети (и родители тоже) возятся в снегу

Новомодные заменители мисок и бочарных клепок — алюминиевый катальный поднос (слева) и «Джек-скакун» на одном полозе (справа) — как раз то, что нужно более молодым членам семьи. Оба эти приспособления дают в высшей степени волнующие переживания — перед почти неизбежным полетом кувырком в сугроб. Когда Рикки Борсук (три года от роду, слева) тащит на себе мископодобный поднос-санки, он очень похож на черепаху. В обществе братьев — Алана (пяти лет) и Поля (восьми) — он отправился для испытания этих интересных орудий на заснеженные холмы неподалеку от дома. Отец — Джерри Борсук — присоединился к ним, и сыновья вызвали его на соревнование. Как и Рикки с Полем, он сперва наслаждался молниеносным спуском — затем наступил бесславный конец (внизу). Для более искушенных спортсменов «Джек-скакун» — самое подходящее средство передвижения». Просто садитесь на седло на одном полозе с двумя ручками под сиденьем и затем мчитесь по снежному скату — вероятно, с двумя-тремя основательными встряскими по пути. Тренированные специалисты умудряются ни разу не опрокинуться при спуске. А прочие . . . ну, что ж, им тоже весело — до первого крушения.

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"Hot-rudders" are commonest boating menace, but police can at least fine them if they catch them.

In boating's population explosion

Some Idiots Afloat

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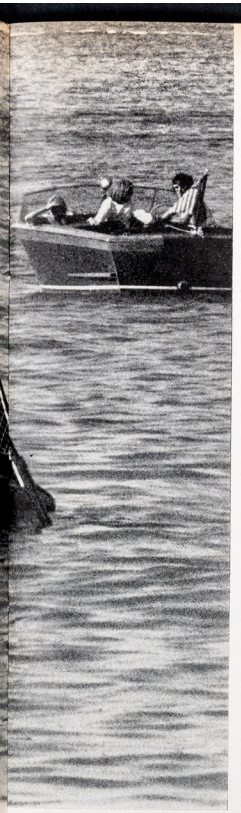
A capsizing—and a tragedy . . .



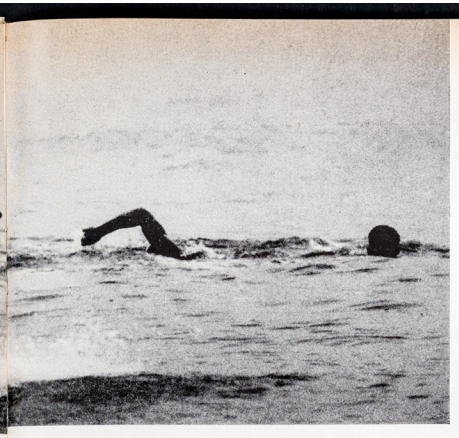
A perilous insistence on the right of way . . .

A capsizing—but only a wetting . . .

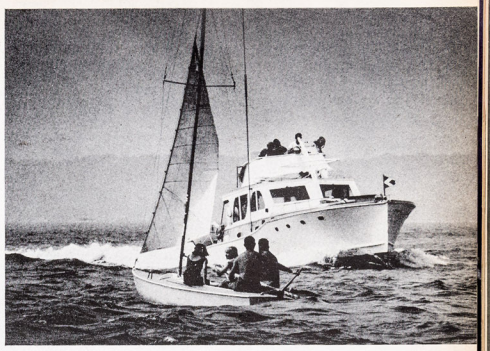
Statistics show that the worst seamanship of all is often spotted on the smallest bodies of water. Of all U.S. boating accidents, 89.5% take place on inland waterways, but the results can be just as tragic as on the open ocean. The home-made barge above, kept afloat by surplus wing tanks, overturned 200 feet from the shores of Union Lake, Mich. last summer: nine passengers escaped, but a 14-month-old baby drowned. On Lake Geneva, Wis., which often appears to be carpeted wall-to-wall with fishermen and water-skiers, the flatboat at left flipped over when occupants all crowded onto one end. Even such clear and present dangers as a looming ore boat plowing down the Detroit River channel are lost on some skippers (*right*). After all, doesn't the book say sail has the right of way over power?

Rub-a-dub-dub, too many in a tub . . .

Damn the poor swimmers . . .



. . . full speed ahead . . .



Watch your wake, willya?

Don't worry, this thing turns on a dime . . .

It may be a little congested, fellas, so watch it with the harpoons . . .

Lack of Good Sense and Seamanship

By the millions, solid citizens of America rush down to the sea—or to whatever water is handiest—and take off in their pleasure boats. Most of the 7 million U.S. boatowners are sensible sailors who learn about seamanship and navigation and use some common sense about wind and weather. But the same reckless drivers that cause a disproportionate number of highway accidents now infest the once tranquil U.S. waterways. As seen through a telephoto lens which shrinks distances, their antics seem lethal. And sometimes they are.

Although a 1958 Federal Boating Act requires the registration of most power boats and establishes safety standards, the Coast Guard deliberately tries to keep regulations to a minimum. As a result there are not many rules to keep the irresponsible in check. In most states even the smallest child is free to pilot pleasure boats up to 65 feet long without a license. Novice sailors often overpower their boats and then overload them with too many passengers. Then there is the phenomenon of water-skiers, who require high speed to operate, and who seem afflicted with streaks of exhibitionism. Some five million skindivers have also joined the fray, sometimes falling prey to the buzz-saw propellers of motorboats that fail to see them. The wonder is that with 400,000 new pleasure craft being launched each season, and with only a handful of overworked Coast Guardsmen and harbor police to watch over them, there were only some 1,100 reported fatalities from boating accidents last year.

CONTINUED

A capsizing—and a tragedy . . .

A capsizing—but only a wetting . . .

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9 varieties: Old Fashioned, Whiskey Sour, Daiquiri, Manhattan, Martini, Gimlet, Collins, Quinine Tonic, Side Car. For free "Cocktail and Canapé Recipes," write to Holland House, Woodside 77, N.Y.

In boating's population explosion

"Hot-rudders" are commonest boating menace, but police can at least fine them if they catch them.

Some Idiots Afloat

CONTINUED

LIFE
SPECIAL ISSUE
OUR SPLENDID OUTDOORS
SNOOT BOOTS
58 + 59
The Land We Love and Enjoy... and the Fight to Save It
TWO-IN-ONE ISSUE 35 CENTS

Snoot boots for a pair of frozen noses

If your nose is froze, it needs clothes. These two invisible noses wear woolly scarves, leaving enough wearer to make it clear that one nose belongs to a blonde and one to a brunette. The brunette is Charlene Levine and the blonde is Arleen Stewart. They call the scarves "snoot boots," and Charlene invented them because she wanted something easy to knit. Now three quarters of the 174 girls in Charlene's dormitory at the University of Illinois knit the boots in a variety of styles (including Ivy League, with a button on the end) and sell them for 50¢ each for warm-hearted, cold-nosed charity.

CONTINUED

Tramping soft snow on a misty slope

The snow lies wet on the misty slope amid the evergreens of Washington's Stevens Pass. Sidestepping on their slope, skiers bang the snow into a washboard, packing it on the way up so they can hurtle more freely down. No one sport brings so many Americans newly out onto the snow as skiing does. Some 3 million whiz or stumble down the slopes, paying out $250 million to buy a lung-searing climb, a flash of gleaming white, a bite of the obedient wind.

Down by 'chute

It is some 40 feet down from the top
of the big sand hill to the bottom,
and a nasty bump if you do it wrong. But
Terry Kunde, trying a new sport, catches
a docile spurt of wind and he clings,
improbably airborne, to the war-surplus
parachute which wafts him and his friends
in the billowing breezes of Hialeah, Fla.

Down a chute

The twisting trough of the flume runs
nine miles down the gorge of Washington's
Columbia River. Loggers float rough-sawn
lumber down it to a mill. But Hal Broughton,
who operates the flume, rides it as well
as runs it, and on a December day he takes
his girl friend boating on his steep,
wet and one-of-a-kind roller coaster.

CONTINUED

All ashore, the water's fine

The ocean is calm and clear and splendidly warm to the touch of a comely girl's toe. Tina Hawley came over to Bimini on a day's sail from Miami. Now, bathing suit at the ready, she gets a hand down from a launch for an afternoon's swim and skindive in the hospitable Atlantic.

Soup 'n sandwich

Who's trimming the tree? Who's wrapping packages? Who's coming home from midnight church? Who's hungry? Everybody's hungry Christmas Eve – and everybody's ready for a quick 'n easy soup 'n sandwich snack. You can heat his favorite soup for your favorite Santa Claus in just four minutes. You can make his favorite sandwich while the soup simmers. You can settle down together for a minute of restful warmth and cheer—make Christmas merrier all around. Make it a Christmas custom —soup for the tree trimmers, soup for the carolers, soup for Santa Claus. And have a happy Christmas!

Have you had your *Campbell's Soup* today? (M'm! M'm! Good!)

C•A•T
MOUNTAIN
STILLS

pictures that tell a story

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A collection of Picture Stories containing Joe Clark, HBSS photographs in their chronological context. The majority of this collection are Life magazine stories. The magazine covers are included to establish the date and era that these stories appeared. Some stories the photographs are all by Joe. Other stories may contain one or two by Joe. These are ususally national roundups, but the whole story is included. There is a lot of information contained in these pages. You should encounter an enjoyable, informative and useful read.

Junebug & Kay Clark