

LIFE



GREAT ADVENTURES III
THE DISCOVERY OF MUSHROOMS
THAT CAUSE STRANGE VISIONS
TEEN-AGE ALLOWANCES

BERT LAHR
AS A BUMBLING LOVER

20 CENTS

MAY 13, 1957

1 The Tale of the Man Who Bought A GAS HOG



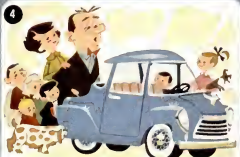
Once upon a time, there was a man who bought a gas hog. That's what he called it. Actually it was a . . .



great, big, over-chromiamed rolling cabana called an automobile. It drank gas like a glutton. It wouldn't fit in the man's garage. It wouldn't fit in a parking space. Its engine was hard to service.



"Whoa," said the man. "How silly can I get? I'm blowing the whistle!" So he went shopping for a car that he could drive easy, park easy, and run on cuppts, instead of carloads.



So he looked at one of those cute little cars that are easy on the gas. But the man had six children, two dogs, and a wife. They all couldn't get in. He loved his wife, and the dogs, and the children (sometimes), too.



Then he found the only car with big car room inside, plus foreign car economy and handling. It was a Rambler 6, the car that holds the cross-country record of 32 miles a gallon with overdrive.



Now, when the man drove up to the gas station (which was seldom) his old friend the gas station manager sat down and cried. "You are ruining my business," he said. So the man smiled and smiled.



The man and his wife were saving so much money, they found they could afford a second Rambler—because two Ramblers would cost less than their old gas hog. So they bought a new Rambler V-8, too.



They got lowest-cost All-Season Air Conditioning that adds so much to resale value it may repay its cost when they trade. They got the comfort of coil springs on all four wheels, Reclining Seats, Twin Travel Beds.



If you're tired of feeding a gas hog, try Rambler. Get the car that has the highest resale value of all low-priced cars. And find out for yourself that Rambler's lots more fun to drive.



I'm George Romney, extending my personal invitation to you to road-test **Rambler 6 or V-8**. See for yourself why this car will fit your motoring needs better than any car built today!

GEORGE ROMNEY
PRESIDENT, AMERICAN MOTORS

FREE! AUTHENTIC! 1957 CAR X-RAY! COMPARES, APPRAISES THE LOW-PRICED CARS. IT CAN SAVE YOU HUNDREDS OF DOLLARS! MAIL THIS COUPON TODAY!

AMERICAN MOTORS CORPORATION
14250 Plymouth Road, Detroit 32, Michigan
Please mail me 1957 CAR X-RAY booklet to me.

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STREET.....
CITY.....ZONE.....STATE.....

AMERICAN MOTORS MEANS MORE FOR AMERICANS

See Disneyland—Great TV for all the family over the ABC Network.

AT ALL NASH DEALERS • AT ALL HUDSON DEALERS

Dry, unruly hair... stays in place all day with Vitalis



New greaseless way to keep your hair neat all day...and prevent dryness

Why wait till your hair crackles and snaps when you run a comb through it? You can prevent dried-out hair easily with new Vitalis. More than two million men make Vitalis a morning ritual, as important as shaving.

Vitalis makes hair easy to manage and keeps it looking neat all day. You never have a greasy oil-slick look because clear, clean Vitalis contains V-7, the greaseless grooming discovery. Along with V-7, Vitalis blends refreshing alcohol and other beneficial ingredients to provide perfect protection against dry hair and scalp.

Try new Vitalis with V-7 soon. (Tomorrow morning, for instance.)

SEE THE DIFFERENCE!



New VITALIS® Hair Tonic with V-7®

ANOTHER FINE PRODUCT OF BRISTOL, MYERS

This One



CJXU-YDC-PT22

REG. U.S. PAT. OFF.

Fleet's successful mission

Exclusive pictures from the U.S.S. "Forrestal" in the eastern Mediterranean show battle-ready exercises that helped calm Jordan's crisis.



"FORRESTAL" CREWMEN

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GORDON WASSON

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BERT LAHR

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ABBREVIATIONS: BOT. BOTANICAL GARDEN, CHICAGO; ENT. ENTOMOLOGICAL SOCIETY OF AMERICA; G. GARDEN; I. ILLINOIS; INT. INTERNATIONAL; M. MUSEUM; N. NATIONAL; P. PHOTO; R. RESEARCH; S. SOCIETY; T. THEATRE; U. UNIVERSITY; W. WASHINGTON; Y. YOUNG MEN'S CHRISTIAN ASSOCIATION; Z. ZOOLOGICAL GARDEN, LONDON.

LIFE IS PUBLISHED WEEKLY BY TIME INC., 300 N. WENDELL BOULEVARD, CHICAGO 10, ILL. POSTOFFICE BOX 998, NEW YORK 17, N.Y. MEMBER OF THE UNITED PRESS SYNDICATE. PRINTED BY THE UNITED PRESS, NEW YORK. PHOTOGRAPHY BY ALAN RICHARDSON. SUBSCRIPTIONS: U.S. \$4.00 PER YEAR IN ADVANCE.

Really new taste discovery!



IMPERIAL—REG. U. S. PAT. OFF.

imperial
has real natural taste!

The instant you taste it, you *know*. Imperial has *real natural taste*. And natural aroma, too. On toast or muffins, melting over hot vegetables—any way you use it, Lever Brothers Company guarantees *complete* satisfaction (or your purchase price refunded). Imperial costs a little more, but adds *so much* more to your enjoyment of good food. Serve Imperial—always in good taste.



A money-saving Imperial coupon is on its way to you!

NEW DUPONT DISCOVERY KEEPS ENGINES CLEAN, CUTS REPAIRS

ENGINE-CLOGGING SLUDGE
without M.O.A.

NO HARMFUL SLUDGE
*protected with
Du Pont M.O.A.*

MOTOR OIL ADDITIVE
M.O.A.
7
NEW PATENTED CHEMICAL DISCOVERY

Du Pont M.O.A. keeps vital engine parts free of harmful sludge... prevents noisy valves, sticky rings; saves gas, oil and costly repairs

Imagine keeping your engine operating efficiently for the life of your car! New Du Pont M.O.A. helps make this possible. Developed through 12 years' research and 4 million miles of testing, Du Pont M.O.A. is effective under *all* driving conditions. Road tests have shown it extends the life of vital engine parts and saves costly repairs.

New Du Pont M.O.A. keeps sticky gum from clog-

ging valves and piston rings...helps prevent noisy valve lifters. Keeps oil screen and lines open—maintains better oil pressure. You'll notice a quieter, smoother-running engine, gas and oil savings.

Add a can of new Du Pont M.O.A. to your crankcase at every oil change and feel the difference every mile you drive. Available at your service station, car dealer's or wherever auto supplies are sold.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Helps put more smiles in the day!

There's nothing like the telephone for saving steps and time. But one of the nicest things about it is the way it helps put more smiles in the day.

Friends and families are closer--life is happier--there are more good times for everyone--when pleasant voices go back and forth by telephone.

It doesn't have to be a weighty thing. Many a time it's fun to call up just for a friendly chat.

Wouldn't you like to talk to someone right now?



Working together to bring people together
BELL TELEPHONE SYSTEM



This is Dolly Phone, the cuddly rag doll designed by Bill Baird of the famous Baird Marionettes.

THE MIGHTY

Most

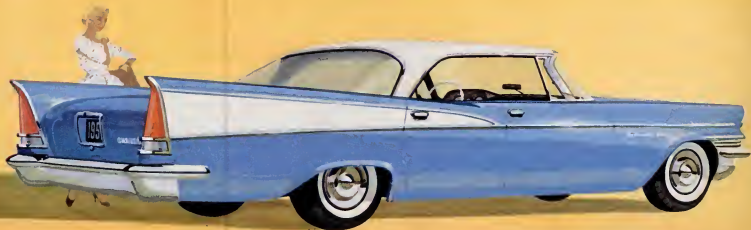


NOW IN THE \$3000 PRICE RANGE! Illustrated above is the Chrysler Windsor 2-Door Hardtop, only prestige

YOURS IN THREE NEW PRICE RANGES... ELEVEN

The **Chrysler Saratoga** 4-Door Hardtop illustrated below is the middle-priced car in the Chrysler line. This comet-tailed beauty

packs a 295 hp. V-8 engine. Pushbutton TorqueFlite and power steering are standard equipment. Tremendously popular all year.



CHRYSLER

glamorous car in a generation.



class car that sells at a medium price. Note the new, low sweeping lines—greatest styling advance in 20 years.

NEW BODY STYLES... NEW TORSION-AIRE RIDE!

This is the magnificent **Chrysler New Yorker**, shown here in the Convertible Coupe. Truly the most glamorous car in a generation in

performance as well as looks, it has a 325 horsepower Firepower V-8 engine, the most powerful in any volume-produced car.



New!
SCHICK



Actual Size

With handsome Plaid Pouch \$17.50

SCHICK VARSITY
Newest member of the famous
Schick family of fine electric shavers

CUSTOM-BUILT FOR YOUNG MEN

**WORLD'S FIRST AND ONLY
ELECTRIC SHAVER ESPECIALLY ENGINEERED
AND DESIGNED FOR YOUNG MEN!**

Young men everywhere! Students...service men...young men on the job... the new Schick Varsity is custom-built for you! It's big. It's rugged. It shaves any beard close, quick, and comfortably. That big, new Fast-Action Head takes off every whisker right at the beard-base. No nicking. No irritation. See it today—new Schick Varsity in 4 handsome trim colors, only \$17.50. It's a wonderful gift. Ask your dealer about the satisfaction-guaranteed 14-day home trial. Schick Incorporated, Lancaster, Pa.

SCHICK FIRST IN ELECTRIC SHAVING

Don't miss "DRAGNET" NBC TV Thursday nights

Copy, 1957, Schick Incorporated

**6 new features found only
in the Schick Varsity**

NEW Big, Fast-Action Shaving Head
Specially designed to handle every kind of beard and skin.

NEW Magna-Matic Motor—Quiet power. No beard can slow it down. Maintains constant speed. With plenty of reserve power to shave the toughest beard.

NEW Handsome Styling—Big, rugged, modern design—with distinctive gold and silver toned crest emblazoned on both sides.

NEW Handy Plaid Pouch—Carries shaver, cord and cleaning brush. Good looking Scotch plaid designs with brass knobbed draw strings. Water proof lining.



NEW Snap-on Beard Catcher Whiskit
—With push button release. Makes cleaning a breeze. In red, blue, green, or charcoal.

NEW Stand-Up Design—Stands firmly on its own base—anywhere!

the best ice cream in the world comes in this cup



Dixie Cup

Every spoonful of ice cream or dairy dessert in a Dixie Cup is delicious—its quality and purity assured by a joint agreement between the Dixie Cup Company and the makers of your favorite ice cream. Neat-to-eat-from Dixie Cups also offer exciting prizes kids love! Whether you buy them singly or in packs of 4 or more, next time be sure to look for the name "Dixie" on the cup!

not all ice cream cups are Dixie Cups . . . just the best ones!

* Dixie is a registered trade name of the Dixie Cup Company, copyrighted 1955 by it.

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THESE "GENTLEMEN" WORSHIP THE SWEET SMELL OF SUCCESS

Beware—you dine with these "gentlemen" at your own risk. Yet a parade of great and near great find it worth the gamble. Nightly they pause at this table...notables from every walk of life...from Wall Street, from Hollywood, from Capitol Hill...paying homage to the man who parlayed a syndicated column into a big stick and beat his way to the top with it.

That's J.J. reaching for the telephone...a telephone that may be buzzing with a fortune-making tip on the stock market, or hissing with the whispered story of a movie queen's secret weekend.

At his side sits the heir presumptive, Sidney Falco, a boy to be in good with, a young man to keep your eye on, because if you turn your back on him you might find a knife in it. He'll sell anything to keep his inside track with J.J. (just ask his girl!)

Yes, this is the table where rumors are served with every course, reputations are broken like cheap crockery...and all nostrils are aquiver with the sweet smell of success.

An explosive subject for a motion picture? Yes...and it is an explosive motion picture.

Hecht, Hill and Lancaster present BURT LANCASTER and TONY CURTIS in "SWEET SMELL OF SUCCESS". Introducing Susan Harrison and featuring Marty Milner, Sam Levene, Barbara Nichols. Screenplay by Clifford Odets and Ernest Lehman from the Novelette by Ernest Lehman. Directed by Alexander Mackendrick. Produced by James Hill. Photographed by James Wong Howe, A.S.C. A Norma-Cartleigh Productions Picture. Released thru United Artists.

WEEK OF JULY 4th AT YOUR FAVORITE THEATRE!



DIAL
 'SPRINGTIME'
 ANY TIME
 with Chrysler's
 AIRTEMP



**Enjoy Springtime Comfort
 ALL YEAR with
 CHRYSLER'S AIRTEMP
 AIR CONDITIONING**

It's so easy. Just dial the temperature you want. Then in summer you get cool, crisp air... free from mugginess. In winter, you get warm, comfortably humidified air. All year long, you have air that's cleaned and circulated quietly and gently. So give your family and home "eternal Springtime"—summer and winter!

Airtemp is engineered by Chrysler—for simple operation, for long service, for low cost.

Modernizing? You can add Airtemp cooling to your present home for as little as \$23.96 monthly.

Buying? Ask your builder how little it can cost—as low as \$5.00 a month—to include Airtemp air conditioning.

Building? That same low \$5.00 figure can put Airtemp Air Conditioning in the home you are planning to build.

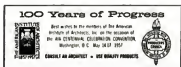
So be an early bird! See your Airtemp Dealer before the season rush starts. Or phone him—he's in the Yellow Pages.



AIRTEMP OUT-OF-THE-WAY AIR CONDITIONING
 EFFICIENT, QUIET, EASILY INSTALLED.



DAYTON 1, OHIO



AIR CONDITIONING AND HEATING FOR A ROOM, A HOME, A BUSINESS, AN AUTOMOBILE



BETTY CROCKER OF GENERAL MILLS HAPPILY ANNOUNCES THE FIRST

INSTANT Pie Crust Mix

...takes just four minutes from package to pan
and suddenly you're famous for your perfect pies!



ADD TWO TABLESPOONS BOILING WATER ... STIR



LOOK! PERFECT BIG PIE CRUST IN JUST FOUR MINUTES!

Forget everything you ever knew about making pie crust. This new Betty Crocker boiling-water method for pie crust mix is far different ... easier ... far surer and better.

Just add two tablespoons boiling water... stir.

Roll out a *big* crust with plenty left over for fancy trimmings! This dough mixes and rolls out quicker, easier than any other you've ever known. Pick it up, pat it, roll and reroll—you can't toughen this crust, no matter how much you handle it! It's homogenized—extra rich in shortening so you get crisp and flaky, golden-brown pie crust every time!



PERFECT APPLE PIE! Fragrant, spicy-good filling, rich golden-brown crust that flakes at the touch of a fork... perfect eating!

"I guarantee our new instant mix will make a perfect^o pie crust every time!" -says Betty Crocker



Yes, all our Betty Crocker Mixes—Cakes, Frosting, Brownies, Dole Bar, Pie Crust, Assorted Cakes—are guaranteed to come out perfect, or send the box top to Betty Crocker, Box 208, Minneapolis, Minn., and General Mills will send your money back.

Marlboro

You get
a lot
to like

-filter
-flavor
-flip-top box



Here's old-fashioned flavor in the new way to smoke. The man-size taste of honest tobacco comes full through. The smooth-drawing filter feels right in your mouth. It works fine but doesn't get in the way. Modern Flip-Top Box keeps every cigarette firm and fresh.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW MARLBORO RECIPE)



**NEW
FLIP-TOP BOX**

Sturdy to keep
cigarettes
from crushing.
No tobacco in
your pocket.
Up to date.

POPULAR
FILTER PRICE



You

Remember the joy of being really refreshed?

can feel like this...

when you refresh with **Milk**

Milk is refreshment that lasts,
the pickup that *keeps* you picked up—
your energy and spirits renewed
and refreshed by milk's natural sugar,
minerals and proteins.

Have a glass of milk at mid-morning,
with the kids after school, at bedtime.
Doesn't it taste good? And doesn't it
make you feel great?

Drink 3 glasses every day!

The proteins in milk—

Milk gives us generous amounts
of highest quality protein.
We need proteins daily at every age . . .
building the bodies of the young . . .
regenerating body tissues of adults.
In whatever form
you buy and use milk,
you benefit from its proteins.

**You never outgrow
your need for milk!**



AMERICAN DAIRY ASSOCIATION • Chicago

Representing the dairy farmers in your area

See "Disneyland" on ABC-TV

© 1957, AMERICAN DAIRY ASSN.

LETTERS TO THE EDITORS

NOTABLE EASTER SERMONS

Sirs:

LIFE is to be highly commended for the wonderful, beautifully illustrated Easter story ("Notable Easter Sermons by Six Leading Pastors," *LIFE*, April 22). The messages were unusually good.

THE REVEREND JOHN THOMPSON

Powhatan Methodist Church
Powhatan Point, Ohio

Sirs:

"The empty cross is the true symbol of Easter," from the Reverend John O. Mellin's sermon, is the most profoundly inspiring statement of faith I have ever read.

ELMER SCHLAGETER

Englewood, Colo.

Sirs:

LIFE says "... the Christian faith is founded on the physical resurrection of Jesus."

To say that the Christian faith is founded on the physical resurrection of Jesus just is not so.

NEWTON C. PETER

Narragansett, R.I.

• A majority of the world's Christians accept the Apostles' Creed, which says: "On the third day He rose again from the dead. . . . Some Christians interpret this as the resurrection of the spiritual body but most accept it literally.—ED.

Sirs:

You must have planned "Notable Easter Sermons" just for me to keep, and I do thank you.

Your Dr. Walter Courtenay has baptized my daughter, Bonnie, in Newsh, Wis., in 1934.

Your Dr. Franklin Cole married her to Lieut. William Ebbingshaus in La Grange in 1955, and, finally, the sick parishioner Dr. Cole is shown visiting in my mother.

This is an amazing coincidence.

BONNIE BARTLEY

BONNIE

La Grange, Ill.



DR. COLE MARRIES BONNIE IN 1955

EDITORIALS

Sirs:

Thanks a (\$750) million for your editorial "Foreign Aid and Our Moral Creed" (*LIFE*, April 22). Freedom,

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individual dignity, the way of brotherhood, plain common sense, and even our common defense, are to be found in our U.S. program of foreign aid and technical assistance.

STANLEY I. STUBER
General Secretary

Church of Churches of Greater Kansas City
Kansas City, Mo.

Sirs:

Did it ever dawn on you that if we develop our southern Negro, our city slums and our other economically depressed areas not only would we add dignity to human life but also increase our gross national product, which in turn would make our "giveaway" program less of a burden and a hell of a lot more sensible? Let's start at home and get into a stronger position where we will be of more help to the world.

ROLAND P. RICHARDS

Waukesha, Wis.

Sirs:

Was shocked by your editorial, "Reuther's Watchdog, a Welcome Pup" (*LIFE*, April 22).

You must be well aware that of all union organizations it is Reuther's U.A.W. which spends more of its members' money on "education," plainly political propaganda. He is spending more union money for this very personal aim of his than the most corrupt union bosses spend for swimming pools.

EMIL SHOYLES

Miami, Fla.

SUCCESS STORY AT FIFTEEN

Sirs:

Your article on Carol Lynley ("Success Story at Fifteen," *LIFE*, April 22) was very touching to the heart. God bestowed many wonderful attributes upon her. I wish there were more young ladies like Miss Lynley.

JOHN W. PALMBRINT

Carlsbad, Calif.

Sirs:

As a dietitian, I fail to see how Carol Lynley can manage to stay alive on what she eats. I would not permit my daughter to starve herself for vanity's sake.

DORIS HAMPTON

Cleveland, Ohio

Sirs:

Your cover girl, Carol Lynley, is the exact image of a girl who frequently appears in other magazines under the name of Carolyn Lee. Seeing the direct connection between the names and faces, I am wondering if it is the same girl. If so, why has her name been changed?

PAT LICHTENBERG

Kansas City, Mo.

• Carol's name is really Carol Jones. When she started modeling Carol changed it to Carolyn Lee. When a television role came along she discovered there was another actress named Carolyn Lee. She took the "lyn" off her first name and added it to her last name—thus Carol Lynley.—ED.

THE NEW NATION

Sirs:

In reading your recent instalments of Churchill's history ("The New Nation," *LIFE*, April 22) I have greatly admired his scrupulous fairness to those on both sides of the Atlantic.

We have had more extravagant praise in some of our histories, but it is always an aid "to see ourselves as others see us."

ERNEST BISTOL

Forest Hills, N.Y.

Sirs:

You speak of a "stalemate in the War of 1812. It was most certainly not.

Americans often have told me, "America never lost a war," but except for a few minor naval victories on the Great Lakes you certainly did lose the War of 1812.

FRANCIS R. HEWITT

Sarnia, Ontario, Canada

Sirs:

LIFE failed to mention where President Madison ran to with the British on his heels as torches were being

put to the White House in August 1814. In Brookeville, Md., temporary capital of the U.S.A., Madison set up a temporary White House in the Brookeville home of Caleb Bentley. Bentley was first postmaster of Brookeville and an old friend of Madison's. Here is a picture of Bentley's home, which still stands.

WILTON J. BOSWELL
23rd Postmaster

Brookeville, Md.



"WHITE HOUSE" IN BROOKEVILLE, MD.

LOWEST YET IN NECKLINES

Sirs:

I was never so shocked in my life as with the picture of a white silk crepe dress ("Lowest Yet in Low Necklines," *LIFE*, April 22).

No decent woman would wear such a dress.

MRS. JOHN PINKOS

Fall River, Mass.

Sirs:

Many thanks for the beautiful picture of the dress by Gail Chapman on page 62. Fortunately it is whose "best girl" has a figure to qualify for such.

ARTHUR R. HULL

Santa Ana, Calif.

ZOO SEASON IN THE SUN

Sirs:

Simba the lion ("Zoo Season in the Sun," *LIFE*, April 22) is the lion of the fanniest pictures I've seen in a long time.

RUTH FRANCES HEISY

Washington, D.C.

PACT'S HAPPY PAY-OFF

Sirs:

Oh, to be in Harvard, now that idiosyncy is there ("Pact's Happy Pay-off in Bermuda," *LIFE*, April 22).

Almahists have delighted tortured themselves recently benomosing the teen-age girls who scream at Elvis and the boys who wear their heads to eye Presley and Beyonce. It's far more disturbing to view presumably adult young men as afflicted with collectivism that they sally forth to the gay adventure wearing identical coats, ties and hats—alike as peas in a pod.

TEDDY KELLER

Englewood, Colo.

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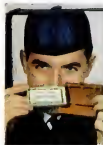
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NEW RCA WHIRLPOOL

keeps food fresher...longer



This new and exclusive Air Purifying System passes cold air through ultraviolet rays that retard the growth of airborne mold and bacteria in the refrigerator. Then, this purer, cold air is forced up *inside* the door to keep all door-stored foods bathed in perfect cold.

gives you automatic defrosting



No more messy defrost pans to empty! Nothing to remember! The defrosting system in the refrigerator section is *completely* automatic . . . gets rid of frost almost before it forms . . . evaporates all defrost water automatically.

makes "push-button ice"!



Ice cubes at a touch! New Instant Ice Ejector zips cubes out, stores them in the handy bin ready to use! Ice Tray Filler* re-fills trays at the touch of a control *inside* the freezer compartment — then shuts itself off.

*optional at slight extra cost



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Whirlpool

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"Viceroy has the smoothest taste of all!"

Smooth!

From the finest tobacco grown, Viceroy selects only the Smooth Flavor Leaf. No other will do!



Extra Smooth!

Each Smooth Flavor Leaf is specially Deep-Cured, golden brown through and through, for extra smoothness!



Super Smooth!

Only Viceroy smooths each puff through 20,000 filters made from pure cellulose—soft, snow-white, natural!



Sam Snead

enjoys a Viceroy with another golfing great, National Open Champion Cary Middlecoff. Says Sam: "Swell to discover a really smooth-tasting cigarette, isn't it?" Says Cary: "You bet! That smoother Viceroy taste is tops!"





THROUGH THE WIDE-OPEN DOORS OF WASHINGTON'S LAKEBRIDGE SCHOOL, FOURTH-GRADERS HAPPILY GALLOP INTO THE SUNSHINE FOR MIDDORNING RECESS

Recess Time by the Teacher

In spring, more than any other season, recess is a time when schoolchildren give full rein to their pent-up energies. Unfettered by winter clothing, loosened by the warm sun, they fling themselves more violently than ever into the gamut of children's games.

To Emmons Williams, a schoolteacher at Lakeridge School at Renton, Wash., his pupils' behavior at recess—as at almost every other time—is a fascinating subject for photography. Two years ago he photographed them receiving their report cards (*LIFE*, Feb. 28, 1955). To make sure they would behave just as spontaneously now, he began photographing recess last winter. Before long they were oblivious of his camera. The resulting pictures record with wonderful freshness the excitement and grace of a children's perennial rite of spring.

JUMP ROPE is performed to rhymes like "Blue bells, cockle shells, evi, ivy, over—here comes teacher with a great big stick—now it's time for arithmetic."





GAME OF HORSE begins at referee's signal when riders Gregory Jones (*right*) and Ronnie Mattson, on human mounts, charge and try to unhorse each other.





AT FIRING SQUAD (left) players twist and turn to duck balls hurled at them. Whoever is hit is out.



BALLS ALOFT, two girls (above) chant a jingle called *Oliver Twist*, catching ball at end of each line.



QUET COMPANY is kept by two fifth-graders (left) who leud grass while boys play catch on hill.



TUSSLE engrosses Joe Allread and Charles Barnes (on bottom) as tug-of-war breaks up in background.



DANCING, a group of first-graders swing their pig tails awheel, in an old-fashioned ring-around-a-rosy.

ALONE IN CORNER during a moment of self-conscious solitude, Sally Mutz gazes out at players.

RECESS CONTINUED



AT THE END OF RECESS, LAKEBRIDGE PUPILS RELUCTANTLY TURN THEIR BACKS ON LAKE WASHINGTON AND TROT BACK UP THE WELL-WORN PATH TO CLASS





Newest new kind of Ford now in production

THE BIRTH OF A MECHANICAL MIRACLE

The amazing story behind a startling new advance in cars, the car with the hide-away steel top—how Ford developed it and made it . . . and at low Ford prices

It all began with the misuse of a couple of words back in 1948.

Just shortly after the war ended, automobile manufacturers started making two-door sedans without center posts. They called these cars "hardtop convertibles." Remember?

Only they wouldn't convert!

That was challenge enough for the engineers at Ford. "Why not," they asked, "build an all-steel hardtop that really *would* convert?"

Most of the automobile industry said it couldn't be done. A *true* hardtop convertible couldn't be built.

Well, the car that "couldn't be built" is at Ford dealerships across the land—today!

It's a steel-top sedan with all its snugness and safety. But it's *also* a convertible—with all the wide-open freedom that any sun worshiper ever could want!

Ford built it. And it's just about the most

revolutionary change in transportation since the Ford replaced the horse on the American Road.

When you first watch this all-metal top retract into the rear deck of Ford's new Skyliner it looks like a miracle. But it's no miracle to the Ford engineers who built it.

The same kind of miracles are daily routine for these master planners. They're the kind of miracles that go into every Ford car. Now turn the page and see how this miracle car works . . .

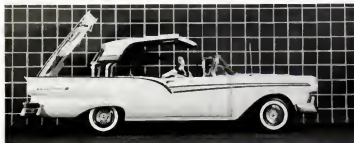
Here's how the world's only Hide-Away Hardtop operates at the touch of a button



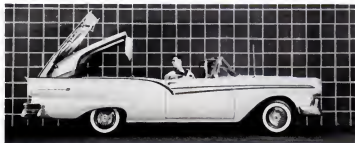
1. The magic begins when you touch the button marked "Top" . . .



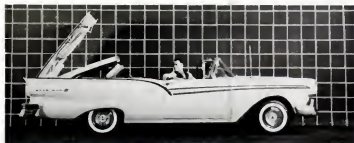
2. Smoothly, electric motors lift the rear deck lid . . .



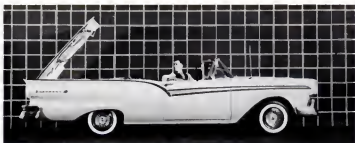
3. And then the top separates from the body . . .



4. Up and back goes the top. Front piece folds down . . .



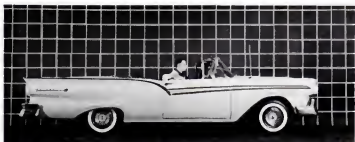
5. Lower and lower sinks the top. Front piece tucks under . . .



6. Now the rear deck lid starts to lower itself . . .



7. Down . . . down . . . goes the deck lid . . .



8. And there you are . . . in the smoothest convertible ever!

Ford's introduction of the Skyliner, world's only all-steel hide-away hardtop, represents the beginning of a new era in automotive design. This *newest* new kind of Ford brings the motoring public the most exciting idea in automobile design since Ford presented the first two-door sedan in 1915.

If you are planning to buy *any* new car—no matter what kind—the fact that Ford created this car is important to you. For all the exhaustive research, planning and testing that went into the Skyliner is dramatic proof of the engineering skill you get in *every* Ford model.

So plan to see this history-making car, this prototype of a whole future generation of cars. It's ready for your own personal inspection now in the showrooms of many Ford Dealers. And ask your Dealer to show you the exciting advances in *all* models of the new Ford line for '57. For all the Skyliner's fabulous engineering is based on the very same "Inner Ford" that has proved the sensation of the industry in all 21 Ford models. These cars surround the rugged "Inner Ford" with the year's most successful styling—neither freakishly radical nor staidly conservative. And the heart of the "Inner Ford,"

of course, is its V-8 engine, made by the makers of 23,000,000 V-8's—more than all other car manufacturers *combined*.

Perhaps the most surprising news of all about this Ford Skyliner is its low price. A comparison of manufacturers' suggested retail prices shows only four "soft top" convertibles (including a Ford) are priced less than the Skyliner!

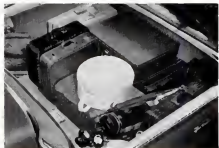
So plan to stop in soon and see your Ford Dealer. After you've watched this mechanical phenomenon go through its quick-change routine a few times, we believe you'll agree that a whole new age of automobiles begins with this car.



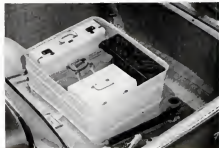
Lovely to look at, the Skyliner is a full 3 inches longer than other Fairlane 500 models . . . already the longest cars in the low-price field! This additional length is evident in the longer, low-line silhouette of the rear deck area—a smooth expanse of uninterrupted beauty. Inside the car there's space galore for six to ride in comfort and luxury. And you'll find many distinctive touches in the details, too.



Choose from five richly textured, all-vinyl Luxury Lounge interiors. All-vinyl means extra durability. And these special new Airweave color-matched upholsteries are designed to give "sea-breeze" riding comfort regardless of the temperature outside. All are combined with a tasteful and harmonizing trim.



Top up, you'll find a vast "cavern" of luggage space—actually enough room to store all of your baggage for a three-week cross-country trip.



Top down, there's plenty of room for all of your week-end luggage in a special protective metal storage compartment in the big Skyliner trunk.

Whichever make of automobile you plan to buy . . . here's what the Skyliner means to you

The fact that Ford created this car with its amazing hide-away steel top is important to everyone who is considering the purchase of a new automobile. It's still another example of how the newest automotive innovations come to you first from Ford.

Whichever Ford model catches your eye—a trim Custom or a luxurious Fairlane 500—you can be sure that it is backed by the same creative skill, the same engineering know-how, the same master craftsmanship that went into the Skyliner itself.

The new
FORD
SKYLINER



world's only
Hide-Away
Hardtop

For the figure that makes
fashion yours...

formfit

There's a new line . . . a lovely life to every outfit . . . when you start your fashion figuring with Formfit. For only Formfit styles specifically for each occasion . . . Playtime, Gaytime, and Daytime . . . making every fashion yours. And always with the comfort that's a Formfit specialty. See the collection of Formfit figure classics at fine stores everywhere.

"DRESS-DESIG" Petite No. 1184 . . . a flattering miracle of style in light Nylon elastic net. Firming front and back panels ease you into lovely line. So easy to choose correct size and fit . . . so easy to buy, too, because it's proportioned to fit in regular dress sizes 10 to 20. White with zipper closure. (Also available as Girls No. 1281) \$12.50

Now, a Romance Brassiere that hooks in front. It's "Stramples" No. 357 in embroidered Nylon. "Cuddlesizing" in each cup lifts and holds you gently. Weist minimizing design in sizes 32A to 38C. \$10.00



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DESIGNED BY DR. MOYER

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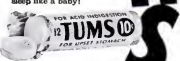


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surer than soda or alkalizers
... which may upset
digestion, produce
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TUMS are ideal because
they neutralize only the
excess stomach acid...
safely, instantly. And TUMS
relief really lasts... lets you
sleep like a baby!



FOR THE TUMMY
STILL ONLY 10¢ A ROLL, 3-ROLL PACK 25¢

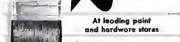
PARK
AVENUE
QUALITY...



AT YOUR
FAVORITE
HARVEY KATZ STORE

MANY PAINT BRUSHES ARE SET IN RUBBER

-but only the best are



At leading paint
and hardware stores

THE RUBBERSET
COMPANY
East Newark 2,
New Jersey

AURORA
finest made for movies... slides...
stores at your neighborhood dealer

AURORA INDUSTRIES, CHICAGO 22

new!

Easy way to seal Jam, Jelly



no paraffin needed!

Better Protection, too, with new BALL "HALF-PINT" JAR

Biggest jelly-making news in years! Revolutionary new Ball "Half-Pint," straight tapered sides like a jelly glass but with screw top, seals without paraffin. Acclaimed by food editors. Tested by thousands of housewives, who say Ball "Half-Pints" are by far the best and easiest for jelly making.

Forget paraffin mess and danger—simply pour hot jelly into the Ball "Half-Pint" and seal just like a Mason jar. Your family-pleasing treats keep beautifully fresh, thanks to Dome Lid protection. Buy new Ball "Half-Pints" for your next jelly jamboree.

You'll love these "HALF-PINT" features!

- Airtight seal with Ball Dome Lid.
- No paraffin mess or danger.
- Ideal for freezing and canning small amounts.
- Straight sides—jelly comes out in perfect mold.
- 100% protection from dust and vermin.
- Stack well, save space—look nice on shelf.
- Perfect size for jams, jellies and relishes.



You're the "Queen" when you delight the family with your own jellies and jams, served from handy new Ball "Half-Pints"!

So easy, this no-paraffin way. Start with strawberries—put up other berries and fruits in season. Happy jelly-making!



Cream-White Enamel Lining protects best. Won't rust or corrode. That's why Ball Dome Lids are best for all canning. Live red-rubber seal; sure test—Dome down, jar sealed.

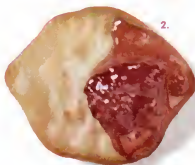


Look and ask for Ball "Half-Pint" Jars, in this blue and white carton. They come complete with Ball Dome Lids. Be sure the jars you get are the new Ball "Half-Pints"! There are no other jars like them. Get a case at your dealer's today!

Featured on Don McNeill's Breakfast Club, ABC Radio Network



new!...tasty, temptin' chippers!



Chip-shaped potato crackers...



Dandy for dips...



soups or sips!

1. Crisp Chippers are ideal for dips.
2. Little nippers like to scoop up their favorite jam with Chippers.
3. Cream cheese, pimiento, chili sauce and parsley make a divine Chipper dip.
4. Salmon, pickle and mayonnaise dip is great with crunchy Chippers.
5. Avocado dip makes a great Chipper dipper.
6. Any soup - from chowder to consommé - perks up with Chippers.
7. Drink 'em tall 'n cool or squat 'n hot with Chippers - the potato-flavor cracker that's a chip, too!
8. Chippers are at your grocer's now. Buy them, try them, you'll like them.

NATIONAL BISCUIT COMPANY®

It takes two . . . to start the day right

UNIVERSAL *Coffeematic Twins*



Matched in Appearance . . . Matched in Performance

It's a happy day that starts with this matching twosome.

The famous Universal Coffeematic with Flavor-Selector to give you wonderful, full-bodied real coffee at exactly the strength you choose, automatically. And matching it in beauty and convenience, the Universal Automatic Toaster with Reflector-Control that toasts *any* bread to the same golden brown without changing the adjustment. Best of all, you can now have these Universal Coffeematic Twins at a saving of \$9.95 less than their regular price.

COFFEEMATIC Regularly \$29⁹⁵

TOASTER Regularly \$19⁹⁵

A \$49⁹⁰ VALUE

Both for only \$39⁹⁵

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



"FORRESTAL" PILOT STUDIES AIRCRAFT INSIGNIA OF MIDEAST PINNED AROUND MEDITERRANEAN MAP

NAVY'S 'GOOD DRILL' COOLS OFF THE CRISIS

For a few tense days the awesome bulk of the U.S. carrier *Forrestal* loomed as a compelling notice to the touchy Middle East and the Communists to keep hands off Jordan. The *Forrestal* had sped to the eastern Mediterranean to discourage any Red or Syrian-Egyptian designs on the crisis-ridden kingdom.

Then, while other units of the Sixth Fleet made a friendly visit to Lebanon's port of Beirut, the big flattop took up a grimly warlike station out of sight—but not out of mind—of the land. Her planes were loaded with live ammo and Marines stood constant guard over her nuclear warheads. Planes sat on her catapults ready to launch and pilots took shifts sitting in their cockpits, between times studying the insignia of other planes they might meet aloft. Day and night her planes took off to fly

businesslike patrols. Riding one such night mission in an A3D Skywarrior atomic bomber, LIFE Photographer Howard Sochurek could read the coastline on the flickering screen of the radar (below).

The *Forrestal* was uninvited and unacknowledged by Jordan's young King Hussein, who did not officially invoke the Eisenhower Doctrine by asking aid. But because she was there the king had a freer hand to deal with the crisis that had threatened to unseat him and bring in a leftist regime. When, at week's end, the king felt free enough openly to accept another kind of U.S. help (pp. 36-37), the *Forrestal* sailed away. The fleet's commander, Vice Admiral Charles Brown, offhandedly described her mission as "a hell of a good drill," knowing well how much his "drill" had accomplished.



RADAR SCOPE on night flight in A3D Skywarrior shines amid instruments, showing segment of coast.

BLOWTORCH GLARE of Skywarrior illuminates men and nearby aircraft as plane blurs into motion.



THE "FORRESTAL" GETS READY TO LAUNCH ITS

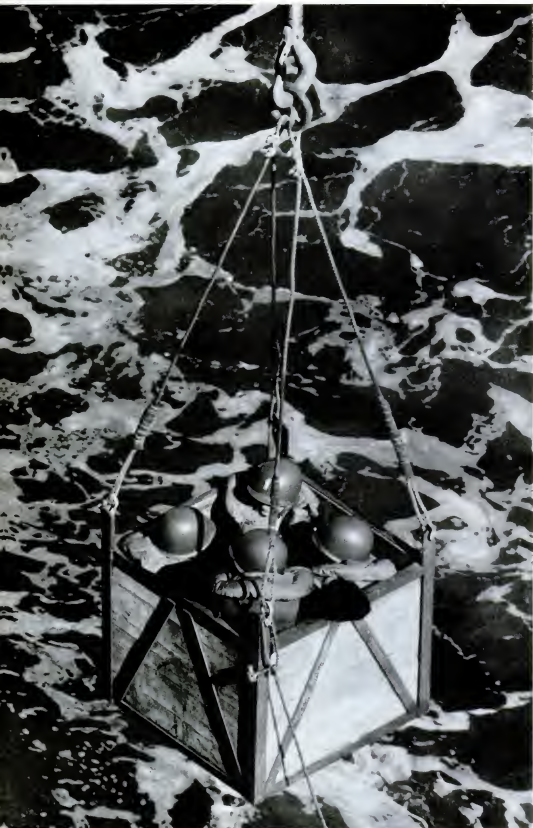




FIGHTERS. THEIR JETS BLASTING FLAMES. TWO F3H DEMONS STAND POISED ON THE FORWARD AND AMIDSHIPS CATAPULTS, READY TO BE FLUNG INTO THE AIR



IN LAUNCHINGS AND LANDINGS OF THE FLEET, A CONVINCING SHOW OF U.S. MILITARY POWER

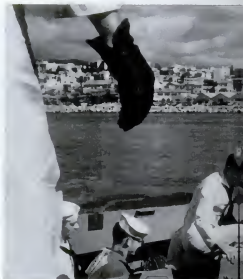


LATE ARRIVALS, sailors left behind on leave in Paris when the Sixth Fleet departed, catch up with

the *Forrestal* at sea. Flown to Naples, they sailed to fleet, were swung aboard in battle gear on highline.



ON "FORRESTAL" NEXT TO A CLOUD OF STEAM



PEACEFUL LANDING is made by U.S. Marines and sailors in Beirut where, on orders from Washington



ESCAPING FROM A LAUNCHING CATAPULT, FLIGHT DECK BOSS WAVES AWAY AN F4U FIGHTER. MEN LIE ON THE DECK TO GET OUT OF THE WAY OF THE BLAST



and permission of Lebanese government, they were sent ashore on liberty with their pockets full of pay.



MARINE REPLACEMENTS, loaded with combat gear, go aboard ship in North Carolina port. Sailing

fresh from U.S., these Marines will take over Middle East duty from battalion that sailed with fleet.



DESOLATE EMPINESS of streets in Amman, Jordan's capital, is invaded when patrol catches a

young curfew breaker. Curfew, imposed for all but two hours daily, relaxed only for food shopping,



WARM GREETING is exchanged by king and U.S. Ambassador Mallory after aid offer was accepted.

FIRM GRIP ON NATION AND A FRIEND'S HAND

In Jordan, King Hussein had publicly ignored the fleet's support because his volatile people are ever ready to flare out against any hint of Western pressure. But he showed more confidence by flying away from his troubled capital for a visit to his anti-Communist supporter, King Saud of Saudi Arabia, and calmly saying, "I can assure you the crisis is ending." When the U.S. proffered \$10 million in aid in recognition of his "brave steps," Hussein felt strong enough to accept it. Then, as the Moslem fast of Ramadan ended, he expressed to the world his faith in his people by lifting the curfew to permit traditional prayers of thanksgiving.



END OF FAST is signaled as Hussein (*left, rear*) prays with government leaders as Ramadan closes.

THANKFUL SUBJECTS and soldiers (*foreground*) flock as curfew is lifted for feast of Eid al Fitr.





HAPPY AT HOME, McCarthy and wife in January adopted 5-week-old girl whom they named Tierney.



LAST CHORE in Washington brought McCarthy to labor hearing March 27. At left is Bob Kennedy

A FIERY CAREER'S QUIET CLOSE

At 48, Senator Joseph R. McCarthy dies suddenly of acute hepatitis

In rural Wisconsin (*center picture*) and in official Washington last week the flags were hung at half-staff to mark the sudden passing of the most controversial American of his day. Even before he died, at 48, of a liver affliction last week, Senator Joseph Raymond McCarthy had achieved a peculiar immortality. "McCarthyism" had already gone into the dictionary. To his enemies the term meant irresponsible accusations and inquisitorial methods in pursuit of Communists. To his friends it meant a crusade to discover and rout Communists from the government.

From the day in Wheeling, W. Va. in 1950 when, as an obscure junior senator, he said that he had a list of 205 (or 57—it never came

clear) known Communists in the State Department, Joe McCarthy rose meteorically to power and notoriety that few senators have ever known. He incurred the enmity of many, including both a Democratic and a Republican President. But it was on the floor of the Senate itself that McCarthy suffered his most grievous defeat. This came when his colleagues voted 67 to 22 to censure him. Thereafter he was never the same striding personality.

He found new happiness as a family man (*above*). But as his political power eroded, so did his physical powers. Beset by many ailments, he was in his last days weary and unheard. When he died last week Joe McCarthy already seemed a figure out of the past.



EMPTY OFFICE has Lincoln quotes on wall: "... what is said against me won't amount to anything."

SALUTING AN ALUMNUS, students face flag at school McCarthy attended, now named for him.





HIS WIDOW, Jean, whom he married in 1953, returns from hospital with Mrs. Garvin Tankersley.



HIS COLLEAGUES, Senators Knowland (left) and Bridges, leave after having called on Mrs. McCarthy.



SURPRISED BY FLOOD after the long dry spell in San Antonio, Texas, Jackie Benise, stranded in her

car, hangs on to a life-line made of spliced garden hoses as group of neighbors comes to her rescue.



INUNDATED BY FLOOD when the Trinity River south of Dallas rapidly overflowed its banks, river

bottom lands had to be evacuated by some 2,500 people. But levees limited damage done by the river.



FLOOD PRECAUTION, a potential conservation pool with concrete-draw-down was built on Crews farm near Lenz, Texas during the drought. Here it is empty.



PRECAUTION'S PAY-OFF, the same pool as at left is filled with flood water and has prevented heavy damage. Steve Crews and son survey it from oat field.

FLOODS BREAK LONG DROUGHT

Midwest and Southwest farmers
turn to the land with new hope

Like a joyous miracle, heavy April rains fell from the sky and rampaged over the Midwest and Southwest where a half million square miles had for years been wasted by drought and where thousands of farmers' hopes had nearly vanished (LJFF, Jan. 17). In Texas, despite extensive flood control preparations, the fall was so great that \$30 million damage was done. City streets were backed up with water and farmlands in 25 counties were awash. But the loss was readily absorbed in the exultation that the great drought seemed to be ending.

The rains came in the nick of time. "If we had had another year of drought," said Texas Commissioner of Agriculture John White, "I believe it would have broken our agriculture back to where it was before 1900." As it was, the farmers were not yet in the clear. There were regions that still had swirling dust storms while others had cloudbursts. In farming regions, the soil would need several seasons of good rainfall for full recovery.

But the heartened farmers turned to. They were ordering from the seed houses again. They were repairing their little-used machines, although they held off from buying new equipment. At cattle auctions there was lively trading in young stock to turn out on the newly green range.

Men like 38-year-old Dale Goldsmith of Garden Plain, Kan. (opposite page) returned to full-time farming. During the drought, he went into debt to keep his 490 acres going, finally had to take a job in a Wichita aircraft plant. "When the rain started falling," said Goldsmith, "I quit to come back to the farm." As he spoke, he stood jubilant in his knee-high wheat.



A LOOK AT THE WORLD'S WEEK



A PICTURE THAT ENDED

A picture of an in-and-out-of-jail racketeer that caused him to go to jail again came to light in New York. Joseph ("Socks") Lanza (second from right) served seven years for extortion and was paroled in 1950. Later he violated parole by accompanying a convicted jewel thief, Dolly Stürrat, alias "Madam Ladyfingers" (second from left), to a nightclub.



← NATO IN NEW SETTING

Meeting in West Germany for the first time since that nation joined NATO, the 15 NATO foreign ministers assembled in the world hall of the foreign office in Bonn. They warned that Soviet propaganda would not stop NATO from using atomic weapons against aggression.



A PAROLEE'S PAROLE

After police came across a picture of them, Lanza was clapped in jail again, but later his parole was restored. This led to a public furor and charges that people high in New York politics had brought about the re-release of Lanza. As two investigations were launched to examine the charges, Socks was sent back to prison to finish out his nine months' term.



↑ KU KLUX LETTER MEN

In a Chattanooga softball league, where most of the teams were sponsored by respectable businesses, a new team appeared wearing the insignia of their sponsors, Knights of the Ku Klux Klan. There were some objections, but the league itself accepted the K.K.K.'s club.



LOTS OF LENIN ON MAY DAY IN MOSCOW

In a spectacular May Day celebration in Moscow, in which more than a million marchers and watchers took part, Lenin's picture was time and again carried past the giant posters of him and Marx plastered on the GUM department store. By contrast, only three or four

posters all day long bore Stalin's likeness, a token that de-Stalinization was still the order of the day. Meanwhile there were the conventional Soviet parade of military might, with little new revealed, and the Soviet leaders' invectives against the West, with nothing new said.



	H. W. HILL	L. P. HUNT	A. D. STRUBLE	W. L. CALHOUN	T. C. HART	F. C. SHERMAN	J. FIFE
A. G. NOBLE	F. A. HART	J. L. HALL	B. J. RODGERS	F. G. FAHRION	C. A. LOCKWOOD	A. H. TURNAGE	
M. B. GARDNER	A. W. FITCH	W. M. FECHTELER	G. B. DAVIS	L. T. DUBOSE	W. L. AINSWORTH	C. F. SCHILT	
H. K. HEWITT	C. T. DURGIN	J. H. HOOVER	R. S. RIGGS	A. E. SMITH	T. D. RUDDOCK	C. B. MOMSEN	
J. J. BALLENTINE	T. L. SPRAGUE	C. B. CATES	W. F. HALSEY	G. R. HENDERSON	J. J. O'BRIEN	A. E. MONTGOMERY	A. S. MERRILL
							C. G. STOCKHOLA

A PEACETIME FORMATION BRINGS TOGETHER 49 WAR LEADERS

At LaGuardia Field in New York, 41 admirals and eight Marine generals, most of them combat leaders of World War II and Korea, assembled with civilian and Navy welcoming officials for a group portrait. Above, identifying names match them row by row. All of them except General Harry Schmidt and Admiral William L. Calhoun were in uniform. In the center

foreground, wearing civilian clothes, is Mayor Wagner's representative James J. O'Brien. Others not in uniform are Navy League officials. On a three-day round of ceremonies called "Operation Remember" put on by the New York Council of the Navy League, the officers were being honored for their wartime service. They had first gathered at the naval academy



G. C. THOMAS W. S. STUHR J. J. CLARK E. C. HOLDEN
 R. W. HAYLER C. T. SIMARD M. E. MILES
 G. B. ERSKINE H. SCHMIDT
 D. E. BARBEY R. B. CARNEY R. I. CONOLLY J. J. BERGEN
 F. J. FLETCHER J. L. KAUFFMAN R. N. FLIPPIN

OF NAVY AND MARINES

in Annapolis where the midshipmen staged a regimental review for them, then flew to New York. They rode up Broadway in a ticker-tape parade and clinaxed their reunion with a banquet. After that all of them except Rear Admiral Milton E. Miles, who is commandant of the Third Naval District, doffed their uniforms and went home to peacetime retirement.



BONJOUR AMBULANCE FOR FRANCOISE

With an uncertain smile, French writer Françoise Sagan (*Bonjour Tristesse*) entered an ambulance to leave the Neuilly hospital near Paris, where she landed after she crashed her British sports car. She came home with a broken shoulder and seven cracked ribs but had the manuscript of a new novel, *Dead Eyelids*.

PRESIDENT TALKING UP THE BUDGET

At the White House, President Eisenhower met 150 members of the Council of the League of Women Voters, urged them to support his foreign aid requests. His appeal was a part of his stepped-up campaign—which he will soon reinforce by a nationwide telecast—for support of his controversial \$71.8 billion budget.



THE TOP 30 U.S. COMPANIES

—AND HOW THEY GREW!

Ranked by 1956 sales

CORPORATION	SALES in billions		NET PROFITS in millions	
	1940	1956	1940	1956
GEN. MOTORS	1.79	10.7	195.7	847.3
ST. OIL N.J.	.82	7.1	123.8	891.5
FORD MOTOR CO.*		4.6		236.5
U.S. STEEL	1.14	4.2	102.2	348.0
GEN. ELECT.	.41	4.0	56.2	213.7
SOCONY MOBIL	.44	2.7	36.4	249.5
CHRYSLER CORP.	.74	2.6	37.8	19.9
SWIFT & CO.	.77	2.4	11.1	14.0
WESTERN ELECT.	.24	2.3	32.7	81.0
GULF OIL	.27	2.3	22.1	282.6
BETHL. STEEL	.60	2.3	48.6	161.4
TEXAS CO.	.34	2.0	31.5	302.2
ARMOUR**	1.40	2.0	16.2	14.6
ST. OIL IND.	.35	1.8	33.5	149.4
DU PONT	.35	1.8	86.9	383.4
SHELL OIL	.25	1.6	15.6	135.8
WESTINGHOUSE	.23	1.5	18.9	3.4
ST. OIL CAL.	.17	1.4	22.4	267.8
GOODYEAR TIRE	.21	1.3	10.3	62.4
NAT'L DAIRY	.34	1.3	11.0	41.7
UNION C. & C.	.23	1.3	42.2	146.2
INT'L HARVEST	.31	1.2	23.1	49.6
REPUBLIC STEEL	.30	1.2	21.1	50.4
SINCLAIR OIL	.21	1.1	3.7	95.9
R.C.A.	.68	1.1	9.1	40.0
FIRESTONE TIRE	.18	1.1	8.6	60.5
DOUG. AIRCRAFT	.06	1.0	10.8	33.2
GEN. DYNAMICS***	.02	1.0	4.1	31.9
PROCTER & GAMBLE	.20	1.0	28.6	59.3
PHILIPS PETR.	.11	1.0	11.5	95.2

* Ford does not have its 1940 figures.

** 1940 totals include Armour of Ill. and Del.

*** Adjusted for mergers.

How's business? How fares the giant and lusty U.S. economy which provides the daily bread of all of us?

Well, to look at just one day's financial page headlines—the day happened to be May Day, which all good Communists celebrate as betiding the decay and doom of capitalism—American-style capitalism seemed to be doing very well indeed. Some samples: U.S. STEEL SHOWS RECORD EARNINGS (the first quarter's net was \$115 million, up 11% from a year ago), EASTMAN KODAK REGISTERS GAINS (its first quarter was up 4%), CITIES SERVICE CO. LIFTS SALES, NET—Both at Records in Quarter—Profit Up 29%. News item: International Business Machines was growing so fast that, having spent \$100 million within a year on new expansion, it was floating \$200 million in new stock for more. Growth seemed to be the keynote in every story that day. Topping up the score for all U.S. manufacturing corporations for the last quarter of 1956, the government reported sales hit \$81.1 billion, up 9%, and profits (after taxes) hit \$4.3 billion, up 16%, both new records. A quick glimpse of how big the growth has been can be got from the table at left.

That is, however, a quick glimpse. Is there something tricky beneath all these surface indications of enormous prosperity? Yes, if you dig far enough, there are some flaws in this picture. But none add up to any major, over-all worry for The Economy. Herewith are a few facts and highlights which seem to be significant:

► Some U.S. business leaders and some labor leaders—usually those over 45—share a "Sewell Avery neurosis," an uneasy feeling built on 1930 memories that any time business moves downward at all, the bottom may fall out. The fact is that 1957's built-in props and safeguards make a large depression so unlikely that Chicago Banker Ernest Baughman tells audiences, "If I were running a large business today I would not try to keep it in condition to weather another depression. . . ." (He finds older men frown when he says this, younger executives nod.)

► Walter Reuther, who is 49 and an Avery neurotic, still complains of "uneven prosperity" whenever auto employment shows the least quiver. But Reuther has failed to notice a vast change our mass-consumption economy is working in the very nature of employment. A decade ago two thirds of the country's workers were engaged in producing goods (including food); today more than half are engaged in selling or distributing goods and providing services. As industry gets mechanized and automated, the worker is not being fired from the bench but freed from the bench and getting more chance to move around.

► The boom is not exactly breaking records right now. Some parts of the economy are in a mild recession, enough so that the whole

economy, instead of moving upward, is moving sidewise and a bit downward. But the thing in motion is massive, a fact which depression's burnt children forget. Ford's Sales Executive J. C. Doyle aptly characterizes such pessimism as exists: "We insist that it is our birthright to go through life skimming the cream off the top of the bottle. Anything less dissatisfies and scares us. We want a zoom on top of the boom."

► This boom is unevenly distributed. Big companies are getting bigger (the 50 biggest got 27% of all sales) and the smaller are having a tougher time, reflected at the moment in a rising rate of business failures. One offset: the biggest of all, General Motors, is currently slipping a bit. Another offset: a greater spirit of enterprise in the Eisenhower climate, which has encouraged more new businesses to get started.

► Dividends are rising—up \$900 million last year to \$12 billion.

► One real danger signal: inflation is also growing. In a year the cost of living rose nearly 3.6%, the first jump under Eisenhower big enough to be alarming.

► Stock prices are still well below their 1956 peak. But the market's ability to go on absorbing huge issues of new stock (\$5 billion in 1956) indicates great strength.

► Many economists feel that the boom's ups and downs, which periodically draw some alarm, are just the normal pulse of this new giant the U.S. economy has become. The rhythm of this pulse reflects the great success of indirect controls, used by the Federal Reserve, to tighten or loosen the economy's collar as its blood-pressure changes. ► The boom's underlying growth continues. A sample: the airlines, their profits badly knocked by rising costs and frozen fares, nevertheless find their traffic up 8% or more from a year ago. Business plant expansion in 1957 is expected to rise 12%. Note well: all the current softness in business is in manufacturing. The service industries, particularly sport and travel, are holding steady or expanding, indicating high consumption and greater leisure.

► American people are well-heeled. They have a net worth of \$875 billion (rs. only \$130 billion in debts), are now socking away 7½% of their income. One-third of all buying today is for cash on the barrelhead.

Nevertheless, this tighter-fisted American still sees the American future through rosy glasses. His mood, reflected three years ago in a trend toward pink in designs, now seems to be turning golden—golden gas pumps, oil cans, buildings, the Studebaker "Golden Hawk." The mood was well expressed by one under-45 tycoon: "Either business is entering a whole new era of vast growth, or we're riding the peak of an inflationary froth. I'm not enough of an economist to tell which, but my intuition tells me it's the first."

NEW! ITALIAN-STYLE SPAGHETTI WITH 6 MEATBALLS



SUPERBO—This is our new thin-strand spaghetti with not 2, not 4, but 6 meatballs. Spicy and succulent. Beefy. And a sauce with an accent unmistakably Italian-style. Good solid nourishment for your family.



FRANCO- AMERICAN



20 Daytona stock car winners...

Stock cars, sports cars, experimental cars—more than 300 battled in NASCAR's great Panorama of Performance. Every make of tire was eligible but Firestones were the overwhelming choice of the winners!*

You have to have a whopping big edge to win a vote of confidence like this... because the annual Safety and Performance Weeks at Daytona Beach, Florida, attract all the hot cars and all the hot drivers.

There are veteran race drivers, top-ranking mechanics, skilled amateurs, sports car champions, factory teams. There's every type of competition—straightaway speed runs on the beach, sports car racing, acceleration runs, three major closed course races on the rugged 4.1-mile NASCAR track.

There's a lot of argument about which is the best car. But there's no argument about which is the best tire. That's Firestone, for sure! Thirteen new Daytona stock car records were set on Firestones, at speeds ranging up to 166.9 m.p.h. The team winners of the all-important Manufacturers' Trophy were *all* on Firestones.

Firestones are first choice with expert drivers, professional drivers, for one reason: They know that no other maker can equal Firestone's decades of experience with high-per-



From lessons only Firestone has learned on the sands of Daytona, and on every other competitive speed, endurance and safety run in America, comes a new kind of super-strong tire to give you a new kind of superhighway safety.

New
Firestone
Nylon "500"

**WITH NUCLEAR-CONTROLLED
 NYLON CORD BODY**

Right now a new kind of safety can be yours for all your driving, whether it's on a cross-country trip at a superhighway pace, or on a supermarket errand in downtown traffic. It's yours in a great new tire—the Firestone Nylon "500."

To make the Firestone Nylon "500" for your car, Firestone engineers started with a cooler-running rubber compound, especially made to take the tire-torturing heat that's part and parcel of today's superhighway speeds. To that they added the super-strength of nylon, formed into cord plies so uniformly sized for strength and durability that it took Firestone's five-way nuclear-control process to do it.

So see your nearby Firestone Dealer or Store about safety-trading your present tires for the smart-looking new Firestone Nylon "500." Or ask for them on your new car. They're the best safety bargain you can buy! Convenient terms—your present tires will make the down payment.

17 rolled on Firestones!



formance tires—that Firestone has accumulated a knowledge and technique of tire building that is incorporated in every tire it builds. That's why they pay full price to run on Firestones. In short, Firestone builds in the "peace of mind" that is absolutely essential to the high-speed driver—and vital to the family driver on today's modern highways. When it costs no more, why shouldn't you have the best?

Firestone

BETTER RUBBER FROM START TO FINISH

Enjoy the Voice of Firestone on radio or television every Monday evening over ABC

Copyright 1957, The Firestone Tire & Rubber Company

*National Association for Stock Cars

NO ARGUMENT HERE -

Pontiac landed the Prize!



Seems like everybody's casting his vote for Pontiac as the new-car catch of the year! What's the lure?

Bet you'd guess it was Pontiac's styling, from the looks of those bright, breezy colors and eye-baiting lines.

And styling is part of it, all right, but what really gets people is the way this baby takes to the road. Try it and see. It's hard to tell what will impress you most: the eager-to-please response of Pontiac's all-new V-8 engine, the snap-finger action of its perfected controls or the buoyant softness of Level-Line Ride! But one thing's sure: You'll agree with the others that Pontiac's the prize! Come in the very first chance you get— and step out in America's No. One Road Car!



PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

IT'S ON THE RECORD—

Pontiac topped 'em all, regardless of size, power or price in official stock car competition!



ESCORTING BLANKETED VICTOR, IRON LIEGE, TO BARN, EXERCISE BOYS LEWIS WILSON AND J. D. CALVERT, ON LEAD PONY, WAVE TRIUMPHANTLY TO CROWD

SECOND CHOICE'S SUDDEN LUCK

After Calumet gets bad Derby break, its Iron Liege gets a good one

The finish of the 83rd Kentucky Derby last week sent Calumet Farm exercise boys whooping up the track and brought Trainers Ben and Jimmy Jones, father and son (right), together in a gleeful handclasp over their sudden turn of luck. Their underrated colt, Iron Liege, had just been posted the winner in the tightest Derby race in 24 years.

A couple of hours before, the Joneses' luck had seemed terrible. They had come to Louisville with two crack three-year-olds, Gen. Duke and Iron Liege, the strongest Calumet entry since the great Citation and Coaltown in 1948. But preparing for the race, Gen. Duke, the

stable favorite, bruised a forefoot and was reluctantly scratched hours before post time. Gloomily the Jones boys put all their hope for a sixth Calumet Derby victory in "second fiddle" Iron Liege, a promising horse that had never won a stake race.

On the track, under Jockey Willie Hartack's inspired handling, Iron Liege acted just as if he always had been a winner and at the finish his nose was barely inches ahead of second-place Gallant Man. But a hurried inquiry by the stewards after the race revealed the extent of the Jones boys' amazing luck—and the biggest boner in Derby history (see next page).



HAPPY TRAINERS BEN (LEFT) AND JIMMY JONES SHARE VICTORY SHAKE →

CONTINUED



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SHOEMAKER'S MISTAKE of standing in the saddle is made as Gallant Man (left, foreground) is gaining on leading Iron Liege (right) near the finish line.

A BONER OUT OF A NIGHTMARE

As the horses hit the stretch, English-bred Gallant Man was making a driving bid to become the first foreign horse in 40 years to win the Derby. But about 70 yards from the finish, Jockey Willie Shoemaker suddenly stood in his stirrups as if to pull up and Gallant Man momentarily cased his stride. He quickly resumed his pounding pace but just missed overtaking Iron Liege in a finish so close that the judges had to see the official photo (below) before announcing the winner.

Few in the crowd of nearly 100,000 saw Shoemaker's slip but the race stewards called him on it. One of the top jockeys, he admitted sadly, "I got confused and took the 16th pole for the finish line." To Texan Ralph Lowe, owner of Gallant Man, Shoemaker's boner came as bitter irony. Before the Derby he was telling friends of a nightmare dream he had in which his horse stopped running before the finish.



OFFICIAL FINISH PHOTO which judges consulted before deciding winner shows Gallant Man, who was coming up fast, only inches behind Iron Liege.

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26' Cruiser sleeps 4. Full-fl. inventory. Speeds to 28 mph.



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GINGERLY SETTING HIS HAT ON BANDAGED HEAD, FRANK COSTELLO STARTS HOME AFTER HAVING WOUND TREATED

A VERY CLOSE ONE FOR COSTELLO

What had begun as a pleasant evening on the town ended as a night of fright for Frank Costello (above), racketeer more or less emeritus, and his wife (below). Costello, out on \$25,000 bail pending review of his appeal on a five-year sentence for income tax evasion, had wine and dined at two posh New York restaurants and then headed home early.

As he strolled into his apartment building on Central Park West, a gunman followed along and fired

at him. Still lucky after a luck-filled life, Costello turned his head at just the right moment. The slug grazed the side of his skull, leaving him bloody and scared but alive. Mrs. Costello hurried to his side.

New York City, fearing that gang reprisals might break out, hurriedly set 66 detectives to work to find out who done the shooting. Philosophical about the hazards of his calling, and true to its code, Costello—if he had a notion who done it—offered no clues.



TRYING TO HIDE HER FRIGHTENED FACE, COSTELLO'S WIFE, LORETTA, HURRIES TO JOIN HER WOUNDED HUSBAND

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Only **Ballantine[®] Ale** brews
"Brewer's Gold"

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Today's trend to Ballantine light Ale fits right in with the modern taste for the genuine in food and drink. "Brewer's Gold" is a rare, choice hops . . . one big reason for Ballantine Ale's deep, rich, genuine flavor! Ballantine alone uses its famous true-ale recipe to capture the precious, delicate flavor of "Brewer's Gold". In all the world, no other beverage brewed has such extra excellence brewed into it. No wonder Ballantine is today's favorite ale by 4 to 1.

It's the trend, friend! They all ask for ale—

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New Tilt Cab Trucks—the lowest priced "Tilt Cab line" in America! Six new series, up to 60,000 lbs. GCW.

NEW Cabs! New stronger "double-floor" construction! New inboard step, new Hi-Dri ventilation, new visibility!

NEW Heavy-duty Valves! New high-nickel alloy intake valves! Sodium-cooled exhaust valves for longer life!

NEW Chassis Strength! New frames with deeper, stronger side rails. New, more durable axles. New suspension!

NEW Power Advances! New higher compression! New optional power-boosting fan gives up to 15 more usable horsepower... new thermostatic-controlled carburetor intake! New reinforced pistons with steel groove-inserts for top rings! New Super Filter air cleaner—stops 90% of dirt ordinary cleaners miss—re-usable filter element!



New Ford Ranchero! Carries more than half a ton with ease, yet rides, handles and looks like a fine passenger car!



New Styleside Pickups! America's biggest pickup bodies—standard at no extra cost! Available in 6½, 8 or 9 foot lengths.

THE BIG FLEETS BUY MORE FORDS THAN ANY OTHER MAKE!



New Pickup. With Style-side body, standard at no extra cost. Biggest load-space of any half-tonner.

New Big Jobs— heavy duty throughout. New, more durable engines. New stronger chassis. Up to 45,000 lbs. GVW.

Two-fisted power! Tight-fisted economy!

Double-barreled reason why Ford Trucks Cost Less

Two-fisted power . . . and plenty of it in Ford's new "heavies" for '57! Choice of five husky engines, up to 212 hp—and every Heavy-Duty V-8 has 4-barrel carburetion as standard! Toughness that stands up under punishment, too—engine features include reinforced pistons with steel-lined top ring grooves, stronger valve trains and camshafts, sodium-cooled exhaust valves!

Tight-fisted economy . . . right from the start! First cost is low, right down the entire Ford line—Ford's new Tilt Cab line, for example, is the

lowest priced Tilt Cab line* in America. Every engine has Short Stroke design for low running costs. New sturdier frames, axles and cabs contribute to longer truck life. And independent studies of over 10 million truck registrations *prove* Ford Trucks last longer!

Everywhere—in engines, cabs, chassis—Ford has put modern design to work. Result: power and economy that pays off in higher performance, lower costs, longer life! Contact your Ford Dealer for full details!

*Based on a comparison of factory-suggested list prices.

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Springtime

Here, in the latest pattern in 1847 Rogers Bros., you see a new idea in silverplate art. Instead of the usual "raised" design, Springtime's dainty flower sprig is wrought into the silver itself—each petal so perfect it looks "cut in" by hand.

Notice, too, the "balanced" place setting—each piece curving toward the plate. Let Springtime bring refreshing new beauty to *your* table through all the springs to come.

52-piece service for 8—only \$99.75. Convenient terms. See matching tea service, trays, platters, too. (Also available in Canada.)

International
sets the
loveliest tables
in America



1847

1847 ROGERS BROS.

America's Finest Silverplate

Made only by The International Silver Company, Meriden, Conn.

WRIGHT PICKS A FIGHT IN ARIZONA



IN PHOENIX WRIGHT DEFENDS PLAN FOR CAPITOL

Architect scorns a skyscraper and offers a weird substitute

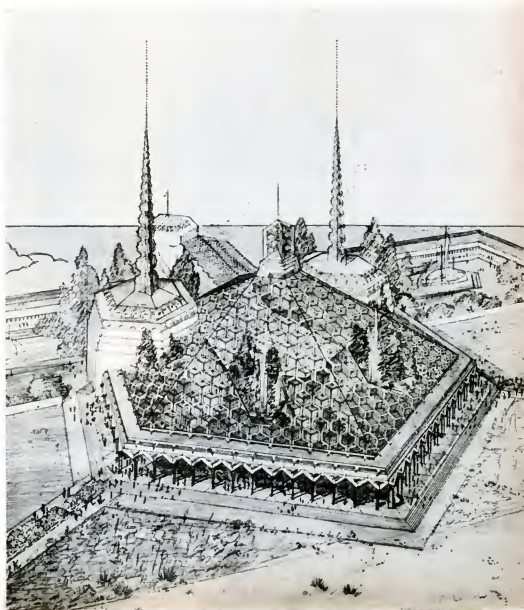
Except for getting his own way, there is nothing Frank Lloyd Wright, 88-year-old architectural genius now living near Phoenix, Ariz., likes better than a fight. Last week he was in one in his own backyard. A year ago the Arizona State Planning Commission asked a group of architects to design a replacement for the outmoded, termite-ridden capitol.

The architects drew up plans for a skyscraper which Wright pronounced a "dated New York monstrosity." Then he countered with his own plan for a domed hexagonal structure. It would, said Wright, "reflect Arizona, the youngest and most beautiful state." It looks, said his critics, "like a Siamese house of ill-fame." The state senate has approved the skyscraper and not even Wright thinks he can win, but he is still boosting his plan, still enjoying a lovely fight.



ARCHITECTS' PLAN (above) calls for a 20-story shaft for gubernatorial and executive offices, Senate in the left wing, lower house in right wing. Built near present capitol site, it would cost \$7 million.

WRIGHT'S PLAN (below) calls for domed hall leading to senate and house chambers, topped by TV spires for broadcasting legislative sessions. Others are in background. Building would cost \$5 million.





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good hands with Allstate!"**

If we used every page of this magazine, there still wouldn't be enough room for all the pictures of Allstate Auto Insurance policyholders who have written their personal thanks to Allstate's claim department during the past 25 years.

Throughout the United States and Canada, you'll find lots of folks like these who are enthusiastic about Allstate's claim service. And they ought to know because each has had a first-hand look at Allstate in action. They can tell you from *personal experience* how Allstate goes out of its way to give the friendliest, fastest, fairest claim service possible.

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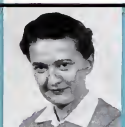
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LIKE THEIR FOREFATHERS BACK IN THE WINDJAMMER DAYS, "MAYFLOWER'S" SAILORS HANG INDECOROUSLY OVER THE YARD TO ADJUST THE SPRITSAIL

SAILING WESTWARD WITH A CARGO OF HISTORY



"LIFE" TEAM. Photographer Gordon Tenney (left) and Maitland Eley, check their pictures aboard ship.

Mayflower II, "a good tough ship of Devon oak," was working her way west across the Atlantic to Plymouth, Mass., trying to duplicate a famous voyage of 337 years ago. Aboard the 180-ton replica of the Pilgrims' ship was a crew of 27, commanded by Australian Alan Villiers, and a LIFE photographer-reporter team. Built as a reproduction of the first *Mayflower*—without, however, copying "one of the main beams in the midships bowed and cracked" that Governor Bradford noted—the *Mayflower* makes a bow to modernity by carrying radio and radar.

When she sailed April 20, Captain Villiers had hoped to make port by late May, but last week the crew seemed to have need of their Elizabethan sailing orders to "preserve your virtials." A radio message said she had altered course southward to pick up trade winds and could not reach Plymouth before mid-June.



CAPTAIN AND GUEST, Villiers in Pilgrim garb and Plymouth's Lord Mayor Oats, stand on deck.

CROWDS ASSEMBLE ON THE WATERFRONT AT PLYMOUTH, ENGLAND, SCENE OF ORIGINAL SAILING, TO WATCH THE "MAYFLOWER" WAITING FOR FAVORABLE WIND



CONTINUED

Something about that man...



Easy to hold, in the smart decanter bottle

NEW ICE BLUE AFTER SHAVE

New aroma!

A unique scent-prolonger, M-10, makes the ice blue aroma of new Aqua Velva really last. 1500 men tested leading after shaves. New Aqua Velva won hands down. And their girls loved it.

New action!

A new skin conditioner, Humectin, in Ice Blue Aqua Velva "gives your skin a drink." It replaces skin moisture removed by today's closer shaving razors and skin-parching push-button shaves.

New feel!

Ice Blue Aqua Velva refreshes in a new way. It cools without bite—tingles without sting. 60¢ and \$1 at drug and food stores. Made by williams—world leader in fine toiletries for 117 years.





OUT AT SEA on second day, *Mayflower* is photographed about 26 miles from Plymouth, flying British merchant flag, the "red ensign," which was actually

created 63 years after original *Mayflower* voyage. She lay becalmed most of the first night, but now wind fills her sails and gives her about three knots speed.

Fedders "Thin...and Low" Air Conditioners

take 46% less space...save re-wiring costs...use less current



Only Fedders has **Unimount**[®] compressor
 –gives performance never before possible

Greater cooling power . . . revolutionary space-saving design . . . vibration-free performance . . . lowest installation and operating costs – all these advantages are yours because the Unimount[®] Compressor is the "heart" of 1957 Fedders!

For multi-room cooling. Fedders has pioneered the new 1-HP Supreme that needs no 230-volt re-wiring, saving you up to \$150 on installation. This powerful Fedders runs on regular 115-volt electricity . . . operates on any circuit that a standard $\frac{3}{4}$ HP 12-amp

model can use, and requires no more current.

For average rooms, Fedders $\frac{7}{8}$ -amp $\frac{3}{4}$ HP Supreme gives efficient cooling on 40% less electricity—less than a toaster, hand iron or similar plug-in appliance.

Ask your Fedders dealer to demonstrate these all-new "Thin . . . and Low" Fedders, with every quality feature – 2-speed controls for day and night cooling . . . exhaust and ventilation . . . no-draft Weather-Wheel grille . . . built-in thermostat. All Fedders are triple-tested, sold with 5-year warranty.

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Thin!
 . . . doesn't stick way out
 . . . no ugly overhang,
 Inside or outside.

Low! . . . doesn't stick way up
 . . . doesn't block the view or
 shut out the light.

An exclusive Fedders achievement—"Thin...and Low"
 Air Conditioners are 46% smaller over-all, but deliver
 the extra cooling performance that has made Fedders
 the world's largest-selling air conditioner.



You can rely on
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World's largest-selling
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Created for your Summertime
 Enjoyment... **Brach's**
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Look for These Fine Brach's Summertime Candies Being Featured at Candy Stores Everywhere. 1) Brach's Burgundy... inviting hard candies with liquid centers, and chewy Toffee. 21) delicious kinds. 2) double-fluffed Marshmallow Circus Peanuts. 3) fresh-tasting Coconut Ban Buns. 4) fruit and spice flavored Sunbeam Kisses. 5) Jelly Beans. 6) Butterscotch Balls. 10) Swedish Kisses. 11) Kentucky Mints. 12) Wintergreen Lozenges. 13) Baby Mints. 14) Starlight Mints. 15) chewy Caramel Bullies. 16) Candy Corn. 17) French Burnt Peanuts. 18) crisp Nut Goodies. 19) Flavorful Spicettes. 20) tender Jelly Nougats. 21) Orange Slices. 22) Spearmint Leaves.



Brach's
FINE CANDIES



This maternity ensemble is one of a series created exclusively for Mennen by noted designers.

To Every Lady-in-Waiting

A little sun is good for
a little son or daughter

Sun bathe baby with your doctor's guidance. But toast lightly, please on back and front the first day . . . with baby's skin protected by Mennen Baby Oil with lanolin! It's the same *pure, non-greasy, non-staining* oil you'll use for bathing baby until the navel heals.

You'll see Mennen Baby Oil on beaches everywhere because it helps give a more even tan, soothes the skin and relieves that dried-out feeling sunshine so often brings! Try it! Mothers buy this famous Baby Oil, along with Mennen Baby Magic and Powder, weeks before the baby comes.

PREVENTS DIAPER RASH when used regularly. Baby Magic heals it, too. Prevents prickly heat. Giant size, \$1. Squeeze bottle, 60¢.

ANTI-CHAFING POWDER! Resists perspiration and diaper moisture. Clings longer, too. Refreshes baby from head to toe. 30¢ and 55¢.



BABY-CLEANSING OIL! For oil baths until navel heals. Use regularly to cleanse diaper area without harsh rubbing. 50¢ and \$1.

ALL TAX-FREE

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babies
its



Mennen

Tiny Queen for a Day

A BABY'S WOES HELP WIN BIG TV CONTEST

Five hundred gurgling babies and their giggling mothers packed Los Angeles' Moulin Rouge nightclub one day last week for the annual running of one of the biggest and gaudiest baby contests. The mothers, toting from one to three diapered delights in their arms and no end of private sorrows in their hearts, were trying to get on NBC-TV's *Queen for a Day* show which awards prizes to women with troubles.

On "Baby Day," the best combination of mother's blues and baby's beauty takes the booty. Blue-eyed Mylinda Sue Day (*below and right*) and her mother were the winners by the vote of the studio audience. The mother's prizewinning plaint: she needed new special shoes for her pretty baby's feet. Mylinda got them—a full five years' supply, as well as clothes and soap for the period, talc, oil and evaporated milk for a year, a papoose-carrier, a crib and a mattress, a \$2,000 scholarship and a Hollywood sightseeing tour if she and mama wanted it.



IN LINE outside the Moulin Rouge, Mylinda Sue waits patiently and glumly for the judging to start.

ON THRONE, robed and crowned Mylinda Sue reaches for bottle she sights across nightclub floor.





Kromex — the lifetime gift. Enduringly beautiful in satiny, seamless tu-tone aluminum, with gay Pink, Turquoise, Yellow or Black trim. Just like fine sterling or china . . . matching pieces can be added anytime. Buy now while your dealer is featuring this exceptional value . . .

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FREE Bridal Gift



For gracious entertaining . . .

This exquisitely styled **TIDBIT TRAY FREE** with the purchase of the famous **Kromex 9-PC. STARTER SET**

Two exciting surprises for your favorite bride, in one handsome gift box. *Starter Set* (shown at top) includes 2-Pc. Kingsize Kakover, 4-Pc. Kanister Set, 3-Pc. Range Set.* *Beautiful Gift Tray* is 8 1/2" in diameter, with a gleaming mirror-chrome finish — royal service for party-time tidbits and canapes. Available (for a limited time only) at leading gift and housewares departments everywhere.

COMPLETE \$16.80†

*Also available separately

OTHER FAVORITES FROM

for Father's Day—June 16
DELUXE FRIGITOR
Holds heat or cold. Big capacity for outdoor serving of ice cubes (4 trays) or food. **\$12.95†**



THE KROMEX TREASURE CHEST OF GIFTS

for Mother—Any Day
HOBESS SUSAN
Sparkling cut glass sections on gleaming 14" chrome tray. **\$6.95†**



† Higher in Western States and Canada

KROMEX CORP. • Cleveland 3, Ohio



JUICE TRAY CARRIER serves tableful of Newell triplets waiting for show to go on. Nurse doing serving is one of 15 hired to help harried mothers.



AT FORMULA TABLE, attendants mixed baby food to order. During show they served more than 25 gallons of milk and 1,000 cans of strained foods.



ON CHANGING TABLE, eight entrants get clean diapers provided free by one of the show's sponsors. Attendant (left) give mothers tips on technique.

What do your doodle-drawings reveal about you?



Happy as a clam—If you draw happy faces like this, you're probably likeable and well-adjusted. Chances are one of Esterbrook's medium points for general writing would suit *you* best. Choose your point from Esterbrook's 32.



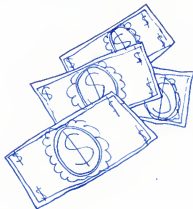
Conquering hero Looks like you're the Napoleon type. You conquer every obstacle to reach your goal . . . because you're strong and forceful. Naturally, you'd be wise to try one of Esterbrook's broad stub points for really he-man writing.



Reliable and careful It looks as if you're a hombody and a good provider . . . like detail work, too. One of Esterbrook's extra-fine points or the special bookkeeping point—would be your best bet. They're perfect for precise writing.



Wary and watchful—You don't trust everything you hear or see. You need *proof* before you buy. That's why Esterbrook is your pen. No frills or fanciness . . . but honest quality that proves itself out in the world's most dependable writing.



Ambitious Either you're rich or you'd like to be. You know the value of a dollar—which is a good reason for buying an Esterbrook at a thrifty \$2.95. It can last for life . . . because: if a point is damaged, you replace it in seconds for 60¢.



Artistic—You're an artistic sort and like pretty girls. Rather a nice combination. For writing, you probably will prefer a flexible pen point that gives a beautiful shaded line. In any case, you'll find *just* the point you like among Esterbrook's 32.

Choose exactly the point for you from Esterbrook's 32



Esterbrook[®]

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Here are 5 of Esterbrook's 32 replaceable points



Prices slightly higher in Canada

NOT A LUXURY... BUT A MODERN NECESSITY!

Roll-o-matic

PORTABLE DISHWASHER-DRYER



The minute it enters your kitchen, you know your dishwashing problems are in good hands. So relax. Let Roll-o-matic do the work—while you do the things you want to do.

Sure sign of a modern home, this wonderful new dishwasher-dryer makes mealtime a pleasure, dishwashing a breeze, and living much more fun. Roll-o-matic stows away an entire day's dishes meal by meal, gets them done at one time automatically, then stores them away in two big trays until ready to be used again.

Smart, efficient, full capacity, too. Yet, it's completely portable. Roll-o-matic rolls silently to sink, then quickly pre-rinses, washes, triple-rinses, and dries dishes to sparkling perfection by circulating superheated air. No plumbing, no installation necessary.

Why not treat yourself to a new Roll-o-matic this very day. Gleaming white, with smart trim of yellow vinyl. Best of all, this modern household necessity costs less than \$200 in most localities.

ONLY AMERICAN KITCHENS HAS THE EXCLUSIVE ADD A DISH PORTABLE DISHWASHER! Add the dish you've overlooked without resetting, without the loss of hot water or detergent!

ROTO-TRAY DISHWASHER-DRYER—Permanent installation. Exclusive Roto-Tray Action washes dishes three times cleaner than by hand! Choice of undercounter and dishwasher-sink models.



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Roll-o-matic Dishwasher-Dryers • Roto-Tray Dishwasher-Dryers
Kitchen Cabinets • Food Waste Disposers • Built-in Ranges, Ovens
Distributed in Canada by Moffat, Ltd., AVCO Mfg. Corp.

TINY QUEEN CONTINUED



TIRED TRIPLETS await decision. Michele and Marie Newell nap on their father's knees while their brother Mark (right) is jugged by his mother.



WIDE-AWAKE WINNER in arms of show girl gets crown from assistant producer as MC Jack Bailey and her 19-year-old mother, Linda Day, watch.



any port in the sun

Jantzen
sunclothes

the look a man likes... the look of a girl perfectly tailored for action... the look of a girl alive to the time and the place... as in these new Jantzen sunclothes that take their cue from the French navy and go to sea cool and crisp and beautifully ship-shape. Left, "Navy Brass" cotton shorts. "Midi" shirt, each, 3.98... right, "Summer Duck" waders 6.98, in Greenwood finest Sanforized cotton duck, "Bermuda" cardigan 6.98, "Lucky" tee shirt 2.98... at most store. (prices in U.S.A.)

Jantzen Inc. Portland 8, Oregon



Response to nature

A graduate of Bennington College in Vermont, Helen Frankenthaler started painting realistic landscapes, moved toward an abstract

style to express her emotional response to nature. In New York studio she spreads painting on floor, often works in middle of it.

Women Artists in Ascendance

YOUNG GROUP REFLECTS LIVELY VIRTUES OF U.S. PAINTING

In the art-filled centuries of the past, women rarely took up serious careers as painters or sculptors. Of the daring few who did, barely a handful achieved any lasting stature. In America, where during the 19th Century every well-bred young lady learned to while away idle moments painting pious scenes and sedate still lifes, art as a profession was left to men. Today the picture has changed. A sizable and remarkable group of young women is resolutely at work and their art is being sought by leading museums, galleries and collectors.

This movement has been building up ever since Philadelphia's Mary

Cassatt pioneered in the field before the turn of the century. Subsequently, artists like Georgia O'Keeffe, Loren MacIver and I. Rice Pereira earned significant reputations. But the real advance came in the 1940s when, paralleling their achievements in other professions, women in growing numbers began to distinguish themselves as artists.

On these pages LIFE presents five of the outstanding young women painters in the U.S. None over 35, they work in the varied styles that characterize the lively American art scene and have won acclaim not as notable women artists but as notable artists who happen to be women.



Jumble of the City

Most celebrated of the young American women painters, Grace Hartigan, who comes from Newark, N.J., has developed a brilliantly bold,

semi-abstract style to capture the parish jumble and excitement of the market district of New York's lower East Side where she lives.

CONTINUED



Warmth and light

Enamored of nature and, as she says, "the light around things," Nell Blaine paints outdoor scenes and still lifes at her windows with the exuberant lines and warm tones of a bouquet. From Richmond, Va., she lives in New York and supports herself by doing layout work and teaching painting.

Energetic images

Born in Chicago, Joan Mitchell has become one of the leading young exponents of the abstract-expressionist school. Working in both New York and Paris, she has evolved a spontaneous, complex style to produce energetic images of "remembered landscapes which involve my feelings."





Restless vigor Though she works as a New York fashion model, Jane Wilson spends up to eight hours a day painting. Born in Seymour, Iowa and

married to a composer, she paints figures and landscapes suggesting impressionist art but with a restless, forthright vigor that is modern.



Drink this hearty coffee as strong as you like ...

It still can't get on your nerves! Drink as many cups as you like ... as often as you like ... Sanka still can't make you jittery or keep you awake. All pure coffee. 97% caffeine-free.

NEW INSTANT SANKA COFFEE



A Product of General Foods



BENEATH A STAND OF CANADIAN FIR HUNGARIAN FORESTRY STUDENTS OF SOPRON UNIVERSITY HEAR LECTURE FROM TRENCH-COATED DEAN KALMAN ROLLER

COLLEGE AMID ALIEN TREES

Refugee foresters reach Canada

Until last November the Forestry School of Sopron University had enjoyed almost 150 years of academic life in Hungary. Today Sopron Forestry School is going full blast on a campus transplanted 7,500 miles to the far-off woods of Canada's Pacific coast.

When the Russian tanks reached Sopron, 291 students and faculty, more than half the college, escaped on foot through their familiar woods to the Austrian border, five miles away. They gathered in the same refugee camp where

they were discovered by Canada's immigration minister who arranged to move them en masse to the Forestry School of the University of British Columbia.

Since the Vancouver campus was crowded, the newcomers were settled 80 miles to the north in a construction camp of the Powell River Company. Next fall they will transfer to Vancouver, paying their way by outside work. Until then they will be studying both the language and the forestry lore of their new home.

ADVENTURES of COL and GATE

I'M LEAVIN' THIS EARTH-
CAUSE SHAVIN'S A BORE!



WITH A COLGATE SHAVE,
MAN, IT'S NO CHORE!



THAT'S THE SMOOTHEST
SHAVE I EVER TOOK!

AND YOU GOT THAT
CLEAN-CUT COLGATE LOOK!



COLGATE SHAVE CREAMS

For that Clean-Cut
Colgate Look!



TRY COLGATE LOTION, TOO!

SMELLS REAL
NICE -
WITH A
TRACE
OF SPICE

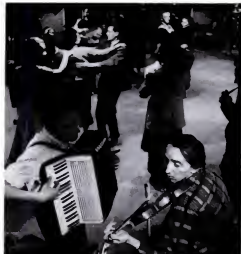


FIRST ASSEMBLY takes place in front of barrackslike school buildings as students give ceremonial greeting to

professors. Canadian and Hungarian flags were dipped during singing of Hungarian and Canadian national anthems.



FRATERNIZING, Canadian Cub Scout shows Hungarian boy how to work a plastic toy gun, a gift from Scouts.



MAGYAR DANCE is accompanied by "Sopron University Four" with borrowed instruments as students do a cardas.



SMALLEST HUNGARIAN is Louis Szablya, 4-month-old son of faculty couple. Here he naps on serving table ledge

during dinner given by Hungarians for Canadians. The dinner included swan-shaped pastries baked by students.

Four problems of homeowners:

1. walls and ceilings that leak heat
2. awnings that show their age
3. doors and windows that keep costing money
4. ductwork that rusts

One solution: Aluminum



PROBLEM: Walls and ceilings that leak heat.
SOLUTION: Famous brand insulations that are Reynolds-Wrapped—covered with aluminum foil to: (1) bounce back summer heat (2) cut heat losses in winter (3) give sure moisture-vapor protection. It's the famous TRIPLE PLUS* that makes the world's greatest insulations even greater with aluminum.



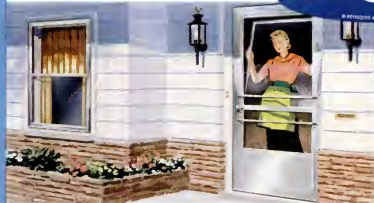
PROBLEM: Awnings that show their age.
SOLUTION: Aluminum awnings made by leading manufacturers using Reynolds Aluminum. Aluminum awnings keep your home shady-cool, cut air conditioning costs substantially. Available in a wide variety of colors and styles, they'll add lasting beauty to your home, and never fade, rot or rust.

The Finest Products
Made with Aluminum

are made with

REYNOLDS ALUMINUM

REYNOLDS METALS COMPANY



PROBLEM: Windows and doors that keep costing money.
SOLUTION: Aluminum combination storm windows and doors. They're low on upkeep, high on efficiency. Aluminum doors and windows never warp, shrink, rot, rust or stain. They'll always open easily, shut securely. And they'll keep your heating and air conditioning bills lower all year.



PROBLEM: Ductwork that rusts.
SOLUTION: Aluminum ductwork—ductwork that is absolutely rustproof! Condensation is always a problem in ordinary air conditioning ducts; it causes rust. But aluminum ducts never rust, never need coating. And they send warm or cool air through your home more smoothly, more efficiently.



All America's First Choice

You've made Reynolds Wrap first choice in your kitchen—by more than four to one!—and it's first choice for the leading food packagers who want their products to reach you fresh and flavorful, too. The millions who choose Reynolds Aluminum—by name—and use Reynolds Aluminum every day in their homes have made Reynolds the leading name in Aluminum... "All America's First Choice".

These are just four of the thousands of ways leading manufacturers are using Reynolds Aluminum to solve homeowners' problems. These fine products, made with aluminum, help keep your upkeep down, your home beautiful. And so do building products such as aluminum siding, prime windows, downspouts and gutters, and many more.

Look for the products of manufacturers who use aluminum. Reynolds works with these companies to develop and improve their products, and supplies them with the quality aluminum to do it. Remember, the finest products made with aluminum are made with Reynolds Aluminum. Reynolds Metals Company, Louisville 1, Ky.

WATCH REYNOLDS EXCITING DRAMATIC PROGRAM, "CIRCUS BOY", SUNDAYS, NBC-TV

REYNOLDS ALUMINUM



926 LINT REMOVERS!



Maytag's "Lint Remover Tub" swirls lint, dirt and sand out 926 holes never to return...no lint pans to remove... no lint traps to empty ever!

No lint problems! Because—(1) Maytag's gentle wash action, proved in nearly 10,000,000 Maytags, creates less lint to begin with. And (2) the lint that *does* form is automatically separated from clothes through 926 holes in the Maytag "Lint Remover Tub"... and is flushed away forever by Maytag's exclusive Swirl-away Rinse.

Cleans clothes automatically! No need for pans, trays or traps! The new MAYTAG *All-Fabric* Automatic cleans clothes without resort to mechanical gadgets. This means simpler operation, the mark of a well-designed washer. See this new Maytag—see a demonstration of the most complete automatic ever built—the Maytag.

New Maytag **COLD WATER WASH** delights "Good Housekeeping" editors.

"Even kinder to wool, cashmere, 'Orlon' and the like than tenderest hand squeezing," says magazine



PLUS THESE OTHER MAYTAG FEATURES

2 SPEEDS... to wash delicate safely, almost wrinkle-free, push Maytag's "Modern Fabrics" button. Wash and spin speeds are slowed by one third. Push "Regular Fabrics" button for all regular wash loads.

WATER SAVER... automatically saves up to 9 gallons hot water per small load, 2500 gallons of water a year.



Once twin cashmere! Left, hand-sundried 12 times; slightly faded, mottled, shrunken. Right, cold-water washed in a Maytag 12 times; color, size, softness just like new. The Maytag Company, Newton, Iowa

SEE THE AUTOMATIC THAT HAS EVERYTHING:

3 Water Temperatures . . . 2 Speeds . . . Water Saver . . . Suds Saver . . . Gyrofoam Wash Action . . . Safety Lid . . . Non-rust Cabinet . . . Maytag Dependability.

MAYTAG

All-Fabric **AUTOMATIC WASHER**



New Maytag All-Fabric Washer and matching No-Vent Dryer in Pastel-tone Pink, Green, Yellow, White. As little as \$3.50 a week.



FORESTRY LECTURE by Professor Odon Apt describes insects and other pests which attack Canadian woods. Samples of forest growth lie on table.

STUDY OF UNFAMILIAR FORESTS

The Sopron foresters wasted no time in buckling down to work. In their lectures they studied American flora (*above*) which none of them had ever seen except as dried specimens or textbook pictures. Here they were mostly Douglas fir and Western hemlock instead of the oaks and poplars of their homeland. At the nearby lumber mill they watched the impressive spectacle of New World technology, much vaster in scale than anything they had ever seen in Hungary. The company itself marked the occasion by presenting the school with 100 wounded acres. There the Sopron students will practice the European crop methods which shaped the modern science of forest conservation.



BIG LOGS, up to six feet across, fascinated Sopron students visiting Powell River mill. The biggest logs they had seen in Hungary were two feet across.

CONTINUED

FASTER HEALING

20 vents
let filtered
air reach
the wound



with **SUPER-STICK**
New rounded ends. They stick better,
protect better. Won't loosen in water.

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Longines

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28 Gold Medals*

HIGHEST HONORS FOR ACCURACY
FROM GOVERNMENT OBSERVATORIES

OFFICIAL WATCH FOR TIMING
CHAMPIONSHIP SPORTS THE WORLD OVER

THE FIRST WATCH
OF AVIATION AND EXPLORATION



A Longines Watch Honors The Graduate

To the graduate, a Longines watch is a symbol of success, an inspiration to face a challenging world with confidence. Longines' own "commencement", one might say, began in the troubled, post-war days of 1866—a commencement endowed with faith in the ideal of perfection. Among watchmakers, as in every field of human endeavor, high public honors must be won by achievement. The honors won by Longines over the years confer a unique distinction on every Longines watch. For graduation, give a Longines, *the world's most honored watch*, a treasured symbol to be worn with pride and satisfaction through years of personal success. Your Longines-Wittnauer Jeweler will be honored to serve you.

Longines—the perfect watch for graduation. Left: Nobel Automatic All-Proof—self-winding movement, fine 14K gold case, \$195; right: Starlight Serenade L-C 8—14K gold case, 8 diamonds, \$195. Prices include Fed. tax. Watch movement illustrated: Longines Olympic Timer

Longines-Wittnauer Watch Company

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER

Refugee Foresters CONTINUED



NEWS FROM HOME is studied carefully by Julius Kapitany, 18, in his bare dormitory cubicle. In the letter, the first he had received since he fled, his family assured him that they were well. But Kapitany anxiously tried to read between the lines. From other letters students learned that Communists were spreading false news that 150 Sopron foresters had redeftected to Hungary.

An illustration of a man in a grey patterned suit and blue tie relaxing in a blue wicker chair. A woman in a pink top is massaging his head. A small table next to him holds a glass of water, a glass of iced tea, and a newspaper. The man is holding a pair of glasses.

Relax... unwrinkled!

Nothing equals the lightweight blend of Dacron and fine worsted to keep you cool, calm and unwrinkled when thermometers get rambunctious. Viracle and Virasil tropicals by Hart Schaffner & Marx are an HS & M "first"...America's favorites, first and last. They're long on mileage, short on trips to the presser, and even soggy weather doesn't faze their just-bought look and lines. You'll like the fabric's breezy weave, made even breezier by summer-weight tailoring.

VIRACLE...the original blend of Dacron and choice worsted in tropical suits of exclusive patterns and solid shades.

VIRASIL...equally wonderful tropicals in the famous Viracle tradition, but with *silk* added for a luminous look.

*Reg. U. S. Pat. Off.

HART SCHAFFNER & MARX.





First breakfast in the new house

Kellogg's CORN FLAKES

Now there's more sun than ever in this famous sun-filled cereal. You get a whole day's requirement of sunshine vitamin D (the one that helps important minerals do more body-building for you) in every one-ounce serving.

SEQUEL



"LIFE" SHOWED DE RHAM TEACHING PROPER STEP LENGTHS

A TRADITION CONTINUED



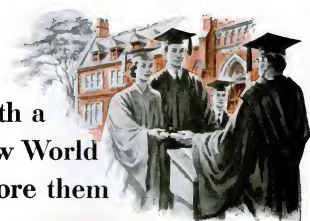
MRS. DE RHAM

For 10 years William de Rham, stern teacher of dance and decorum for the children of East Coast society, carried on the five-century-old tradition of the dancing master (LIFE, Feb. 4). Recently Mr. de Rham died of a heart attack in New York. Two end-of-term parties scheduled in New York were canceled. But when the time came to start the spring term in Palm Beach, the classes were held on schedule. The teacher was his wife and former assistant, Vera de Rham, carrying on the tradition both of the dancing master and of de Rham himself.



CARRYING ON her husband's techniques, Mrs. de Rham stands beside a student to teach proper step lengths. De Rham had the students walk behind him.

With a
New World
before them



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of the American Language

COLLEGE EDITION

is *the* gift for graduates
one they will use and prize
for years to come



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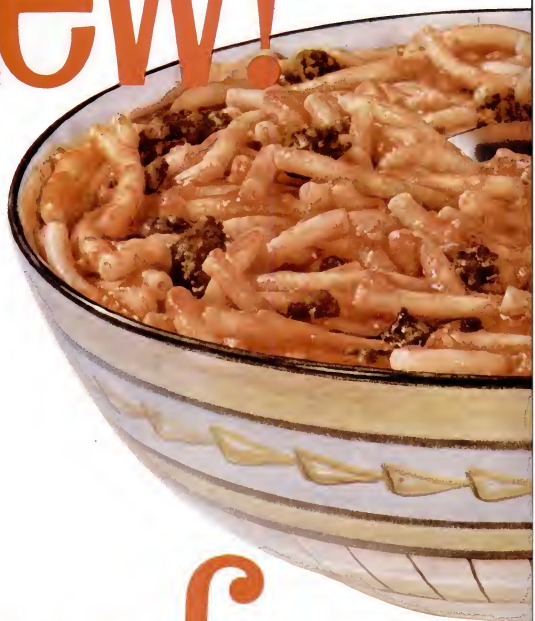
THIS superb dictionary is available in a variety of beautiful bindings. Illustrated are: Cloth edition, \$5.75; with thumb index, \$6.75. Indo-Text edition, printed on India paper that is gossamer-thin yet incredibly strong and completely opaque, bound in Fabricoid, gold stamped with gold top, only 1 1/2" thick, thumb-indexed, slip case, \$8.75. Gift edition, also printed on Indo-Text paper, bound in calf-finish sorrel brown leather over beveled boards, stamped in gold, gold edges, thumb indexed, gift box, \$15.00.



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CLEVELAND AND NEW YORK

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the delicious Italian-style dish

new taste! new treat!



Lots of rich, juicy, browned beef!
Lots of tender Italian macaroni!
All in a tantalizing tomato sauce
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tangy cheese and perfectly
seasoned with real Italian spices!
Mmmm, what savory flavor...
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Chef Boy-Ar-Dee Beefaroni...
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Discover Beefaroni today...
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TAKING HIS EASE IN HIS ACCUSTOMED SPOT ON THE BACK OF HIS BEST BOVINE FRIEND, GINGER SURVEYS THE SUSSEX PASTURE OF FARMER BROWNING

A Curious Companion for a Cow

In the sensible Sussex countryside an incongruous friendship has developed between a cow and a monkey. Three years ago Farmer Herbert Browning, who owns 150 English acres, went out to his pastures and there, to his amazement, found a rhesus monkey crouched amid his herd. The rhesus normally lives oceans away in India, and Browning could find no clue as to where the simian had

come from. It might have been a stray pet or a fugitive from a circus.

When nobody showed up to claim the monkey, Browning decided he could stay, named him Ginger because of his color. The rhesus is, by instinct, a social animal and Ginger took an immediate liking to one of the herd named Dry Ginger. Now he spends his time perched on the back of his friend or curled up beside her at night.

So right for all the family—**BLUE BELL** clothes

You get so much for so little! Good looks, long wear—completely washable, sizes for everyone—98¢ to \$4.98



Fine for work or fun! Tapered Wrangler jeans in Sanforized denim; western-cut Wrangler shirt for dad. Frontier pants for sis.



Authentic western-cut Blue Bell Wrangler jeans, shirts, preferred by rodeo champions like Jim Shoulders. Sizes for all.

Trim Blue Bell Jeanie pedal pushers and blouse for all the girls



On the job or off! Blue Bell matching shirts, pants keep their neat looks long. Sanforized cotton twills; slizes for dad and son. Look for this Blue Bell emblem—it's your unconditional guarantee of satisfaction



Blue Bell Jeanie shorts, blouses for mom, sis, too.



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The 21-inch Power Propelled
Rotary by Jacobsen. One of a complete
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New Jacobsen Turbo-cut ...Mows the Way to Easy Outdoor Living

A cool smooth carpet of green for your "outdoor living room" comes easy with the Jacobsen Turbo-cut rotary mower.

Turbo-cut... an engineering triumph combining a unique suction lift rotor with the Jacobsen Hi-Torque Engine... advances far beyond accepted ideas of what a rotary mower can do. It provides smoothness and crispness of cut comparable only to the scissor-like action of the Jacobsen reel type mower.

Exclusive with Jacobsen... just what you would expect from the world leader in the design and construction of fine power mowers since 1921.

See it demonstrated by your Jacobsen dealer—a reliable authority carefully selected for his experience and standing in your community. He will guide you to the right size or type of mower for your lawn. Look under "Lawn Mowers" in the "yellow" pages of your telephone directory for Jacobsen nationwide sales and service.



This aero-dynamic suction-lift rotor literally draws up limp grass or flat lying runners and shears them evenly and cleanly with four razor-sharp blades, whirling at high velocity. At the same time, it will cut tall, dense weeds or stems that either stall ordinary mowers or are merely pushed over. Blades are replaceable.

JACOBSEN MANUFACTURING COMPANY
Dept. L-513 Racine, Wisconsin



SUBSIDIARIES: **JOHNSTON** LAWN MOWER CORPORATION, BROOKHAVEN, MISSISSIPPI,
© 1957, A. S. M. **WORTHINGTON** MOWER COMPANY, STROUBSBURG, PENNSYLVANIA

CURIOUS COMPANION CONTINUED



GOING TO PASTURE, Ginger runs beside Dry Ginger. Monkey is friendly with Mr. and Mrs. Browning, who use him to scare rooks off the cornfield.



VAULTING ABOARD, Ginger gets to perch. Monkey does not drink milk, eats grass blade at a time. The owners feed him biscuits, bananas and nuts.



SIAMIAN SNOOZE is taken as Dry Ginger munches on. He will ride Dry Ginger only. The herd tolerates Ginger but pays no special attention to him.



Wouldn't you like a color snapshot like this of your best girl?

New indoor-outdoor Kodacolor Film gives the most glorious color snapshots ever. And they're as easy to take as black-and-whites!

You can take color snapshots just as warm and appealing as this—this very weekend!

You can capture the glory of these spring-time days outdoors, the happy times at home with family and friends.

With new Kodacolor Film, you get prints that are vibrant with color—color so brilliant,

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You use this *new kind of Kodacolor* in any popular-size snapshot camera. And you use the same roll with sunlight or flash. One type of film, indoors and out.

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EASTMAN KODAK COMPANY . . . Rochester 4, N. Y.

Proved able to stand GOODYEAR'S NEW 3-T



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A mounted jackhammer—the same kind that's used to break concrete—pounded this Goodyear nylon tire for 34 hours, delivering over two

million blows. And yet, after all this punishment, we couldn't find a single broken cord. Amazing proof of the miracle strength you get in Goodyear's 3-T Nylon Cord.



SAFER ON THE OUTSIDE!

In this dramatic wet-road test, both cars rushed toward the wooden barriers at the same speed—braked at the same instant. The blue and

grey car—with ordinary-type tires—crashed into the barricade. But Goodyear's Twin-Grip tread dug in . . . 8640 biting edges hung on . . . and the red car came to a swift, safe, straightline stop!

d incredible abuse...

NYLON CORD TIRES!

Goodyear's triple-tempered, triple-tough 3-T Nylon Cord tires are now available at sensationally new low prices!

NYLON cord is stronger than steel, pound for pound. It takes nylon to stand up best to the punishing demands of modern driving.

But, unless properly pre-conditioned, nylon stretches under tension. To control the stretch of nylon, Goodyear developed an exclusive process involving precisely controlled Tension, Temperature and Time. The result: triple-tempered 3-T Nylon Cord—stabilized at its point of maximum strength and resiliency.

Triple-tempered, triple-tough 3-T Nylon Cord withstands flexing better than any other tire fabric. This "high-flex" strength makes it more durable and blowout resistant—even after long, punishing service. You get longer, safer tire life—fewer road delays.

This exclusive 3-T Nylon Cord tire, with its two fully independent treads, is your safest bet against all kinds of road hazards. And now—thanks to an ever-increasing demand—you can buy it at the lowest price ever.

What's more, with Goodyear tires, you get a Lifetime Guarantee. See your Goodyear dealer for details—this week for sure. Goodyear, Akron 16, Ohio.



**MORE PEOPLE RIDE ON
GOODYEAR TIRES THAN ON ANY OTHER KIND!**

**NEW 3-T NYLON
CUSTOM SUPER-CUSHION**



Look for this nearby Goodyear dealer sign for better tire values... better tire care... convenient credit terms.

And while you're there, ask about Goodyear's famous Lifetime Guarantee.

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Watch "The Goodyear Playhouse" on TV Sunday—9-10 P.M., E.D.S.T.

Super-Cushion, T.M., The Goodyear Tire & Rubber Company, Akron, Ohio

WHERE THE BRIGHT SUN SHINES...or candles glow...
cold, refreshing Budweiser is for folks who know
how to live life—every golden minute of it.



Budweiser

Where there's life...there's Bud!



HOLDING B-26, TITTEL IS SURROUNDED BY MODELS OF PLANES HE HAS FLOWN IN. AT TOP ABOVE HEAD IS 1917 JENNY

The Oldest Airman

In 1917, when the Army Signal Corps ran the U.S.'s only air arm, Horst Tittel, then 32 and a veteran of the Mexican campaign, joined the growing unit, quickly became a master sergeant. He has stuck with military flying ever since, serving as an adjutant in France in World War I and temporarily as a lieutenant colonel in World War II. Now, a master sergeant again at 72, with the nickname of "Pop," he helps run the museum at Randolph Air Force Base, Texas. There cadets come to learn about aviation history from Pop, the oldest man in the Air Force. Noncoms can stay in service as long as they pass their physicals and Pop will not retire, he says, until "my legs won't hold me up any more."



POP AS 1917 LIEUTENANT



OLD GOGGLES, worn in planes with open cockpits, are demonstrated by Pop on Air Force cadet visiting museum.



IRON ROCKER used to test equilibrium after World War I is tried out under Pop's guidance by a WAF cadet.

Stop
Scattering

GERM LADEN
DUST!



cedar endust

Picks up all the dust
the first time-

Endust sprayed on mop or cloth lets you get every trace of dust — prevents resettling. Perfect answer for anyone with dust allergy. Endust brightens polished surfaces—leaves no oily film. Aerosol spray can lasts for weeks in average home. 6 oz. 98c. 12 oz. \$1.79. Money-back guarantee.



Endust is easily applied to mop, cloth, tissue or duster.



Endust converts dust into heavy lint particles that shake off neatly.

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SETTING THE PACE ON THE AMERICAN ROAD



Fashion Explosion: the Ford Family of Fine Cars

- New Fashions in Cars
- The Disappearing Steel Top
- Super-cars for the Superhighway

Dogwood trees are in blossom, bonnets in full bloom—and our Ford Family of Fine Cars is a riot of the brightest colors and styles this side of the Easter Parade. Yes, the colors are a bit brighter here in our Family, the beauty is a bit bolder. For, with 54 years of car-making behind us, we're still the young-minded ones in the business. We're not afraid to give you the high style, the spanking newness, the unusual

Ford Fairlane 500 Stylizer



Lincoln Premier Convertible

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Mercury Tropic Cruiser

FORD • THUNDERBIRD • MERCURY
LINCOLN • CONTINENTAL MARK II



Spring Fashions from The J. L. Hudson Co.

and the daring touches you want.

NEW FASHION FIRSTS—There are whole show windows of Fashion "Firsts" in our Family. For instance, the Ford Fairlane 500 Skyliner, top left—the one and only car with an all-steel top that disappears automatically into the trunk.



Another shining first . . . Mercury's Turnpike Cruiser, lower right, the most dramatic expression of Mercury's Dream-Car Design—with 7 features found in no other car. To mention just one: note the back window . . . it slides out of sight at a touch of a button.

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SEEKING THE



MAGIC MUSHROOM

A New York banker goes to Mexico's mountains to participate in the age-old rituals of Indians who chew strange growths that produce visions

By R. GORDON WASSON

The author of this article, a vice president of J. P. Morgan & Co. Incorporated, together with his wife, Valentina P. Wasson, M.D., a New York pediatrician, has spent the last four summers in remote mountains of Mexico. The Wassons have been on the trail of strange and hitherto unstudied mushrooms with vision-giving powers. They have been pursuing the cultural role

of wild mushrooms for 30 years. Their travels and inquiries throughout the world have led them to some surprising discoveries in this field in which they are pioneers. They are now publishing their findings in Mushrooms Russia and History, a large, richly illustrated two-volume book, which is limited to 500 copies and is now on sale at \$125 (Pantheon Books, New York).

ON the night of June 29-30, 1955, in a Mexican Indian village so remote from the world that most of the people still speak no Spanish, my friend Allan Richardson and I shared with a family of Indian friends a celebration of "holy communion" where "divine" mushrooms were first adored and then consumed. The Indians mingled Christian and pre-Christian elements in their religious practices in a way disconcerting for Christians but natural for them. The rite was led by two women, mother and daughter, both of them *curanderas*, or shamans. The proceedings went on in the Mixteco language. The mushrooms were of a species with hallucinogenic powers; that is, they cause the eater to see visions. We chewed and swallowed these acrid mushrooms, saw visions, and emerged from the experience awestruck. We had come from afar to attend a mushroom rite but had expected nothing so staggering as the virtuosity of the performing *curanderas* and the astonishing effects of the mushrooms. Richardson and I were the first white men in recorded history to eat the divine mushrooms, which for centuries have been a secret of certain Indian peoples living far from the great world in southern Mexico. No anthropologists had ever described the scene that we witnessed.

I am a banker by occupation and Richardson is a New York society photographer and is in charge of visual education at The Brearley School.

It was, however, no accident that we found ourselves in the lower chamber of that thatched-roofed, adobe-walled Indian home. For both of us this was simply the latest trip to Mexico in quest of the mushroom rite. For me and my wife, who was to join us with our daughter a day later, it was a climax to nearly 30 years of

CONTINUED

PREPARING FOR CEREMONY at which author chewed hallucinogenic mushrooms and had visions, *Curandera* Eva Mendez ceremonially turns fungus in the smoke of burning aromatic leaves.



AUTHOR WASSON sits in New York home with recorder, mushroom pictures and "mushroom stone." A onetime newspaperman, he took up banking in 1928.

MUSHROOMS CONTINUED

inquiries and research into the strange role of toadstools in the early cultural history of Europe and Asia.

Thus that June evening found us, Allan Richardson and me, deep in the south of Mexico, bedded down with an Indian family in the heart of the Mixteco mountains at an altitude of 5,500 feet. We could stay only a week or so: we had no time to lose. I went to the *municipio* or town hall, and there I found the official in charge, the *sindico*, seated alone at his great table in an upper room. He was a young Indian, about 35 years old, and he spoke Spanish well. His name was Filemón. He had a friendly manner and I took a chance. Leaning over his table, I asked him earnestly and in a low voice if I could speak to him in confidence. Instantly curious, he encouraged me. "Will you," I went on, "help me learn the secrets of the divine mushroom?" and I used the Mixteco name, *'nil sheeto*, correctly pronouncing it with glottal stop and tonal differentiation of the syllables. When Filemón recovered from his surprise he said warmly that nothing could be easier. He asked me to pass by his house, on the outskirts of town, at siesta time.

Allan and I arrived there at about 3 o'clock. Filemón's home is built on a mountainside, with a trail on one side at the level of the upper story and a deep ravine on the other. Filemón at once led us down the ravine to a spot where the divine mushrooms were growing in abundance. After photographing them we gathered them in a cardboard box and then labored back up the ravine in the heavy moist heat of that torrid afternoon. Not letting us rest Filemón sent us high up above his house to meet the *curandera*, the woman who would officiate at the mushroom rite. A connection of his, Eva Mendez by name, she was a *curandera de primera categoría*, of the highest quality, *una Señora sin mancha*, a woman without stain. We found her in the house of her daughter, who pursues the same vocation. Eva was resting on a mat on the floor from her previous night's performance. She was middle-aged, and short like all Mixtecos, with a spirituality in her expression that struck us at once. She had presence. We showed our mushrooms to the woman and her daughter. They cried out in rapture over the firmness, the fresh beauty and abundance of our young specimens. Through an interpreter we asked if they would serve us that night. They said yes.

ABOUT 20 of us gathered in the lower chamber of Filemón's house after 8 o'clock that evening. Allan and I were the only strangers, the only ones who spoke no Mixteco. Only our hosts, Filemón and his wife, could talk to us in Spanish. The welcome accorded to us was of a kind that we had never experienced before in the Indian country. Everyone observed a friendly decorum. They did not treat us stiffly, as strange white men; we were of their number. The Indians were wearing their best clothes, the women dressed in their *huipiles* or native costumes, the men in clean white trousers tied around the waist with strings and their best serapes over their clean shirts. They gave us chocolate to drink, somewhat ceremonially, and suddenly I recalled the words of the early Spanish writer who had said that before the mushrooms were served, chocolate was drunk. I sensed what we were in for: at long last we

were discovering that the ancient communion rite still survived and we were going to witness it. The mushrooms lay there in their box, regarded by everyone respectfully but without solemnity. The mushrooms are sacred and never the butt of the vulgar jocularity that is often the way of white men with alcohol.

At about 10:30 o'clock Eva Mendez cleaned the mushrooms of their grosser dirt and then, with prayers, passed them through the smoke of resin incense burning on the floor. As she did this, she

sat on a mat before a simple altar table adorned with Christian images, the Child Jesus and the Baptism in Jordan. Then she apportioned the mushrooms among the adults. She reserved 13 pair for herself and 13 pair for her daughter. (The mushrooms are always counted in pairs.) I was on tip-toe of expectancy: she turned and gave me six pair in a cup, I could not have been happier: this was the culmination of years of pursuit. She gave Allan six pair too. His emotions were mixed. His wife Mary had consented to his coming only after she had drawn from him a promise not to let those nasty toadstools cross his lips. Now he faced a behavior dilemma. He took the mushrooms, and I heard him mutter in anguish, "My God, what will Mary say!" Then we ate our mushrooms, chewing them slowly, over the course of a half hour.

They tasted bad—acrid with a rancid odor that repeated itself. Allan and I were determined to resist any effects they might have, to observe better the events of the night. But our resolve soon melted before the onslaught of the mushrooms.

Before midnight the Señora (as Eva Mendez is usually called) broke a flower from the bouquet on the altar and used it to snuff out the flame of the only candle that was still burning. We were left in darkness and in darkness we remained until dawn. For a half hour we waited in silence. Allan felt cold and wrapped himself in a blanket. A few minutes later he leaned over and whispered, "Gordon, I am seeing things!" I told him not to worry, I was too. The visions had started. They reached a plateau of intensity deep in the night, and they continued at that level until about 4 o'clock. We felt slightly unsteady on our feet and in the beginning were nauseated. We lay down on the mat that had been spread for us, but no one had any wish to sleep except the children, to whom mushrooms are not served. We were never more wide awake, and the visions came whether our eyes were opened or closed. They emerged from the center of the field of vision, opening up as they came, now rushing, now slowly, at the pace that our will chose. They were in vivid color, always harmonious. They began with art motifs, angular such as might decorate carpets or textiles or wallpaper or the drawing board of an architect. Then they evolved into palaces with courts, arcades, gardens—resplendent palaces all laid over with semiprecious stones. Then I saw a mythological beast drawing a regal chariot. Later it was as though the walls of our house had dissolved, and my spirit had flown forth, and I was



HOUSE where mushroom sessions took place is built of adobe, has thatch "dog-ears" over gable ends. Door, lower right, leads into ceremonial room.

TEXT CONTINUED ON PAGE 109



RECEIVING his mushrooms, Wasson takes his night's ration from the hand of *Curandera* Eva Mendez. In right background Guy Stresser-Péan, French anthropologist who accompanied Wasson, has begun to chew his own supply.

EATING his mushrooms (*below*), Wasson takes them from cup holding his night's quota as the *curandera* prays at the household altar. He chewed them slowly, as is the custom, and his six pair took about a half hour to eat.



A strange, solemn rite and wonders in the dark

For two strange timeless nights in almost complete darkness, Wasson and Richardson sat in an underground room with the *curandera*, Eva Mendez. On the first, both partook of the sacred mushrooms, and both saw visions. On the second Richardson refrained; instead he set up flash equipment and, aiming his camera at sounds in the blackness, recorded on film parts of the ceremony.

In a solemn musical chant, Eva Mendez began with an invocation to the mushroom in the name of Christ and the saints. She proclaimed her own good intentions and then, impatiently, entreated the spirits, "I am a mouth looking for you, but you are not paying attention. Come." As the ritual proceeded Wasson lost himself in wondrous flights of fancy which moved him to say afterward, "For the first time the word ecstasy took on real meaning. For the first time it did not mean someone else's state of mind."



HOLDING a candle made of virgin beeswax before the smoldering embers of copal, an ancient native incense, Eva Mendez invokes the saints. Children were always in the room though they did not take active part in the ceremony.



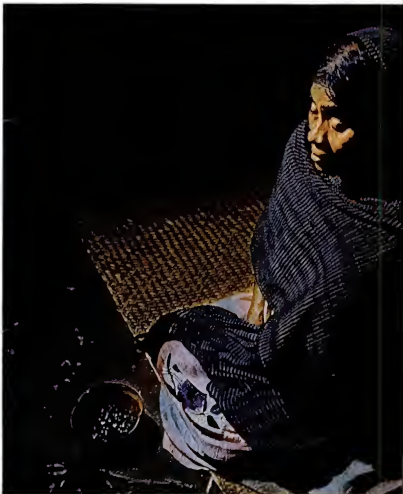
AT THE CLIMAX of this session, at about 3:30 in the morning, Eva Mendez ministers to her ailing 17-year-old son. As he lies lost in the ecstasy of his visions evoked by the mushrooms, she asks divine help for him. The child



at right, perhaps soothed by the rhythm of the chanting, is sleeping quietly through the ritual. About a dozen Indians remained in the 20 by 20 foot room throughout the night. A few of them sat up but most lay on reed mats.



CHANTING early in the night, Eva Mendez lists her qualifications: "Am I not good? I am a creator woman, a star woman, a moon woman, a cross woman, a woman of heaven. I am a cloud person, a dew-on-the-grass person."



MEDITATING silently, Eva Mendez sits before her mushroom bowl. Though she ate twice as many mushrooms as the rest, she stayed calm and dignified, often lyrical in her exhortations, sometimes impatient when spirits did not come.



WITH Professor Heim, Wasson (right) searches a mountainside near the village for specimens of the sacred mushrooms. They found two species here.

Rare vision-giving fungi shown for first time

On his latest expedition to seek out and study the hallucinogenic mushrooms, Wasson was accompanied by Professor Roger Heim, an old friend, one of the world's leading mycologists and head of France's Muséum National d'Histoire Naturelle. Wasson had sent Heim specimens from three of his previous trips. Now Heim was able to study the mushrooms in the field, eat them with the Indians and work out techniques for growing some of them in the laboratory. LIFE here publishes Professor Heim's life-size watercolor paintings of the seven kinds of hallucinogenic mushrooms so far discovered. Four of these are species new to science and two others are new varieties of a known species, *Psilocybe caeruleascens* Murrill.

At the present time no one knows what drug it is in these mushrooms that causes the eater to see visions, and until its properties are clearly defined the hallucinogenic mushrooms must be treated with extreme caution. Among the Indians, their use is hedged about with restrictions of many kinds. Unlike ordinary edible mushrooms, these are never sold in the market place, and no Indian dares to eat them frivolously, for excitement. The Indians themselves speak of their use as *muy delicado*, that is, perilous.



CALLED "Children of the Waters" by Aztecs, *Psilocybe Aztecorum* Heim grows in grass on volcano Popocatepet.



GROWING on certain kinds of dead tree trunks, *Conocybe Silligineoides* Heim was collected by Wasson in 1955.





CROWN of Thorns," *Psilocybe Zapotecorum* Heim (left) grows in marshy ground. It was first found in 1955.



LANDSLIDE" mushroom, *Psilocybe caeruleascens* Murrill, var. *Mazotecorum* Heim, grows on sugar cane residue.



MOST PRIZED by Indians and most widespread of these fungi, *Psilocybe mexicana* Heim grows in pastures.

MUSHROOM of Superior Reason," *Psilocybe caeruleascens* Murrill var. *nigripes* Heim (left), grows near Juquila.



FIRST DISCOVERED in Cuba in June 1904, *Stropharia cubensis* Earle (right) grows on cow dung in pastures.



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MUSHROOMS CONTINUED

suspended in mid-air viewing landscapes of mountains, with camel caravans advancing slowly across the slopes, the mountains rising tier above tier to the very heavens. Three days later, when I repeated the same experience in the same room with the same *curanderas*, instead of mountains I saw river estuaries, pellucid water flowing through an endless expanse of reeds down to a measureless sea, all by the pastel light of a horizontal sun. This time a human figure appeared, a woman in primitive costume, standing and staring across the water, enigmatic, beautiful, like a sculpture except that she breathed and was wearing woven colored garments. It seemed as though I was viewing a world of which I was not a part and with which I could not hope to establish contact. There I was, poised in space, a disembodied eye, invisible, incorporeal, seeing but not seen.

The visions were not blurred or uncertain. They were sharply focused, the lines and colors being so sharp that they seemed more real to me than anything I had ever seen with my own



ALLAN RICHARDSON eats a mushroom in spite of his pledge to his wife.

eyes. I felt that I was now seeing plain, whereas ordinary vision gives us an imperfect view: I was seeing the archetypes, the Platonic ideas, that underlie the imperfect images of everyday life. The thought crossed my mind: could the divine mushrooms be the secret that lay behind the ancient Mysteries? Could the miraculous mobility that I was now enjoying be the explanation for the flying witches that played so important a part in the folklore and fairy tales of northern Europe? These reflections passed through my mind at the very time that I was seeing the visions, for the effect of the mushrooms is to bring about a fission of the spirit, a split in the person, a kind of schizophrenia, with the

rational side continuing to reason and to observe the sensations that the other side is enjoying. The mind is attached as by an elastic cord to the vagrant senses.

Meanwhile the Señora and her daughter were not idle. When our visions were still in the initial phases, we heard the Señora waving her arms rhythmically. She began a low, disconnected humming. Soon the phrases became articulate syllables, each disconnected syllable cutting the darkness sharply. Then by stages the Señora came forth with a full-bodied canticle, sung like very ancient music. It seemed to me at the time like an introit to the Ancient of Days. As the night progressed her daughter spelled her at singing. They sang well, never loud, with authority. What they sang was indescribably tender and moving, fresh, vibrant, rich. I had never realized how sensitive and poetic an instrument the Mixteco language could be. Perhaps the beauty of the Señora's performance was partly an illusion induced by the mushrooms; if so, the hallucinations are aural as well as visual. Not being musicologists, we know not whether the chants were wholly European or partly indigenous in origin. From time to time the singing would rise to a climax and then suddenly stop, and then the Señora would fling forth spoken words, violent, hot, crisp words that cut the darkness like a knife. This was the mushroom speaking through her, God's words, as the Indians believe, answering the problems that had been posed by the participants. This was the Oracle. At intervals, perhaps every half hour, there was a brief intermission, when the Señora would relax and some would light cigars.

At one point, while the daughter sang, the Señora stood up in the darkness where there was an open space in our room and began a rhythmic dance with clapping or slapping. We do not know exactly how she accomplished her effect. The claps or slaps were always resonant and true. So far as we know, she used no

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ON MORNING after eating mushrooms, Wasson and his wife review his notes, taken in the dark. Jars contain mushrooms later sent to Heim.

MUSHROOMS CONTINUED

device, only her hands against each other or possibly against different parts of her body. The claps and slaps had pitch, the rhythm at times was complex, and the speed and volume varied subtly. We think the Señora faced successively the four points of the compass, rotating clockwise, but are not sure. One thing is certain: this mysterious percussive utterance was ventriloquistic, each slap coming from an unpredictable direction and distance, now close to our ears, now distant, above, below, here and yonder, like Hamlet's ghost *hic et ubique*. We were amazed and spellbound, Allan and I.

There we lay on our mat, scribbling notes in the dark and exchanging whispered comments, our bodies inert and heavy as lead, while our senses were floating free in space, feeling the breezes of the outdoors, surveying vast landscapes or exploring the recesses of gardens of ineffable beauty. And all the while we were listening to the daughter's chanting and to the unearthly claps and whacks, delicately controlled, of the invisible creatures darting around us.

The Indians who had taken the mushrooms were playing a part in the vocal activity. In the moments of tension they would utter exclamations of wonder and adoration, not loud, responsive to the singers and harmonizing with them, spontaneously yet with art.

On that initial occasion we all fell asleep around 4 o'clock in the morning. Allan and I awoke at 6, rested and heads clear, but deeply shaken by the experience we had gone through. Our friendly hosts served us coffee and bread. We then took our leave and walked back to the Indian house where we were staying, a mile or so away.

FROM the many mushroom celebrations that I have now witnessed, nine in all, it is clear to me that at least in the Mexico country the congregation is indispensable to the rite. Since the congregation, in order to participate, must be brought up in the tradition, any white persons should be greatly outnumbered by the Indians. But this does not mean that the mushrooms lose their potency if not eaten communally. My wife and our daughter Masha, 18, joined us a day after the ceremony that I have described, and on July 5, in their sleeping bags, they ate the mushrooms while alone with us. They experienced the visions too. They saw the same brilliant colors; my wife saw a ball in the Palace of Versailles with figures in period costumes dancing to a Mozart minuet. Again, on Aug. 12, 1955, six weeks after I had gathered the mushrooms in Mexico, I ate them in a dried state in my bedroom in New York, and found that if anything they had gained in their hallucinogenic potency.



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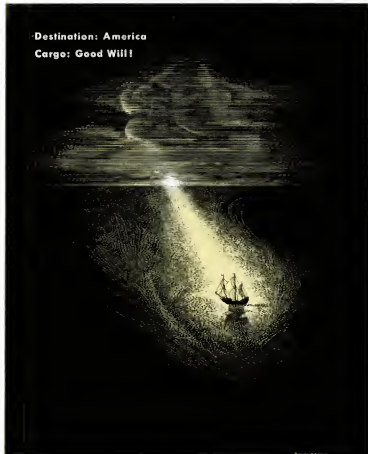
MUSHROOMS CONTINUED

It was a walk in the woods, many years ago, that launched my wife and me on our quest of the mysterious mushroom. We were married in London in 1926, she being Russian, born and brought up in Moscow. She had lately qualified as a physician at the University of London. I am from Great Falls, Mont. of Anglo-Saxon origins. In the late summer of 1927, recently married, we spent our holiday in the Catskills. In the afternoon of the first day we went strolling along a lovely mountain path, through woods crisscrossed by the slanting rays of a descending sun. We were young, carefree and in love. Suddenly my bride abandoned my side. She had spied wild mushrooms in the forest, and racing over the carpet of dried leaves in the woods, she knelt in poses of adoration before first one cluster and then another of these growths. In ecstasy she called each kind by an endearing Russian name. She caressed the toadstools, savored their earthy perfume. Like all good Anglo-Saxons, I knew nothing about the fungal world and felt that the less I knew about those putrid, treacherous excrescences the better. For her they were things of grace, infinitely inviting to the perceptive mind. She insisted on gathering them, laughing at my protests, mocking my horror. She brought a skirtful back to the lodge. She cleaned and cooked them. That evening she ate them, alone. Not long married, I thought to wake up the next morning a widower.

These dramatic circumstances, puzzling and painful for me, made a lasting impression on us both. From that day on we sought an explanation for this strange cultural cleavage separating us in a minor area of our lives. Our method was to gather all the information we could on the attitude toward wild mushrooms of the Indo-European and adjacent peoples. We tried to determine the kinds of mushrooms that each people knows, the uses to which these kinds are put, the vernacular names for them. We dug into the etymology of those names, to arrive at the metaphors hidden in their roots. We looked for mushrooms in myths, legends, ballads, proverbs, in the writers who drew their inspiration from folklore, in the clichés of daily conversation, in slang and the telltale recesses of obscene vocabularies. We sought them in the pages of history, in art, in Holy Writ. We were not interested in what people learn about mushrooms from books, but what untutored country folk know from childhood, the folk legacy of the family circle. It turned out that we had happened on a novel field of inquiry.

As the years went on and our knowledge grew, we discovered a surprising pattern in our data: each Indo-European people is by cultural inheritance either "mycophobe" or "mycophile," that is, each people either rejects and is ignorant of the fungal world or knows it astonishingly well and loves it. Our voluminous and often amusing evidence in support of this thesis fills many sections of our new book, and it is there that we submit our case to the scholarly world. The great Russians, we find, are mighty mycophiles, as are also the Catalans, who possess a mushroomic vocabulary of more than 200 names. The ancient Greeks, Celts, and Scandinavians were mycophobes, as are the Anglo-Saxons. There was another phenomenon that arrested our attention: wild mushrooms from earliest times were steeped in what the anthropologists call *mana*, a supernatural aura. The very word "toadstool" may have meant originally the "demonic stool" and been the specific name of a European mushroom that causes hallucinations. In ancient Greece and Rome there was a belief that certain kinds of mushrooms were procreated by the lightning bolt. We made the further discovery that this particular myth, for which no support exists in natural science, is still believed among many widely scattered peoples: the Arabs of the desert, the peoples of India, Persia and the Pamirs, the Tibetans and Chinese, the Filipinos and the Maoris of New Zealand, and even among the Zapotecs of Mexico. . . . All of our evidence taken together led us many years ago to hazard a

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MUSHROOMS CONTINUED

bold surmise: was it not probable that, long ago, long before the beginnings of written history, our ancestors had worshiped a divine mushroom? This would explain the aura of the supernatural in which all fungi seem to be bathed. We were the first to offer the conjecture of a divine mushroom in the remote cultural background of the European peoples, and the conjecture at once posed a further problem: what kind of mushroom was once worshiped and why?

Our surmise turned out not to be farfetched. We learned that in Siberia there are six primitive peoples—so primitive that anthropologists regard them as precious museum pieces for cultural study—who use an hallucinogenic mushroom in their shamanistic rites. We found that the Dyaks of Borneo and the Mount Hagen natives of New Guinea also have recourse to similar mushrooms. In China and Japan we came upon an ancient tradition of a divine mushroom of immortality, and

in India, according to one school, the Buddha at his last supper ate a dish of mushrooms and was forthwith translated to nirvana.

When Cortez conquered Mexico, his followers reported that the Aztecs were using certain mushrooms in their religious celebrations, serving them, as the early Spanish friars put it, in a demonic holy communion and calling them *teonanacatl*, "God's flesh." But no one at that time made a point of studying this practice in detail, and until now anthropologists have paid little attention to it. We with our interest in mushrooms seized on the Mexican opportunity, and for years have devoted the few leisure hours of our busy lives to the quest of the divine mushroom in Middle America.



MUSHROOMstone from the highlands of Guatemala dates back to 300-600 A.D.

We think we have discovered it in certain frescoes in the Valley of Mexico that date back to about 400 A.D., and also in the "mushroom stones" carved by the highland Maya of Guatemala that go back in one or two instances to the earliest era of stone carvings, perhaps 1000 B.C.

For a day following our mushroom adventure Allan and I did little but discuss our experience. We had attended a shamanistic rite with singing and dancing among our Mixteco friends which no anthropologist has ever before described in the New World, a performance with striking parallels in the shamanistic practices of some of the archaic Palaeo-Siberian peoples. But may not the meaning of what we had witnessed go beyond this? The hallucinogenic mushrooms are a natural product presumably accessible to men in many parts of the world, including Europe and Asia. In man's evolutionary past, as he groped his way out from his lowly past, there must have come a moment in time when he discovered the secret of the hallucinatory mushrooms. Their effect on him, as I see it, could only have been profound, a detonator to new ideas. For the mushrooms revealed to him worlds beyond the horizons known to him, in space and time, even worlds on a different plane of being, a heaven and perhaps a hell. For the credulous primitive mind, the mushrooms must have reinforced mightily the idea of the miraculous. Many emotions are shared by men with the animal kingdom, but awe and reverence and the fear of God are peculiar to men. When we bear in mind the beatific sense of awe and ecstasy and *caritas* engendered by the divine mushrooms, one is emboldened to the point of asking whether they may not have planted in primitive man the very idea of a god.

It is no accident, perhaps, that the first answer of the Spanish-speaking Indian, when I asked about the effect of the mushrooms, was often this: *Le lleban ahí donde Dios está*, "They

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MEXICAN drawing of 16th Century shows three mushrooms, a man eating them and a god behind him, who is speaking through the mushroom.

MUSHROOMS CONTINUED

carry you there where God is," an answer that we have received on several occasions, from Indians in different cultural areas, almost as though it were in a sort of catechism. At all times there have been rare souls—the mystics and certain poets—who have had access without the aid of drugs to the visionary world for which the mushrooms hold the key. William Blake possessed the secret: "He who does not imagine in . . . stronger and better light than his perishing mortal eye can see, does not imagine at all." But I can testify that the mushrooms make those visions accessible to a much larger number. The visions that we saw must have come from within us, obviously. But they did not recall anything that we had seen with our own eyes. Somewhere within us there must lie a repository where these visions sleep until they are called forth. Are the visions a subconscious transmutation of things read and seen and imagined, so transmuted that when they are conjured forth from the depths we no longer recognize them? Or do the mushrooms stir greater depths still, depths that are truly the Unknown?

In each of our successive trips to the Indian peoples of southern Mexico, we have enlarged our knowledge of the use of the divine mushrooms, and as our knowledge has increased, new and exciting questions keep arising. We have found five distinct cultural areas where the Indians invoke the mushrooms, but the usage varies widely in every area. What is needed is a perceptive approach by trained anthropologists in every area, cooperating with mushroom specialists. Of these latter there are in the whole world relatively few; mushrooms are a neglected field in the natural sciences. In this field Professor Roger Heim is known the world over. He is not only a man with vast experience in the field of mushrooms: he is an outstanding scientist in other fields, a man steeped in the humanities, the head of the Muséum National d'Histoire Naturelle in Paris. At an early stage of our inquiries he had lent us his counsel, and in 1956 our progress had been such as to justify him in accompanying us on another field trip. There came with us also a chemist, Professor James A. Moore of the University of Delaware; an anthropologist, Guy Stresser-Péan of the Sorbonne; and once again our loyal friend Allan Richardson as photographer.

This time the immediate problem was to identify the hallucinogenic mushrooms and to command a steady supply of them for laboratory study. This is harder than a layman would think. Though the early Spanish writers wrote about the divine mushrooms four centuries ago, no anthropologist and no mycologist had been sufficiently interested to pursue the problem until our own generation. Those who know these mushrooms are Indians belonging to tribes farthest removed from us culturally, locked

CONTINUED

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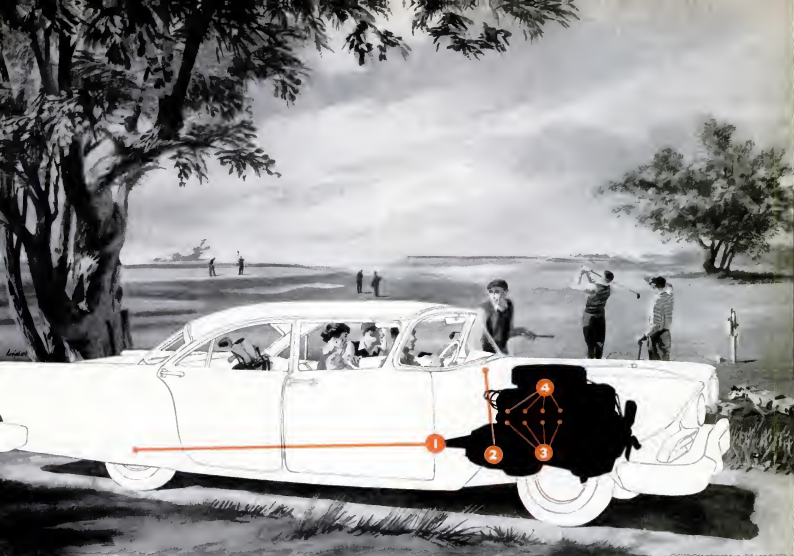
MUSHROOMS CONTINUED

in their mountains remote from highways, locked also behind the barrier of their languages. One must win their confidence and overcome their suspicion of white men. One must face the physical discomforts of life and dangers of disease in the Indian villages in the rainy season, when the mushrooms grow. Occasionally a white face is seen in those parts in the dry season, but when the rains come, those rare beings—missionaries, archaeologists, anthropologists, botanists, geologists—vanish. There are other difficulties. Of the seven *curanderos* that by now I have seen take the mushrooms, only two, Eva Mendez and her daughter, were dedicated votaries. Some of the others were equivocal characters. Once we saw a *curandero* take only a token dose of mushrooms, and there was another who ate and served to us a kind of mushroom that had no hallucinogenic properties at all. Had we seen only him, we should have come away thinking that the famed properties of the mushrooms were a delusion, a striking instance of autosuggestion. Do we discover here an effort at deception, or had the dried mushrooms through age lost their peculiar property? Or, much more interesting anthropologically, do some shamans deliberately substitute innocent species for the authentic kinds in a retreat from what is too sacred to be borne? Even when we have won the confidence of a skilled practitioner like Eva, the atmosphere must be right for a perfect performance and there must be an abundance of mushrooms. Sometimes even in the rainy season the mushrooms are scarce, as we have learned from costly experience.

WE now know that there are seven kinds of hallucinogenic mushrooms in use in Mexico. But not all the Indians know them even in the villages where they are worshiped, and either in good faith or to make the visitor happy, the *curanderos* sometimes deliver the wrong mushrooms. The only certain test is to eat the mushrooms. Professor Heim and we have thus established beyond challenge the claims of four species. The next best thing is to obtain multiple confirmation from informants unknown to each other, if possible from various cultural areas. This we have done with several additional kinds. We are now certain as to four species, reasonably sure about two other kinds, and inclined to accept the claims of a seventh, these seven belonging to three genera. Of these seven, at least six appear to be new to science. Perhaps in the end we shall discover more than seven kinds.

The mushrooms are not used as therapeutic agents: they themselves do not effect cures. The Indians "consult" the mushrooms when distraught with grave problems. If someone is ill, the mushroom will say what led to the illness and whether the patient will live or die, and what should be done to hasten recovery. If the verdict of the mushroom is for death, the believing patient and his family resign themselves: he loses appetite and soon expires and even before his death they begin preparations for the wake. Or one may consult the mushroom about the stolen donkey and learn where it will be found and who took it. Or if a beloved son has gone out into the world—perhaps as a wetback to the states—the mushroom is a kind of postal service: it will report whether he still lives or is dead, whether he is in jail, married, in trouble or prosperous. The Indians believe that the mushrooms hold the key to what we call extrasensory perception.

Little by little the properties of the mushrooms are beginning to emerge. The Indians who eat them do not become addicts: when the rainy season is over and the mushrooms disappear, there seems to be no physiological craving for them. Each kind has its own hallucinogenic strength, and if enough of one species be not available, the Indians will mix the species, making a quick calculation of the right dosage. The *curandero* usually takes a large dose and everyone else learns to know what his own dose should be. It seems that the dose does not increase with use. Some persons require more than others. An increase in the dose intensifies the experience but does not greatly prolong the effect. The mushrooms sharpen, if anything, the memory, while they utterly



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GROWING in Paris, cultures brought back from Mexico by Heim produce mushrooms in his laboratory. These are *Psilocybe mexicana* Heim.

MUSHROOMS CONTINUED

destroy the sense of time. On the night that we have described we lived through cons. When it seemed to us that a sequence of visions had lasted for years, our watches would tell us that only seconds had passed. The pupils of our eyes were dilated, the pulse ran slow. We think the mushrooms have no cumulative effect on the human organism. Eva Mendez has been taking them for 35 years, and when they are plentiful she takes them night after night.

The mushrooms present a chemical problem. What is the agent in them that releases the strange hallucinations? We are now reasonably sure that it differs from such familiar drugs as opium, coca, mescaline, hashish, etc. But the chemist has a long road to go before he will isolate it, arrive at its molecular structure and synthesize it. The problem is of great interest in the realm of pure science. Will it also prove of help in coping with psychic disturbances?

My wife and I have traveled far and discovered much since that day 30 years ago in the Catskills when we first perceived the strangeness of wild mushrooms. But what we have already discovered only opens up new vistas for further study. Today we are about to embark on our fifth expedition to the Mexican Indian villages, again seeking to increase and refine our knowledge of the role played by mushrooms in the lives of these remote peoples. But Mexico is only the beginning. All the evidence relating to the primitive beginnings of our own European cultures must be reviewed to see whether the hallucinogenic mushroom played a part there, only to be overlooked by posterity.

ACKNOWLEDGMENTS

For help in Middle America the author and Mrs. Wasson are indebted in Mexico chiefly to Robert J. Wettliener; to Cerman Cook de Leonard and her husband, Donald Leonard; to Eunice V. Pike, Weiter Miller, Seerle Hoogshagen, and Bill Upson of the Summer Institute of Linguistics; also to Gordon Ekholm of the American Museum of Natural History, New York; and to Stephen F. de Borhegyi, director of the Stovall Museum of the University of Oklahoma. They are grateful for material aid granted to them by the American Philosophical Society and the Gaschicktar Fund for Medical Research, and also to the Banco Nacional de México for lending them its private plena and the services of the excellent pilot, Captain Carlos Borja. For mycological guidance they are primarily indebted to Roger Heim, director of the Muséum National d'Histoire Naturelle, Paris. For general advice they are most deeply indebted to Roman Jakobson of Harvard University, Robert Graves of Mejerca, Adrien J. Barnouw of New York, Georg Morgenthau of the University of Oslo, L. L. Memmerich of the University of Copenhagen, André Merinat of the Sorbonne, and René Lafon of the Faculté des Lettres et Bordeaux. In the article the names of places and persons have been altered to preserve their privacy.

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Bedroom Bedlam with Bert Lahr

Busy as a railway station at rush hour, this scene sums up the bedlam that constitutes the plot of Broadway's new farce comedy, *Hotel Paradiso*. The play, which was written for Paris audiences in 1896, is practically a catalogue of all the mix-ups that could bedevil a henpecked husband named Monsieur Boniface, played by Bert Lahr (see cover), when he tries to step out with his best friend's wife. In the crisis pictured above, Boniface (*far left*) is caught in a hotel with the straying wife



(Angela Lansbury). Her husband, who has turned up to investigate a report that the hotel is haunted, is beating at their door because he has just been scared by four little girls in white nightgowns (right).

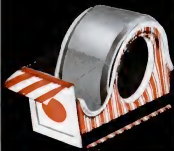
Meanwhile, hark on the stairs, the police are raiding the hotel. The manager and bellboy are fleeing upstairs while three raffish guests—a drunken, top-hatted duke, his gamy sweetheart and a Turkish professor—are trying to look unperturbed. Caught in the same room with the four

girls and their stuttering father (far right) are Boniface's nephew who is having his own adventure with a parlor maid on her night out.

The play is one of 40 farces by Georges Feydeau, a master of Gallic slapstick, whose plays have been seen almost continuously in Paris for 50 years. But though it is funny enough as an old-time showpiece, its Broadway success is due largely to Bert Lahr as the humbling lover who never gets to first base amid the colliding couples and slamming doors.

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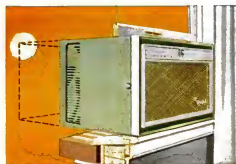
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IN VAUDEVILLE Lahr toured the U.S. in 1923 as a boisterous, red-nosed cop in "a riot of mirth" with first wife, Mercedes Delplino.



ON BROADWAY in 1928 Lahr made his first hit in *Hotel Everything*. With Victor Moore (left), he acted a punchy fighter named *Gink*.

UP, UP FROM 'GUNG, GUNG'

Early in his long professional life Bert Lahr learned to throw back his head like a lovesick walrus and bellow "gung, gung." It was a cry of deep human dismay but at the same time it was outlandishly funny. Lahr's combination of pathos and pratfalls, his mixture of misery and slapstick have made the star of *Hotel Paradiso* the most versatile and active of all oldtime comedians.

Born in 1895, Lahr started work by running errands for Rogers Peet, clothiers—a curious beginning for a boy who was to make a career out of wearing crazy clothes. Fired after two weeks, Lahr soon joined a troupe of youngsters doing song and dance acts in cheap vaudeville, graduated to burlesque, bigtime vaudeville, and then to stardom in Broadway shows.

With the current scarcity of rowdy musical shows that require the talents of first-rate clowns, Lahr has converted himself slowly but successfully to the dramatic stage. Last season he triumphed in *Waiting for Godot* (next page). And now in *Hotel Paradiso* he has proved himself a master of straight farce. Two musicals are now being written, hopefully for him to star in next year. But Lahr is prepared for whatever happens, knowing he has more than one trick up his sleeve.



IN BURLESQUE at 17 Lahr was a Dutch comic.



FULLY FAMOUS, Lahr in 1939 had a bedroom scamper with Ethel Merman in Broadway's *Du Barry Was a Lady*, in which he played a lovesick Louis XV.

CONTINUED



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BEDROOM BEDLAM CONTINUED



AS A TROUBADOUR, Lahr gurgled amorously in the ear of Beatrice Lillie, who perched on a garden swing in the 1941 Broadway show, *Seven Lively Arts*.



AS COWARDLY LION in *Wizard of Oz* (1939) Lahr had biggest film success. He was children's delight singing *If I Were King of the Forest*.



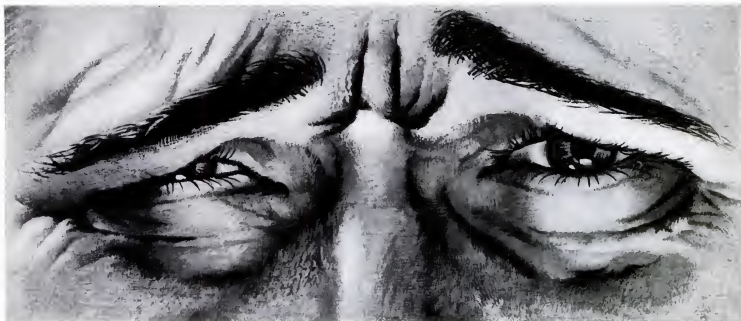
AS VICTORIA in the Broadway revue, *Toto on the Loose*, Lahr in 1951 portrayed England's prim monarch as if she had been swigging gin.



AS HUNGRY HOBO in last season's existentialist drama, *Waiting for Godot*, Lahr eyes a carrot. He said that being in the play was "enthralling."

Headache?

Muscular aches? Painful cold miseries?



Take Bufferin®...acts twice as fast as aspirin!

Won't upset your stomach as aspirin often does



1. Medical science knows that a pain reliever must go through the stomach and into the blood stream in order to relieve pain.

2. Bufferin combines aspirin with two antacid ingredients which speed the pain reliever out of the stomach and into the blood stream *twice as fast* as aspirin.

3. So Bufferin acts *twice as fast* as aspirin to relieve pain. Take *two* Bufferin tablets the very next time pain strikes. You'll find you get *fast*, wonderful relief.

If you suffer from the pain of arthritis or rheumatism, ask your physician about Bufferin.



ANOTHER PRODUCT
OF BRISTOL-MYERS

FIX-IT TIPS

with "3-in-One" oil



Wheels run free and fast again with a few drops of "3-in-ONE" oil. Lubricates. Contains a special rust inhibitor, too.



Oil wheels and springs with long-lasting "3-in-ONE." Penetrates, prevents rust. Lubrication lasts for months.



Hand drill, power drill—any tool will work better when oiled with "3-in-ONE." Protects moving parts perfectly.



Oil moving parts sparingly with clean-working "3-in-ONE." Penetrates hard-to-get-at places—doesn't gum up.



Keep things moving with
"3-IN-ONE"
OIL

SCIENCE



CRYSTALS OF AET, MAGNIFIED FOUR TIMES, CLING TO SIDES OF FLASK. DISSOLVED IN WATER THEY MAKE ONE DOSE

DRUG FOR RADIATION

The crystals in the flask above could one day become the most prized commodity in the world. They are the first drug yet developed which, in tests with monkeys, gives complete protection from the devastating effects of radiation sickness. Radiation does its fatal damage by fragmenting the molecules of the body's cells. The fragments, called "free radicals," are set loose throughout the body and immediately disrupt the production of blood corpuscles. The new drug, aminoethyliso-thiuronium, or AET, acts as a chemical blotter and absorbs the free radicals.

Tested first on mice at Oak Ridge laboratories and now on monkeys by Dr. Richard Overman of the University of Tennessee, AET has proved 100% effective when taken five to 10 minutes before a normally fatal exposure to radiation. Aside from slight loss of hair and temporary anemia the monkeys show no ill effects. The drug's protection now lasts only a few hours and Dr. Overman is working to extend this time. The Atomic Energy Commission considers the drug so promising that it has just begun testing it for toxicity on nonirradiated human volunteers.



DRUG IS GIVEN by tube to monkey, whose mouth is held open with stick. Humans may take drug in pill form.



TREATED MONKEYS received equal radiation. Sick one (left) had bone marrow injections. Healthy one got AET.



ERNIE KOVACS, PRODUCER AND STAR OF NBC



"Martini drinkers are divided into two glasses," says Ernie Kovacs

But the on-the-rocks faction is growing. Why? Because Martinis on-the-rocks stay cold to the last sip. Whether poured over ice right from the Heublein bottle—or chilled with ice and served in the traditional cocktail glass—Heublein Extra Dry Martinis are always welcome.

Fresh from the world's largest bar, where they are expertly mixed of choicest liquors, each one is perfect. Nobody ever gets a dud. Keep a variety of Heublein cocktails on hand and keep your reputation as a good host. G. F. HEUBLEIN & BRO., HARTFORD, CONN.

EXTRA DRY MARTINI, 75 PROOF; MANHATTANS, 65 PROOF; VODKA MARTINI, 70 PROOF AND SIX OTHER POPULAR KINDS.

And for after dinner: Heublein full-flavored Cordials.  20 kinds, all at welcome domestic prices.



**HEUBLEIN
COCKTAILS**

FULL-STRENGTH • READY-TO-SERVE



The MONTEREY Basic

Your basic group in warm-toned "Sandalwood" custom steel units... a beautiful non-splash Diana sink bowl with ample storage space beneath; two base cabinets, one with four drawers; notice those Monterey exclusive "Pantry Cabinets" with handy storage space and special built-in lighting for your work surfaces. A Future-Fashioned Kitchen, about \$295.



MONTEREY Toppers

A slightly bigger kitchen wardrobe, the Basic plus two Monterey wall cabinets. These have glowing hardwood doors in "Sandalwood," the shelves and sides of matching tone in custom steel. You also add the roomy utility cabinet. And you discover anew how wonderfully this rich tone blends with any color and furniture decor. This version of your Future-Fashioned Youngstown Kitchen, about \$425.



Buy your kitchen as you
buy your wardrobe...

New Future-Fashioned
MONTEREY

 *Youngstown Kitchens*

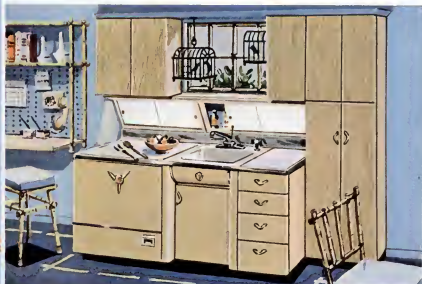
Division of **AMERICAN-Standard**





MONTEREY Separates

And here come the Separates... for this version of your Future-Fashion Monterey kitchen, you'll add the wonderful big 30" Jet-Tower dishwasher, the big undercounter unit that takes a big family diner's dishes and gets them hospital clean with no pre-rinsing. You also get added wall cabinets and another handy "Pantry Cabinet." Of course all in "Sandalwood" wood and steel, about \$775.



MONTEREY Ensemble

Wonderful Monterey Basic with exclusive "Pantry Cabinets," oodles of Toppers, Food Waste Disposer, Separates that include counter top cookery, work level oven unit. A luxury "wardrobe" to own or aim at! And compatible "Sandalwood" goes with everything. This complete Future-Fashioned kitchen can be yours for about \$85 a month.

ALL YOUNGSTOWN KITCHEN UNITS CAN BE FINANCED ON EASY CREDIT TERMS





deep cleans!
suppresses bacteria!
velvetizes your skin!
all in 1
lightning-quick
action!



New Sheer Velvet Cleanser

Sheer Velvet's modern, marvelous multi-purpose formula goes deep down to clean away every speck of city grime, stale make-up and hardened skin secretions which, if neglected, could cause blackheads.

Then works scientifically with miraculous Bithionol to suppress skin bacteria that could invade and aggravate blemishes. Big extra bonus! Sheer Velvet doesn't dry... it velvetizes your skin as it cleans. Leaves an invisible velvety film as a base for new make-up. Try it. See if you've ever had such a complete beauty treatment... so fast. You'll love Sheer Velvet! 6 oz., \$1.50.

You can also get Dorothy Gray products in Canada.

For beauty the modern way **Dorothy Gray**

THIRD ENCORE FOR SUGAR RAY

With one punch aging Robinson again is middleweight champion

For four rounds at Chicago Stadium last week, Sugar Ray Robinson showed his age but little of the slick skill and power that had first made him a champion 11 years ago. He fought in infrequent flurries and wearily pushed off Gene Fullmer's clumsy assaults. Then, with one searing blow that neither Fullmer nor many ringside fans saw, he dramatically won back an old, familiar title.

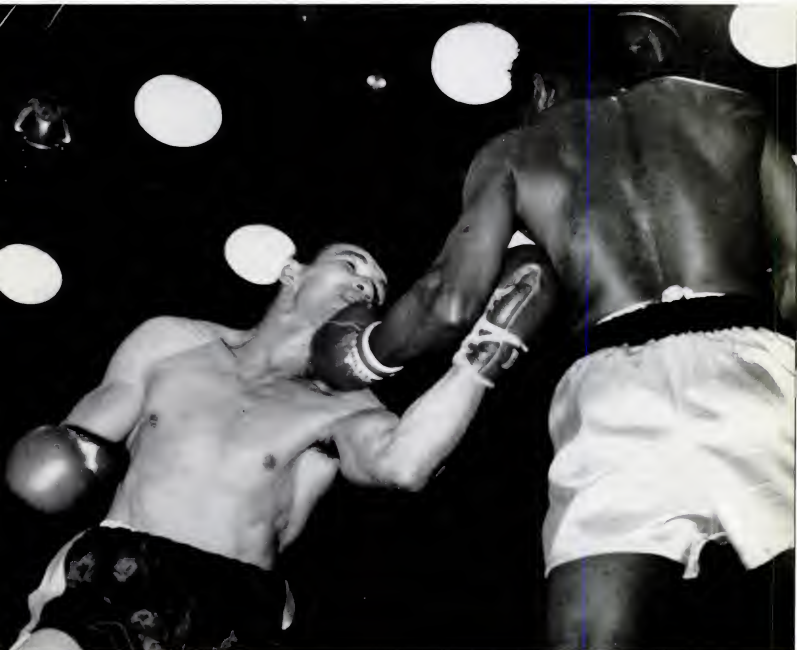
Three times before, Robinson had lost or retired from his middleweight championship. In 1951 he was beaten by Randy Turpin, then knocked him out two months later. Coming

out of retirement in 1955, he whipped Bobo Olson. Last January he lost a decision and the title to 25-year-old Fullmer. This time everyone thought Robinson was finished—until Fullmer suddenly pitched to the floor.

After the fight Robinson was again the beaming conqueror, a role he knows by heart. Surrounded by his whooping retinue of followers, he happily returned to New York to celebrate a birthday (p. 138). The record book says he is 37, but he insists that he is only 36. Whatever his age, Robinson had proved again that he is the most dramatic fighter of his time.



BARRAGE by Robinson (white trunk), shown in multiple exposure, hits Fullmer in the fourth round.



FINAL SHOT by Robinson, a perfect left hook, lands on the lunging Fullmer's chin early in the fifth round. The knockout blow quickly followed a pair of

right-hand leads to the body that dropped Fullmer's guard. Asked how far punch traveled, Sugar Ray said with a grin, "I don't know but he got the message."



Renee Reifel

She wants to know what we did with the \$401,518,000

RENEE REIFEL is a secretary in the marketing department of Union Oil. She is also—through our Employees' Incentive Plan—one of our 5,906 employees who hold shares in the firm.

This entitles her (along with over 65,000 other people who own shares in Union Oil) to a report on the 66th year of business of the 47th largest industrial company in the country.

In 1956 our customers paid us the record amount of \$401,518,000.

How we spent it

We spent 72.1% of this—or \$289,481,000—with over sixteen thousand other companies and individuals with whom we do business.

The more than 1000 tax collecting agencies took another 3.7% or \$14,830,000. This does not include the \$74,120,000 we collected from our customers as fuel taxes and turned over to governmental agencies.

Wages and other benefits for our workers and their families amounted to 15.7%, or \$62,966,000 of our income.

The net profit

This left 8.5%—or \$34,241,000—as net profit. Slightly more than half of these earnings—\$18,261,315—were paid in cash dividends to Renee Reifel and our other 65,000 share owners.

The balance of our net earnings—equal to 4.0% of our customers' dollars—we reinvested

in the company in order to stay in business.

It seems to us that this report does more than give an account of our stewardship to Renee Reifel and our other share owners.

It points up the broader base of ownership of American business. In the last four years, for example, the shareholders of all companies listed on the New York Stock Exchange increased by 33%. Union Oil did even better—41%.

This could happen only in a freely competitive economy that encourages and rewards individual effort.

• • • • •

YOUR COMMENTS ARE INVITED. Write: The Chairman of the Board, Union Oil Company, Union Oil Building, 617 West 7th Street, Los Angeles 17, California.

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL



*Par for
pleasure!*

Make the most of your trip to the tee with a fine, fragrant Dutch Masters. You know, wherever you go, the pocket-size pack of five Dutch Masters Cigars is par for pleasure! Convenient? Sure, and double-wrapping keeps them perfect. *The cigar in hand, above, is the blunt-end President*—new choice in luxury cigars—only 15c. Others from 2 for 25c to 25c each.

*Mild yes...
tastefully mild* **Dutch Masters**

©1958. Consolidated Cigar Sales Co., Inc.

Sugar Ray CONTINUED



OFF TO CELEBRATE, Robinson arrives at co-manager Killer Johnson's Archway Lounge in Chicago. Close friend Joe Louis (left background) waits for him.



VICTORY KISS for his wife is given by Robinson as he and Edna Mae sit at dimly lighted table during the party. He drank glass of iced orange juice.



VICTORY CAKE is presented to Sugar Ray on eve of his birthday by dining car crew on a train to New York. Edna Mae watches him blow out 37 candles.

A Flavor Feast...ready in minutes!



America's Largest
Selling Brand

VAN CAMP'S PORK & BEANS

The secret savory sauce is cooked in . . . so heat, eat and enjoy!

It's degrees cooler in



Cooler way to do business—this suit of Snow Tan worsted. A great traveler, too—it won't get tired looking. For wool is the "self-service fiber" that enables a suit to shed wrinkles overnight.

Enjoy snow-cool comfort—in summer suits of pure wool

If you can't buy a snow-covered mountain this summer—try escaping the heat in one of these new air-conditioned wool worsteds. You'll feel cool the instant you step inside!

For pure wool worsteds have a unique air-conditioning system. Thousands of pores in every wool fiber let your body breathe. Your skin has maximum access to air—and scientists say this is the important factor in keeping cool.

What's more—with these new lightweight worsteds, snow-crisp freshness is built in to stay. For wool's unique spring-back shakes off wrinkles and muss—wool's "he-man" stamina keeps a suit looking as impeccable for that five o'clock meeting as at the start of the day.

So let the thermometer soar—you'll feel like a different man—look cool and distinguished in air-conditioned wool.



Polar Glen plaid combines cool comfort with an influential look. Thanks to its resilience, wool stands up in heat, humidity—never gets that 5 o'clock droop.



This Frost Grey suit illustrates the more distinguished tailoring always found in lightweight wool worsteds. Not just a "one summer suit"—the smooth lines of a wool worsted are undaunted by hard wear.



nothing

the new air-conditioned worsteds



A cooling system all its own is built into this lightweight worsted of Glacier Blue. These new wools are cool and airy—and wool's absorbency prevents that sticky, "steam bath" feeling on hot, humid days.



measures up to **Wool**



For further information about these new air-conditioned wool worsteds, write WOOL, Dept. L-6, 420 Lexington Ave., New York 17, N. Y.



LINCOLN 3-DOOR HARDTOP



Lincoln moves in the best of circles... so effortlessly

Clean, graceful beauty is the obvious reason why more and more fine car owners are arriving in Lincolns. But—there's another Lincoln quality which you must experience to appreciate: this is the most effortless-driving fine car of all.

To be sure, the most widely-acclaimed and easily-recognized quality of this long, low Lincoln is its unmistakable beauty. But that's just the beginning.

Actually, the Lincoln you see is an exciting promise of the Lincoln you'll drive. Every wonderfully relaxing mile becomes a new experience in effortless driving.

At your fingertips, you have the most complete array of power luxuries in any car. *Everything you touch turns to power* . . . even door locks and window vents can be operated electrically. At your command, you have the smoothest engine-and-transmission team in Lincoln's performance-famous history.

And as any woman who has driven Lincoln will

tell you, this big, luxurious car is easier to handle—and park—than any other car she has ever driven.

This is why we invite you to take this Lincoln home—for a day, an evening or a weekend. Call and make your own arrangements, and don't hesitate if your present car is not in Lincoln's class. As more and more new owners are finding out, the step up to Lincoln can be surprisingly easy.

YOUR LINCOLN DEALER

LINCOLN

Unmistakably . . . the finest in the fine car field



GIGANTIC PROPS, 40 times bigger than normal size, are lugged onto movie set. Scissors weighed

400 pounds. Pencil 21 feet long was used as a spar for the hero to grasp in the flooded cellar scene.

MOVIES



FIGHT WITH CAT, which looms over tiny man (Grant Williams), was created by trick camera work.



STRUGGLE WITH SCISSORS takes all hero's strength as he prepares defense against a spider.



DANGER FROM FLOOD threatens shrunken man (arrow) as he cowers beside crate in his cellar.

HUGE PROPS TO SHRINK A MAN

Soon after Scott Carey is sprinkled with a strange atomic mist, he begins to shrink, first to a midget, then knee-high to a grasshopper. From then on the movie, *The Incredible Shrinking Man*, relies on the art and ingenuity of its props, which were built on a gigantic scale so that a normal-sized actor would look small against them. This trick has been used in movies before, but never so dramatically. Everyday objects like scissors, pencils, mousetraps, a ball of twine and even a crumb of cake take on tremendous importance as they become magnified to the dwindling hero.

He gets lost in his own cellar, fights a hungry spider and finally grows small enough to slip through a wire window screen.

By hewing straight to the dilemma of the vanishing man, who battles to save his spirit as well as his life, Universal for a modest \$700,000 has produced an outstanding science-fiction film which already has grossed \$4 million. In the end, as the props grow bigger, Scott Carey is scarcely more than a cipher. The movie offers no answer to his problem except his own metaphysical comment: "To God there is no zero. *I still exist.*"

Should your child make a career in the Armed Forces?

by **Admiral Arthur W. Radford**
Chairman, Joint Chiefs of Staff

(As told to Donald Robinson)

IT HAS taken real men—with courage, initiative and dedication—to keep the United States free. There was John Paul Jones who would not surrender though his ship was sinking beneath him. "I have not yet begun to fight," he declared. There was that tough Virginia frontiersman, Daniel Morgan. He rallied his handful of raw militiamen after everything seemed lost at the Battle of Cowpens and smashed the most dreaded cavalry unit in the British Army. There were Captain Meriwether Lewis and Lieutenant William Clark, the doughty explorers who dared the wilderness to blaze a path to the Pacific. There was Captain Alfred Thayer Mahan. In the face of serious obstacles, he developed new concepts of naval warfare that helped guide the United States to pre-eminence at sea.

Brave, able and patriotic men like these have been the backbone of our Armed Forces since the founding of the Republic.

They still are.

I know of a Navy pilot in World War II who found himself alone in the Pacific skies against nine enemy planes. He didn't make a run for safety. Instead, he attacked the nine enemy planes single handed and shot down five of them, thereby saving his carrier from probable destruction. I know of Army men and Air Force fliers in Korea who fought beyond the limits of human endurance. Short of guns, ammunition, even food, a few thousands of them in the Pusan beachhead stood off the entire weight of the North Korean invasion army. And think of the Marines who were surrounded by the Chinese Reds at Chosin Reservoir. In sub-zero weather, they battled clear of the Communist trap although they were outnumbered by five to one.

"Retreat, hell!", their commander said at the time. "We're just attacking in a new direction."

Nor is it only the men of the Armed Forces who have served this country so well. The women of the Armed Forces have performed as gallantly. I am reminded of the tiny—she was scarcely five feet tall—WAC supply sergeant who pulled a husky soldier out of a pool of burning gasoline in North Africa and smothered his flaming clothing with her own body. There have been many like her.

It is a magnificent tradition that the men and women of the Armed Forces have established. For 181 years, they have been the bulwark of the nation.

Those of us who belong to the Armed Forces derive an intense inner satisfaction from carrying on this tradition and adding to it. To our minds, military service in defense of our country and the cause of democracy is one of the most honorable professions possible for an American.



Members of the Joint Chiefs of Staff prepare for a regular meeting. L to R: Adm. Arleigh A. Burke, Chief of Naval Operations; Gen. Nathan F. Twining, Chief of Staff, U. S. Air Force; Adm. Arthur W. Radford, Chairman of the Joint Chiefs of Staff; Gen. Maxwell D. Taylor, Chief of Staff, U. S. Army; and Gen. Randolph McC. Pate, Commandant, U. S. Marine Corps.

It is also, we believe, one of the most constructive. Though our prime concern in the Armed Forces is preparing for war, our chief mission is to prevent war.

Can there be a more worth-while objective?

The Armed Forces serve the country in other ways, too—big ways. Army engineers built many of our largest dams and flood control systems. Army and Navy doctors pioneered in the use of penicillin, sulfa drugs and blood plasma. Some of our most important navigational aids were perfected by Navy scientists. Radar, for example. And Ioran.

All of the Services work closely with civilian scientists to expand human knowledge. At this very moment, the Navy has an expedition down near the South Pole, probing the Antarctic iceclands. The Air Force and the Navy both are actively exploring outer space.

As you can see, there is more to military service than combat. It is an exciting, challenging profession with something in it to interest virtually every person.

What are the advantages to a military career?

Many, I believe. It offers adventure, the physical fitness that comes from an outdoor life, the magic stimulus of travel to far-off places. Many a military person who scoffed at the old cliché, "Travel is broadening," has changed his outlook after the wonderful things he's seen all around the world.

A military career brings you the comradeship of the finest men and women in America. Service friendships are renewed for their long-lasting loyalty and devotion. They lift military life out of the ordinary.

Best of all, the Services afford young men and women excellent opportunities to better themselves, so that they can meet the needs of modern technology.

A Navy bluejacket can learn one of more than sixty skills in aviation, electronics, engineering, ordnance, photography, music and other spheres. The Army maintains fifty-five different schools, teaching soldiers everything from cryptography and cooking to the latest infantry tactics and the operation of guided missiles. Air Force and Marine training is just as extensive.

Girls in the Army's WACS, the Navy's WAVES, the Air Force's WAFS, and the Women Marines have equal opportunities. They can become meteorologists, control tower operators, X-ray technicians, intelligence specialists, laboratory workers. Or dozens of other things.

"I never knew how much there was to learn," a girl wrote the Defense Department recently, "until I saw how much the Services were willing to teach me."

The career officer has available to him some of the most outstanding military schools in the world to help him improve his professional qualifications.

There are yet other advantages to a career in the



Armed Forces. You do not have to worry about seasonal lay-offs. Medical care for you and your dependents is provided. And your future is protected. You are guaranteed a retirement income after twenty years' service.

What are the possibilities for advancement?

They are good. This holds for officers and enlisted personnel alike.

At last count, there were 350,000 officers and warrant officers, and 2,430,000 enlisted personnel in the Armed Forces. Forty-five percent of them have been in the Service less than two years. Only one-fifth have been in for ten years or more.

That means that the upper grades, both in the commissioned and enlisted ranks, are not overloaded with old-timers. It means that young men with ability and initiative can look forward to steady sailing up the promotion scale. There is no dead end in military life. It compares favorably with almost any civilian field in its scope for individual advancement.

Much as I love Service life, I admit that it does have a number of drawbacks. You are sometimes separated from your family for long intervals. We have been trying, as best we can, to cut down on these separations, but the demands of the Service occasionally make them unavoidable.

It is also true that considerable moving about is necessary in the Service. Just as you are settling down in a new home, orders may arrive transferring you. This can cause serious interruptions in your family life, and partings from old friends. Still, you become accustomed to

it. Many families even enjoy the changes of scene, especially since most of our military installations have their own happy community aspects.

Furthermore, military families often have an opportunity to serve together in fascinating foreign lands. They get to know foreign friends, foreign customs, foreign languages. They act as unofficial American "ambassadors"—and, incidentally, do a splendid job of it.

Some people claim that the discipline in the Services is a drawback. Personally, I have never regarded it as such. We are all subject to discipline of some kind. There is a discipline in the home, the school, the church and in business. As a matter of fact, good discipline, equitably administered, can make life easier rather than harder. I found that out forty-five years ago as a midshipman at the United States Naval Academy.

Some feel it a drawback that the men of the Armed Forces may, one day, have to risk their lives for their country. I disagree with them.

To my way of thinking, this is not a drawback but a privilege. In a democracy like ours, every able-bodied man is expected to bear arms and risk his life, if need be, in defense of his country.

I cannot say that anyone will become wealthy on Service pay. No one ever has. However, I can say this. Military pay rates are established by law and legislators are conscientious about providing enough for the decencies of life. Service men are certainly able to support their families and educate their children. In this connection, the "fringe benefits" that Service men and women receive over and beyond their pay cannot be forgotten. In addition to medical care, vacations and pensions, these benefits include certain insurance coverage, disability payments, legal assistance, and the use of commissaries and post exchanges. Such items mount up.

All young people can profit from military training but, naturally, not everyone is suited to a military career. Only the right type of boys and girls can make a success and a happy life in the Armed Forces.

I have given this subject much deliberation. In my opinion, such boys and girls must first have a genuine interest in matters military. They must be loyal to their country, be proud of its history, and feel a duty to its future.

Secondly, it is essential that such boys and girls have a high degree of adaptability, be able to adjust to changing circumstances. Third, they must get along with other people. Fourth, they must want to be leaders, and have a keen sense of responsibility. Fifth, they should be amenable to discipline. This does not mean that they cannot think for themselves. The Services encourage individuality and original thought. But the unruly lad who delights in rebellion against constituted authority will not prosper.

A sixth requirement is a quick, agile mind. A facility for mathematics would be especially helpful. Seventh is a liking for adventure. Eighth is, understandably, good health.

How do boys and girls resolve upon which Service to join?

I would suggest that they read everything they can on all four of the Services, that they question veterans and, if possible, that they talk with men and women now on active duty. Each Service has its own mission, its own traditions, and its own attractions.

No prior training is required of boys and girls interested in a career in the enlisted ranks. They can sign up for periods ranging from two to six years, and obtain their training while they draw their pay.

A boy with the ambition to become an officer can seek an appointment to the U. S. Military Academy, the U. S. Naval Academy or the U. S. Air Force Academy. He can, if he wishes, apply for pilot training in the Air Force, the Navy or the Marines. Or he can win a commission in a variety of other ways. Training programs range from a few weeks to four years. A girl, with the proper qualifications, can obtain a commission in the women's Service in as little as eight weeks.

To any boy or girl who decides on a career in the Armed Forces, I would say, "Continue your civilian

education as long as you can. The more your schooling, the better you'll do in the Services."

I would particularly emphasize this to boys and girls who want to become officers. Today, a college background is virtually a pre-requisite for most officer training schools.

To parents and teachers I would add this. For any career, education begins in the family and is continued in the church and the school. It is up to you to instill in children an understanding both of the rights and responsibilities of a citizen. Teaching them to recite the Bill of Rights from memory is not enough, for you could teach a parrot to do that. Rather, teach them to understand its meaning. Give them a "Bill of Responsibilities" to go along with the "Bill of Rights" and inculcate them with a spirit of service. Then you can be sure that they will shoulder their share of responsibility to our nation.

Democracy, patriotism, discipline, courage, professional competence, honor and integrity, logic and common sense, patience, loyalty and faith . . . these are the guiding principles in the Service man's creed. I hope they will be guideposts for your children, too, whether in military service or civilian life.

Today, the United States is confronted with the menace of militant international Communism. This danger is apt to continue for long years to come. Only by remaining strong can we preserve our freedoms. Your son and your daughter can help us stay strong. And free.



HOW TO HELP YOUR CHILD HAVE THE CAREER HE WANTS

Many factors will enter into your child's choice of a career: his interests, his ambitions, his abilities, the counsel he receives from teachers, friends and family. But, most of all, it will depend on his opportunities to get the training he needs to enter the field of his choice.

Even though his college days are still years away, it's never too soon to start making sure that your child will have the opportunity to continue his education when the time comes.

Your New York Life agent has chosen as his career the business of helping families plan for the future—for education, for retirement, for all the things which life insurance helps make possible. Through training and experience he has become a highly qualified specialist. You'll find him both able and willing to help you.

Booklets available on many careers

This article on Armed Forces is one of a continuing series on career opportunities for young men and women. Thus far, similar articles have been prepared on Newspapering, Law, Medicine, Accounting, Teaching, Architecture, Aeronautical Engineering, Electronic Engineering, Public Service, Farming, Chemistry, Selling, Nursing, Starting a Business of Your Own, Pharmacy, Dentistry, Banking, Printing, Home Economics, the Mineral Industry, Personnel Work, Retailing, Atomic Science and Librarianship. Each is available in booklet form and will be sent to you on request. You'll also find additional help in our free booklet, "The Cost of Four Years at College." Just drop a postcard to:

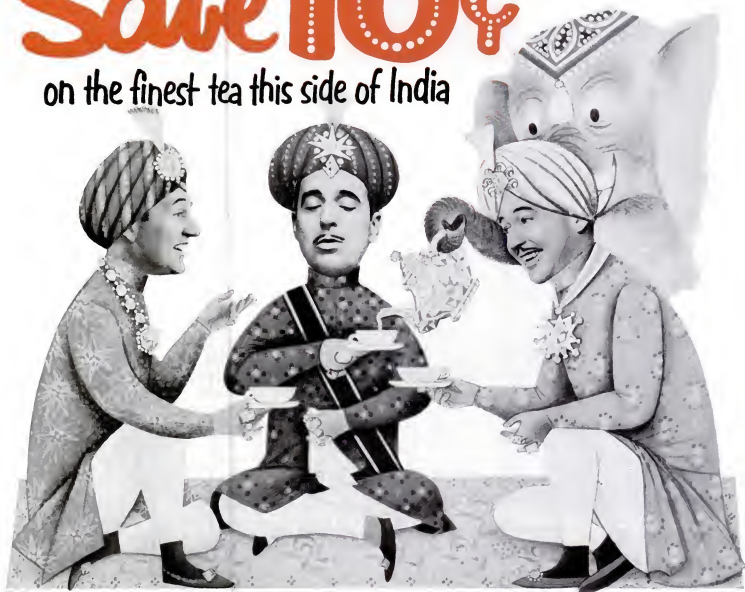
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genial host of "House Party"

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JACK BAILEY
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It's today's *livelier* Tender Leaf

There's never been a crop of choice young tea leaves like those in today's Tender Leaf Tea. Just the liveliest "baby" leaves . . . slowly brought to the peak of their flavor in cool, clear mountain air. Then sealed tight in aluminum foil to keep all their sparkle and spirit alive. Tender Leaf is the one and only leading tea that seals such choice young tea leaves in protective foil.

"So save ten on Tender Leaf," say Ernie, Art and Jack. "Enjoy the liveliest tea yet!"



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SUNBURST PACKAGE
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GETTING AND SPENDING THE TEEN-AGE ALLOWANCE



JERRY ROBBINS TAKES BARBARA MILFORD TO ST. LOUIS THEATER OFFERING TEEN-AGE RATE, EVENING WILL COST HIM \$1, FOURTH OF HIS WEEKLY INCOME

Youth's money runs into billions of dollars and a lot of family debate

In terms of dollars, teen-age allowances add up to a considerable economic fact in the U. S. Some \$6 billion a year is given out to teen-agers, an amount comparable to the nation's phone bill. In terms of family relations the allowance is the subject of debates which, in intensity and volume, often outdo fiscal discussions in the nation's law-making bodies. Yet the study of allowances has been neglected; the body of facts about them is small; a consistent philosophy about them is almost nonexistent.

About 75% of the nation's male and female teen-agers receive regular allowances from parents while most of the rest tap parents on a haphazard dole system. One third of them—including most of the St. Louis

teen-agers shown on these pages—augment allowances during the school year by working at jobs over and above the basic chores expected of them. The total money teen-agers have to spend comes 65% from allowance, 35% from earnings and the total school year teen-age take is \$9 billion. Allowances and earnings go up with age, starting with an average of \$1.61 for 13-year-old boys to \$16.65 for 18-year-olds. Statistics of allowances, however, are confusing because some teen-agers have to buy lunches and pay bus fares out of allowances while others do not. And the whole subject is muddled because allowances are considered by parents partly in terms of economics and partly of psychology, as discussed on page 152.

Savings bonds and pizza on \$15 a week.



A CAREFUL PLANNER. Jerry Robbins, 17, a senior at Southwest High in St. Louis, goes over finances (left) with his parents, who give him \$5 a

week. Jerry puts his allowance into savings bonds. To get spending money he works as a check-out clerk in a supermarket, which pays him \$10 for ten



hours' work. This goes mostly for school lunches and dates with his girl, Barbara Milford. Pizza after movies comes to \$1.95. Because of his job, Jerry

Variable income and unpredictable outlay.



A HAPHAZARD FINANCIER. Ed Merkel, 17 (in *lip's jacket*, above), is never quite sure where his money goes and has irregular earning habits. He



gets \$7 a week from his parents, collects \$1 a week from DuWayne Hall and Nick Dalba for driving them to school in his 1949 Oldsmobile. By washing



cars on Saturdays, he sometimes picks up as much as \$12. When broke he borrows from his mother but usually pays it back the following week and has

A 13-year-old stretching out \$2.50.



A RESPONSIBLE YOUNGSTER. Danny Milford, 13, with sister Barbara, watches father count out allowance while his mother (in *rear*) looks on.



can afford items like a second-hand TV set (right) which he ordered by mail for \$14 but which almost broke him when the delivery charge came to \$10.



enough left over to indulge in his favorite luxury, a shoeshine (35¢, including tip). A part of Ed's allowance goes on guns and shells, buying cartridges



at around \$4 per box. Recurrently short of funds, he is forced to rely on television for entertainment, usually sitting with Carol Crutcher (right) at her



house. Even so, he says, "I can spend the whole weekend there doing nothing but watching TV and end up with \$5 less in my pocket Sunday night."



His \$2.50 a week, out of which he spends \$1.75 on school lunches, is not enough for Danny. He carries bundles for 50¢ for his neighbor, Mrs. Genevieve



Nolan, who gives him bonuses in the form of snacks. He weaves potholders to sell at four for \$1. Danny spends his money on model planes, movies at 20¢



and popcorn at 15¢ a box for his girl, Carolyn Anderson, when they go Dutch to a show. His sister Barbara, 16, gets "holes" instead of regular allowance.

The girls pool

Although girls average lower allowances and less earned income than the boys, their pocket money seems to go farther, particularly as they grow older and their male dates absorb more and more of the cost of an evening out. About half of the 14-year-old girls pay for their own entertainment, whereas more than a third of the 18-year-olds do. Partly because of diets and partly because of daintier appetites to begin with, girls spend only about half as much on soft drinks, malts and snacks as boys their own age. A good part of this advantage, however, is lost because they spend almost three times as much as the boys do on clothing and grooming.



JUDGING STYLES, St. Louis high school girls earn money serving on a fashion board, modeling

clothes and giving ideas to clothing manufacturer. Each board member gets \$5 fee for weekly sessions.



HELPING MOTHER, Andrea David (on ladder), gets \$2 for heavy housework to boost \$6 allowance.



PAYING SISTER, Jane Sheets, 17 (left), gives twin, Jenn, an average of \$2 for helping on odd jobs.



SHORT ON CASH, Andrea David borrows 50¢ from brother Bobby who works as a delivery boy.

OUT TOGETHER, girls pay Judy Johnson (left) 25¢ each for gas, spend 29¢ for drive-in milkshake.



funds and fun

About a fourth of the country's teen-age girls work to supplement their allowances, as contrasted to two fifths of the boys. Of the St. Louis girls from Southwest High shown on these pages, Judy Johnson has the highest income, a \$4 weekly allowance and \$15 to \$20 for doing clerical work. Jane Sheets, with no allowance, earns \$10 a week in the school library but gives her twin sister Jean an average of \$2 for helping her with daily chores. The girls have found that by pooling their fun they can stretch their funds. Whether they share gas for a car or get group rates when bowling, it is definitely much cheaper by the half dozen.



AT BOWLING ALLEY, girls find it cheaper to bowl in teams since they then get club rates. From

left are: Carol Jamison, Andrea David, Kay Muelkenbrock, Judy Johnson and Jane and Jean Sheets.



CONTINUED

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by Revlon

The Lipstick Case of lasting luxury designed by famous jewelers Van Cleef & Arpels... Change shades with a quick click-in refill!



TEXTURED GOLDTONE, RHINESTONE TIERS 8.50* WITH LIPSTICK—OTHERS 1.35* TO 37.80* *PLUS TAX

THE SAFETY RAZOR WITH THE LIFETIME BLADE

NEW SUPER BLADE!

ROLLS RAZOR'S finest Sheffield steel blade is precision-made and hollow ground like a barber's razor, but safety-guarded, compact, easy to use. Exclusive built-in strip and hose keep the edge right for your beard and skin. Gives clean, satiny-smooth shaves. Ends constant blade buying. Only \$11.95 complete.

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CAVALIER Boot Creme
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All leading colors • Dealer Ex. Bottom 10, 12c

Brite hands look better...wear longer!

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You actually **SAVE** up to 50% because you attach it yourself!

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AT YOUR FAVORITE VARIETY CHAIN STORE

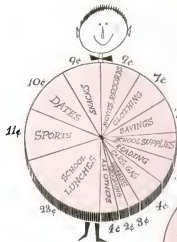
\$50,000,000 WORTH IN USE

ROTOTILLER

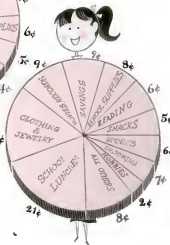
MOWS...TILLS...CULTIVATES...HAULS
DOES ALL THE HARD WORK

ROTOTILLER, TROY, N. Y. SINCE 1930

ALLOWANCES CONTINUED



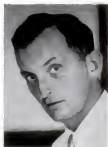
BOY'S DOLLAR at left is shown split up according to average way it is spent. The expense of a date varies widely, usually depending on the girl.



GIRL'S DOLLAR split up shows the large proportion that is spent on clothing and grooming. Girls spend as much on movies and records as boys do.

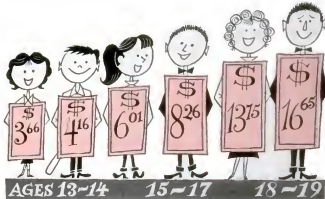
WHAT TO GIVE—AND HOW

Most authorities on youth agree that regular allowances are necessary and beneficial to teen-agers, adding stability and helping develop good financial habits. But parents have long been unsettled on how much to give and how to give it. Eugene Gilbert, head of the Gilbert Youth Research Organization, who has been gathering data on teen-agers since he was one himself, compiled the statistics on these pages based on a national sample. As averages they do not express the wide differences in family incomes and individual teen-age needs, but they give a good criterion for determining what teen-agers can get along on.



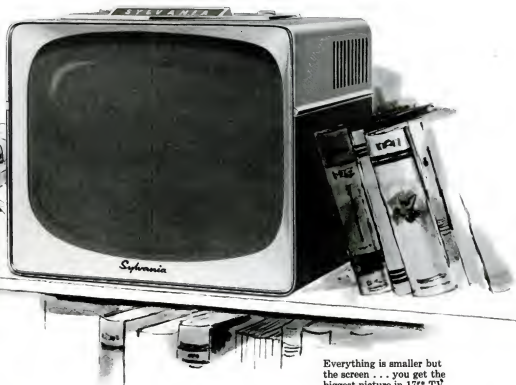
EUGENE GILBERT

Dr. L. Joseph Stone, chairman of the Department of Child Study at Vassar, emphasizes five major points of psychological importance in teen-age money matters: 1) The teen-ager is entitled to an allowance as a matter of right, and the amount should never vary for disciplinary reasons. 2) Work around the home should be done as family obligation and extra earnings should come from outside the home. 3) Allowances should be stepped up regularly each year, especially when brothers and sisters are involved. 4) Expenses to be met out of allowance must be a matter of open discussion between teen-agers and parents and related realistically to the family's financial means. 5) Teen-agers should not have to account too closely for ways they spend their own money.



WEEKLY INCOME by age during school year is shown here. Figures represent allowances plus earnings. At 18 half of boys, one third of girls are working.

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Slim Jim perches on top of slim modern sectionals

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- Perfect gift for happy homes, new and old. Goes anywhere—fits where big TV never fitted before
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You can enjoy this big-screen TV in the kitchen



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Sylvania pioneered the revolutionary 110° picture tube and S-110 Chassis to cut 7" from depth, over 5" from width, 3" from height of old-fashioned sets with 17" screens. Cabinet is less than half the size.

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*17" overall diagonal; 150 sq. in. of viewable area

†Manufacturer's suggested retail price.

Keep your eye on **SYLVANIA** . . . fastest growing name in sight



MODERN-DAY DANIEL BOONE is John Paul Highley, foreman of Salt Lick Pallet Company. His town in foothills of Cumberland Mountains enjoys new prosperity since pallet company started operations.



PALLET COMPANY PIONEER Epsey Clay Highley and his son, Roy, inspecting new pallets being built for GM's Delco Products Division.



BIRD IN THE HAND and 1400 other parakeets give Highley another business which grew out of a hobby. Birds are sold to stores in 150-mile area.



IF THE SHOES FIT they will soon be worn by mountain folk from area surrounding Salt Lick who buy footwear from Highley store.



ROADSIDE REST for tourists is Highley Motel started with pallet company profits. Motel is run by Roy Highley and his wife, Louise.

What a modern mountaineer has done for his old Kentucky home town

THINK of modern industry and you usually think of big industrial communities. Detroit, Pittsburgh, Los Angeles, Chicago.

But Espy Clay Highley will tell you that you can find modern industry right in his little village of 500 souls—Salt Lick, Kentucky.

And he ought to know. He's the one who started the successful Salt Lick Pallet Company.

Opportunity Begins at Home

LIKE most business ventures, Espy Clay Highley's started with a simple idea. Find a new use for all the timber round about Salt Lick. Find one that would employ the natural talents of his mountain neighbors. Also one that you could sell outside of Salt Lick—and bring new money into the community.

Then Espy found the Delco Products Division of General Motors was in the market for pallets—small wooden platforms to stack and ship manufactured parts and products on. So he got in touch with them mighty fast. And when Delco Products came through with a pilot order for 250 pallets he had plenty of buzz saws and plenty of sawyers ready to do the job.

Result: Delco Products quickly came through with further orders—had Espy's mountain workers turning out 500 pallets a week for Delco Products alone. Other GM Divisions and other firms heard about the buzzing business and sent in their orders. Little Salt Lick had its new industry—and a profitable one.

Boon for a Modern Daniel Boone

THEN came trouble. A fire at Espy's little mill was too fast and furious for the local volunteer fire department to handle. And it looked as if Espy and Salt Lick were out of business—at least the pallet business.

But, again, think of modern industry and you sometimes forget to think it's made up of people willing and interested in giving other people a break.

When the folks at Delco Products heard Espy's tale of woe—and when they heard how he and his mountain friends were facing up to it with real never-say-die pioneering Daniel Boone spirit—they told him to stop worrying. They would cut back orders until he was in action again—then renew orders on the regular basis.

That was all Espy needed. He went to work. And before too long he had production up to 3,000 pallets a week with two GM

Divisions—Delco Products and New Departure—as well as many other steady customers. And pallet earnings go into the jeans of 30 Salt Lick citizens every payday.

What's more, Espy has used his own profits from the pallet business to start a couple of other home town enterprises. There's plenty going on in Espy Clay Highley's old Kentucky home town.

And don't think this is an unusual story. What has happened in Salt Lick has happened in hundreds of towns and cities all over the United States. New business has flowed into these communities—and as a result these communities in every state in the Union share in General Motors' success.

How much they share is shown by the fact that outside sources of materials and services for GM receive, in total, close to 50¢ out of every dollar that GM takes in.

Small Business and General Motors

Pattern for Prosperity

Of the 26,000 business firms supplying General Motors with goods and services, more than 22,500 are small businesses with fewer than 500 employees. Almost 1,700 of these firms are in the South—and most of them are very small businesses, employing less than 100 persons.

"Check your car—check accidents"



LEGAL LIGHTS of Salt Lick are Police Judge "Chris" Johnson and his predecessor and father-in-law, Town Councillman Espy Clay Highley.



BUSY QUILTING BEE is held in members' homes each week by Ladies Aid Society. Pattern is called "Improved 9 Patch"—is over 150 years old.



LOADS OF LOGS are sold to pallet plant each day by local farmers like Junior Hardin who started logging for extra cash when mill opened.



ACCOMPANIED BY AN ARMY OFFICER, PRESIDENT DIEM STRIDES BRISKLY PAST A FLAG-WAVING FORMATION OF CHILDREN WHO HAVE TURNED OUT TO GREET HIM

THE TOUGH MIRACLE MAN OF

Diem, America's newly arrived visitor, has roused his country and routed the Reds

IN the person of Ngo Dinh Diem, president of the Republic of Vietnam, the U.S. this week welcomes a visitor who is unique among the rulers and statesmen of the new Asia. Diem differs from Nehru of India, U Nu of Burma and Sukarno of Indonesia in that he opposes Communism not only in principle but in total practice, both at home and in his foreign policy. There are also important differences between him and heads of states allied with the U.S. Chiang Kai-shek has led Free China, in victory and in defeat, for 30 years; Diem has been in power

less than three years. At age 56, Diem is in the fullness of his talents and vigor; Syngman Rhee of Korea, at 82, is declining into a tragic senility that only the blindest of his admirers can now ignore. The late Ramón Magsaysay of the Philippines radiated an inner warmth that elicited his people's fervent love for him. He was a peasant by birth and habit, and proud of it. Diem with his closed face and stilted manner is an aristocrat who commands more respect from his people than affection.

Ngo Dinh Diem is respected in Vietnam

today for the miracles he has wrought. Order has replaced chaos. Communism is being defeated. A pattern of leadership which could provide an alternative to neutralism in southeast Asia is being shaped and tested. To a world daunted by the idea that circumstances are bigger than men, one man with a purpose is demonstrating what he calls "the power of the human personality."

Diem would be the last to deny that the U.S. has contributed a lot to his success. American aid to Vietnam, in all forms, runs to around \$400 million a year. The U.S. is



ON A TOUR OF THE COUNTRYSIDE NEAR SAIGON

VIETNAM

by JOHN OSBORNE

paying 75% of Vietnam's public costs, largely supporting its army of 150,000 men and providing technical skills that Vietnam inevitably lacks after more than a century of French domination.

Ngo Dinh Diem had been in voluntary exile for several years and was all but unknown even in Vietnam when he was asked to assume the title of premier and form a government in June 1954. The circumstances which caused him to be plucked from obscurity and raised to what then seemed to be a very dubious eminence originated in

CONTINUED



MILITARY DEVELOPMENT of Vietnam is being pushed under U.S. supervision. Here Vietnamese soldiers listen to tactics lecture. Vietnam also has a navy of about 8,000 men, air force of about 2,500.



ECONOMIC DEVELOPMENT includes big reclamation projects like the Cai San Resettlement Project, where workers dig big drainage canals under direction of a U.S. technical adviser (background).



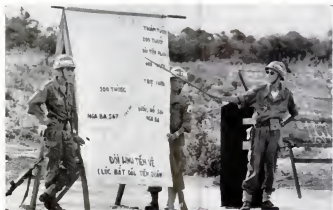
FARM EQUIPMENT FROM U.S. is inspected at a refugee resettlement project south of Saigon by

farmers who heretofore have had to get along with wooden plows hauled by a pair of water buffalo.



U.S.-SPONSORED VILLAGE for refugees is inspected by group of American advisers and Diem's

sister-in-law, Madame Ngo Dinh Nhu (center, dark glasses), who represents area in national assembly.



U.S. MILITARY TACTICS are taught with chart adapted from U.S. infantry manual. Americans act as training advisers but have no other contact with troops.



U.S. EXPERTS from Michigan State University where Dien (second from right) was once consultant on southeast Asia while in exile, meet with president.

DIEM CONTINUED

the years of ferment, revolution and civil war which followed World War II.

France, seeking to re-establish its colonial authority in Indochina, had relied for native leadership on Emperor (later "chief of state") Bao Dai, an amiable puppet whose family had been enthroned by French traders in 1802. Millions of Indochinese, wanting independence and despising the indolent Bao Dai, had turned to Ho Chi Minh, a gaunt and bearded ascetic who in the first years after World War II posed as a genuine nationalist and emerged as a committed Communist only around 1948. Ho's Vietminh forces, partly supplied by Red China after 1949, waged a guerrilla and political warfare culminating in France's defeat at Dienbienphu. Both sides were near exhaustion when France, Great Britain, Red China and Soviet Russia—with the U.S. in passive attendance—agreed at the Geneva Conference of 1954 to liquidate the war. They arranged to set up Indochina's three "associated states"—Laos, Cambodia and Vietnam—as independent countries and to divide Vietnam between the Communists and non-Communists at the 17th Parallel. Communist Ho and his Vietminh took over the country north of the parallel. The southern portion was left to the crumbling, frightened regime of Bao Dai, who had long since retired to France but was still the chief of state.

Just how Ngo Dinh Diem, a former provincial governor who had fallen out with Bao Dai many years before, came to power at this moment has never been divulged. It is certain only that he returned to Saigon, the southern capital, with the backing of the U.S. and the barely disguised enmity of both the French government and his nominal superior, Bao Dai. Right away, as if the visible difficulties were not enough, the new premier ran into name trouble which persists to this day. Ngo, pronounced "go," is his family name. The Vietnamese, however, do not use either surnames or given names in the Western fashion. The only strictly correct style of nomenclature is "Ngo-Dinh-Diem." But the world press promptly dubbed him Diem (as in "zinn") and "President Diem" he remains. He has gracefully resigned himself to this usage and many of his own people in Vietnam have adopted the new style.

Diem had no time to waste on the niceties of nomenclature when he first took over. Many of the 11 million southern Vietnamese still regarded France as the enemy and the

CONTINUED

General Electric Thinline Air Conditioner has no unsightly overhang—inside or out



No matter what kind of windows, wiring, color scheme or budget you have, you can have the cool comfort of a modern General Electric Thinline.

Here's why the ideal air conditioner for your home is the General Electric Thinline:

It fits anywhere. So compact (only 16½ inches thin) that it fits almost any kind of window. Flush with inside wall, no unsightly overhang outside, takes up ⅓ less space than previous, old-style models.

It fits any wiring. Some Thinlines work on so little current that there's one to fit the electrical service you already have.

It fits any color scheme. Six cheerful spray-on colors blend your Custom Thinline models with any décor.

It fits any budget. Both the Custom Thinline (shown at bottom) and the even lower-priced De luxe model (left) are temptingly priced. So now there's really no reason to do without cool comfort. They come in ½, ¾, 1 and 1½-horsepower models, range from 5500 BTU's* to 13,350 BTU's.* Accessories include a permanent electronic filter (at extra cost).

See your General Electric dealer now. General Electric Company, Room Air Conditioner Dept., Louisville 1, Ky.

New 115-volt, 1-HP Thinline packs a 9,000 BTU* cooling capacity. Another Thinline works on 7.5 amperes, has a rating of 6600 BTU's.* Both are De luxe models, at hard-to-resist prices.

*Cooling capacities are tested and rated in compliance with ARI (Air Conditioning and Refrigeration Institute) Standard 110-56 and are stated in BTU's (British Thermal Units).



Only | 16½ | inches thin—takes up ⅓ less space, fits almost anywhere



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There are two General Electric Thinline styles—Custom and De luxe. Custom models, shown in four typical installations above, give you a choice of colors.

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Lighter... brighter... smoother COLORBRITE—the thin lead colored pencil that says “attention” in business activities. Now you can always put the right color in the right spot—brighten up your records *and the facts* with vivid COLORBRITE, with the

touch that’s feather light. Try one today—ask for red, blue or any one of 26 intense colors—at better stores everywhere.

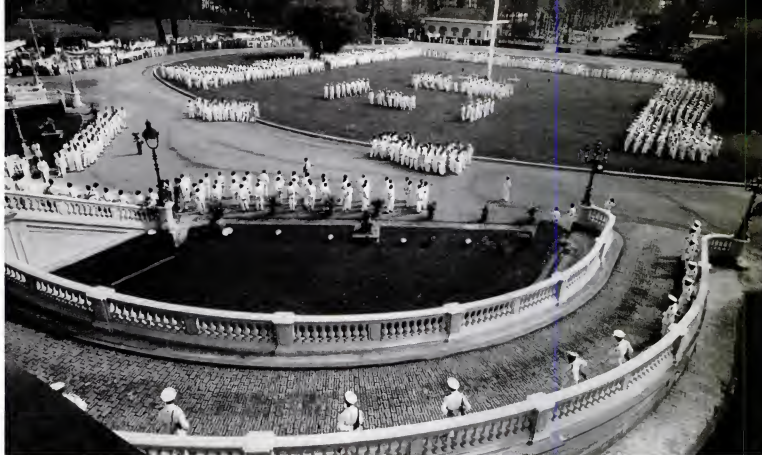
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DIEM'S POLICE, created two years ago by the president to help enforce his new security decrees (p. 169), stage a formal parade in Freedom Palace in Saigon.

The police have not only discouraged most active political opposition to the president but have helped build up Diem's overwhelming election majorities.

DIEM CONTINUED

Vietminh Communists as true national patriots. The Communists, withdrawing their organized military forces to the ceded north, had left behind leaders who in many places personified the only authority the people knew. Two billion dollars' worth of American aid, funneled through the French, had helped to avert a total Communist victory but had otherwise been wasted. South Vietnam, as a country, was as poor and broken as if it had never received a penny.

"The essential thing," says Diem now, looking back on that summer and the months

that followed, "was to restore confidence."

First he had to create a sense of security in a land where there was no security and little or no belief in the possibility of it. The task seemed hopeless.

Nobody, Diem included, could be sure that the new and feeble national army would obey him. A swarm of dissident nationalists maligned Diem in Paris and Washington, convincing many Americans that he was both helpless and incompetent. A gang of thugs, pimps and dope sellers called the Binh Xuyen controlled the police and streets of his capital, Saigon. The private armies of two quasi-religious sects, the Cao Dai and Hoa Hao, dominated much of the country-

side. General Paul Ely, the French commander in Vietnam, forbade Diem to use force against his enemies. In early 1955, six months after he had taken office, the U.S. State Department in briefing new men for Saigon gave Diem a 30% chance to survive. General J. Lawton Collins, President Eisenhower's special ambassador, flew home in April with a recommendation that the U.S. prepare itself against the fall of Diem and the rise of some other leader. Other Americans, rooting for Diem but influenced by Washington's obsession with the decent thought that all war is deplorable, fluttered around him crying "Don't shoot, don't shoot!"

Diem chose to shoot and thereby saved

CONTINUED



DIEM'S PROPAGANDA includes play about Red brigands who are shot by some Vietnamese farmers.



DIEM'S ROOTERS are reenergized by man at right with megaphone, member of a squad which supplies

Vietnamese flags and whips up crowd's enthusiasm whenever president is due to pass along the road.

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mean to
tell me
that's our
old
TV?"



Hard to believe—but it's true! An advanced-technique super-aluminized RCA Silverama Picture Tube can actually modernize a set to such a degree that people will say, "You mean to tell me that's your old TV?"

RCA Silverama Picture Tubes are designed for use in current or older sets—of virtually any and every make. They're super-aluminized to bring you the brightest and

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Ask your neighborhood TV serviceman to put a Silverama Picture Tube in your set—he can install it quickly without circuit changes. Each Silverama is backed by RCA's full-year warranty—issued by your TV serviceman at the time of installation.

Don't wait until the tube goes
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Don't miss "Festival of Magic" on Producers' Showcase, Monday, May 27, on NBC-TV.



CAREFREE CYCLISTS in Saigon enjoy the new sense of well-being and confidence which has spread through Vietnam since Diem's accession to power.

DIEM CONTINUED

himself, his government and the democratic cause in Vietnam. The Binh Xuyen provided the occasion in March 1955 by twice shelling his palace, but he has said since then that he would have made the occasion if necessary. He had only three days' supply of shells in Saigon, and General Ely refused to give him more. "It was a near thing," Diem says today, "a true nightmare." But the amply armed Binh Xuyen proved to be a brazen fake. Its battalions, defeated in Saigon in a matter of days, fell back on the countryside and were gradually fought and starved out.

The initial success against the Binh Xuyen was a mighty tonic to Diem, to the army and to the whole country. It established in the minds of Vietnam's uncertain millions the essential fact that the national government, rather than the quiescent but pervasive Vietminh, was taking charge. As he gained confidence in himself and infused it in others, Diem in the period from March to September of 1955 moved against his other non-Communist enemies, the Cao Dai and Hoa Hao, with a mastery combination of force, cajolery and bribery. He bought off the principal Cao Dai commander, General Nguyen Thanh Phuung, with a cash payment of 124 million piastres (\$3.6 million), a promise of further monthly payments for his troops, and a sinecure command in the national army. Since then the sects have disintegrated as political and military factors.

This recent history is worth recall now because it principally explains the greatest of the miracles to be observed in today's Vietnam. Public confidence in the authority of Diem's government is all but complete—which is to say, most people perceive that it is safer to be for the national government than against it. A corresponding confidence in its purposes and in Diem as its leader has yet to be won, but it is in the making. As Diem has understood all along, security had to come first. "I had to clarify the situation," he says, "in order that the people could see clearly."

Clarifying the situation has entailed a remarkably rapid evolution toward constitutional government. On Oct. 23, 1955, when his forces were still fighting armed rebels, Diem staged a national referendum to choose between himself and the fading Bao Dai as chief of state. On Oct. 26, victor by a huge margin, Diem deposed Bao Dai as chief of state and proclaimed the Republic of Vietnam with himself as president. On March 4, 1956, when the republic was just over four months old and dissident rebels were still variously fighting and surrendering, more than 80% of the eligible voters of Vietnam elected a constituent assembly with a mandate to write a constitution. The assembly, safely and not surprisingly peopled with a big majority of pro-Diem deputies, drew up a constitution and then became the country's national legislature.

Diem's next hurdle was the famous "Geneva election," the plebiscite which, according to the 1954 Geneva Agreement, should have been held last July 20. It was supposed to let the people of north and south Vietnam decide whether a reunited country should be governed by anti-Communist Diem or Communist Ho Chi Minh in Hanoi, the northern capital. Diem had refused to sign the

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DIEM CONTINUED

Geneva Agreement. He knew that it was not a question of who could win the projected plebiscite; it was a question of who the people would expect to win, and all too many of them would have heeded by voting on the assumption that the Vietnam might win. Diem saved his people from this agonizing prospect simply by refusing to permit the plebiscite and thereby he avoided national suicide. Today the Geneva directive stands in principle but in effect it is a dead letter in Diem's Vietnam.

Miraculous though their recovery and progress have been, Diem and Vietnam still have plenty of problems, and all of them are of intimate concern to the U.S. For all its electoral and constitutional show, south Vietnam appears in many ways to be as much of a police state as its Vietnam rival to the north, and Diem may easily be mistaken for another dictator. Acutely aware that this is so, Diem resents both correspondents who "expect things to be as they are in New York" and Vietnamese intellectuals who return from the U.S. and Europe after the battle is fought "and try to teach me some lessons in democracy." Without internal security, Diem says again and again, nothing else is possible. And, paraphrasing Diem, the only way to establish security in a primitive, divided, frightened country such as Vietnam is first to create an effective police power, then to apply it so widely and so firmly that the people can neither mistake its source nor doubt its supremacy.

This necessity and all that flows from it—including some abuses of the necessary power—must be viewed in the context of postwar Asia. The simple truth is that all of the new governments produced by liberated Asian nationalism since World War II are more or less authoritarian in nature and method. Diem was following a familiar pattern when he told the constitutional assembly last year: "For a country as exposed as ours is from within and without, the possibilities of realizing the democratic ideal are of necessity limited. But we would betray the people were we incapable of responding to their ardent desire for a government of true freedom."

The trappings of power

FRIENDLY beholders from the West who want to believe that Diem's objective is indeed "a government of true freedom" are disturbed by the trappings and instruments of power which he and his associates have created. Millions of photographs, paintings and sketches of Diem's withdrawn, monastic face hang in every public office, stare down from the entrances of every public building and adorn the drab walls of peasant huts throughout Vietnam. A propaganda and political front called the Movement for National Revolution (MNR) has cells at various levels in every national ministry and every provincial administration, and is being extended to every town and village. Corollary organizations of women, youth, peasants and workers strive to permeate the easygoing Vietnamese with a sense of what Diem calls "community discipline," and incidentally to identify him in the national mind as a symbol of both discipline and freedom.

Behind the facade of photographs, flags and slogans there is a grim structure of decrees, political prisons, concentration camps, milder "re-education centers," secret police, Presidential "Ordinance No. 6," signed and issued by Diem in January 1956, provides that "individuals considered dangerous to national defense and common security" may be confined by executive order in "a concentration camp" or "obliged to reside under police supervision in a fixed place." The national army, the civil guard or national police, local police, and the Sixth Bureau, a formation of secret military police, enforce this and similar measures with strict and often arbitrary rigor. Only known or suspected Communists who have threatened or violated public security since July 1954 are supposed to be arrested and "re-educated" under these decrees. But many non-Communists have also been detained.

The whole machinery of security has been used to discourage active opposition of any kind from any source. It was also used to build up the majorities voted Diem in the 1955 referendum and the 1956 election. "He could have had 60% or 70% of the votes in completely free elections," said a tolerant foreign observer, speaking recently of these abuses. "It's too bad that he insisted on 95%."

In discussing this aspect of his regime, Diem offers a philosophical comparison between the problem of government in a country such as the U.S. and in one such as Vietnam. "In finished societies," says Diem, "all the main elements are complete and the national government has only to arbitrate between them." In a new and primitive country "the main elements of society" must simultaneously be created and directed from the center. Any government trying to accomplish this "must operate more directly

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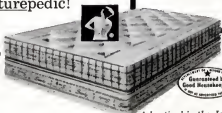
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DIEM AND BROTHERS walk in palace grounds. Ngo Dinh Nhu (left) acts as presidential adviser. Ngo Dinh Thuc is Roman Catholic Bishop of Vinh Long.

DIEM CONTINUED

should be: for five years he supervised the administration of "justice" in 18 Vietnamese provinces. In 1952 he deserted Ho and escaped to the south on a bamboo raft. Americans and many Vietnamese in Saigon who view with alarm the MNR's resemblance to a totalitarian party regard Thanh as the black beast of the Diem regime and attribute its less attractive methods and attitudes to him. "All he knows," says an American who has watched him closely, "are the methods that he saw work with the Vietminh. And they do work. He has been terrifically successful—you have to give him that."

Secretary Thanh in person is a small, amiable, tireless man who has mastered the art of pretending to be frank while saying very little. He readily acknowledges that he directs the "re-education centers" where thousands of dissenters get short, enforced courses in Thanh's version of democracy, and he estimated last year that 15,000 to 20,000 people had been detained for political reasons since 1954. All of them, he says, were Communists or active Communist supporters and most of them were released after two weeks to two months of re-education. He also concedes that open political opposition "in the Western conception" is not to be found in Vietnam. But this, he says, is only because parties outside the MNR front have no "mass organization" and no ground on which to oppose President Diem. "On private grounds," says Thanh, "there are many in the country who disagree with Ngo Dinh Diem. But they have to admire what he has done. Who else is there?"



SISTER-IN-LAW Madame Ngo leads Vietnam women.

government is oppressive, creature of one man, Ngo Dinh Diem. But sympathy for pudgy, twinkly Dr. Dan tends to evaporate when he admits, as he will if asked, that he deliberately courted the support of the Cao Dai religious sect and was its political front-man during its period of armed rebellion.

One of Dr. Dan's milder complaints is that the national government is becoming a family business—"a Ngo dynasty." Many Vietnamese with no discernible ax to grind are uneasy on this score. They remember that brother Nhu, riding around in a palace

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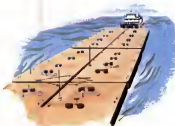
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Gitroën today, was working and living in his union's dirty, fly-pestered quarters not so long ago. They note that Madame Ngo Dinh Nhu, a tiny and articulate beauty of 28, has emerged as her bachelor brother-in-law's official hostess, as leader of the nation's organized women, and as an "independent" member of the Assembly to which her husband also was elected. Last year Diem's deputy secretary of state for defense married a niece of the president, furthering the impression that the family role in government is larger than it ought to be. Uncle Can's passion for privacy stimulates the same feeling, encouraging rumors which might be dispelled if people could see him at work. Ngo Dinh Luyen, another brother, was a close adviser in Saigon until he was appointed an ambassador and dispatched to Europe. The oldest of the living Ngos (Diem, at 56, is second in age) is Ngo Dinh Thuc, the Catholic bishop of rural Vinh Long. Many of the country's one million Catholics feel that Diem, himself a Catholic, has failed to give the church the preference they expected, and in allaying their resentment, Diem needs all the help he can get from the bishop.

When all is said, however, the Ngo who finally matters in Vietnam is President Diem. It is he rather than Secretary Thanh or Brother Nhu who will determine the shape of the society and the "authentic democracy" now abuilding. Americans who study his speeches and talk to him wish on occasion that he could utter such words as "freedom" and "democracy" without so many qualifying adjectives. Granting all that Diem says about the past and still present perils to ordered government of any sort, there is in Vietnam today a vast and as yet unsatisfied hunger for freedom in its simplest and universal sense.

This reporter has heard the hunger voiced in Saigon by troubled men coming furtively to a hotel room to tell of arbitrary arrests and interrogations; at Quang Tri in Diem's native countryside, just below the guarded Vietnam border, where refugees still trickle across at peril of their lives; and at Xuyen Moc south of Saigon, where the Communists held sway for seven years and the people still await proof that the new order is better for them than the old. "We know nothing of Bao Dai or Diem," said a gaunt woman of Xuyen Moc, speaking for a cluster of villagers around her. "Who are they? We want only a leader who will love the people."

Diem has tried valiantly and at literal risk of his life to prove to the people that he loves them by frequent sorties from his palace in Saigon to towns, villages, army posts all over south Vietnam. Since a dissident shot at and missed him two months ago, he has surrounded himself with armed guards, even inside his Saigon palace, and curtailed his travels around the country. The response to his appearances is tremendous—while he is present. But afterward, the MNR with its cells, its banners, its incessant rallies and its synthetic slogans takes over again, and only his portraits remain. And his policemen—essential, obeyed, but not loved.

The U.S. stake

THE president of Vietnam is very much his own man. But the money, advice and policy of the U.S. play big parts in today's Vietnam, and American repute there and to some extent elsewhere in Asia necessarily rises or falls with Diem's. So Americans have the right to ask: how has the U.S. fared in Diem's Vietnam?

The short answer is: pretty well.

Toward the end, the U.S. was putting some \$890 million a year into the feckless Indochina war via the French. Today Vietnam—not to mention its shaky neighbors, Laos and Cambodia—is costing the U.S. roughly half that sum in military and economic support, and all concerned are getting more per dollar than they were in 1954. The aid program in 1955 and 1956 was designed almost entirely to put and keep Diem's government on its feet. It was a jumble of military hardware delivered directly to the armed forces of Vietnam; economic assistance (labeled "defense support") intended primarily to pay the costs of internal security; and assistance intended to benefit the economy as such. This year, for the first time, projects calculated to make a long-term contribution to the country's welfare are getting a sizable share (about one fifth) of the \$250 million allocated to various forms of economic aid, although sustaining the Diem government is still the main purpose.

Americans who suppose that they are exporting and encouraging economic freedom with their aid may be distressed to hear that to date the precise opposite is true in Vietnam—and elsewhere. The taxpayers who put up the money should not be astounded. Aid programs as the U.S. works them must be planned, funds allocated more or less rigidly to this or that commodity and use. In addition, nine years of ECA, MSA, FOA, and now ICA have written the inevitable "book" of rules which tend to be applied willy-nilly

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DIEM'S MAIN OPPONENT, public health specialist Dr. Phan Quang Dan, uses arm conditioners for daily workout. He has a clinic in Saigon suburbs.

DIEM CONTINUED

to every country. All sorts of rigidities, administrative and legislative, are inexorably forced upon the aided country. If the giver plans and controls, the recipient has to do the same.

The results are especially noticeable in Vietnam. Its pre-1954 economy was tied closely to France's, but with this single limitation it was unusually "free." Importers had all the exchange they needed in order to buy whatever they and their customers wanted, just so long as they dealt in francs. Now, with 70% of the country's imports preplanned and underwritten by ICA, businessmen are swamped with forms, justifications, all the frustrations of a double Vietnamese-American bureaucracy. Vicious black markets in import licenses and luxury goods, unknown during the worst of the war, sprang up in 1955. Although the program is designed to prevent the inflation that normally accompanies outside aid to any economy, it has succeeded only in part. Vietnam rocks along in what the economists call "suppressed inflation," threatening to break into runaway inflation but never quite doing so.

All in all, however, the good outweighs the bad. Vietnam's need of commodities from outside is being met in such a way as to finance the costs of internal security with the local currency paid for the underwritten imports. The economy, temporarily distorted by controls, is changing all the same toward a pattern of wider choice and greater freedom. France supplied 75% of the country's imports in 1954, only 23% last year. The proportion of imports from the U.S. has risen from 8% in 1954 to 28%, and Japan—by ICA direction and arrangement—is supplying about a fourth of the total. The rest comes from elsewhere in Asia and Europe. These shifts have brought great changes in Vietnam's buying habits along with a wider use of a greater variety of goods. The prices of luxuries are fantastically high, but Vietnamese and American controllers have brought down the prices of such common items as rice and cotton cloth. Both ICA and Diem's government have been trying to relax the overrigid exchange controls, and even discouraged and bargained French businessmen in the country are taking heart again.

The outward consequences are sensational. For instance, American motorcars have been imported by the hundreds into a country where they had been virtually unknown. To an observer on Saigon's central Rue Catinat, now renamed Tu-do or Liberty Street, a full-fledged case of Detroit jaundice seems to have hit Vietnam. Multi-hued convertibles with Chinese and Vietnamese beauties in staid, high-necked dresses at the wheel cruise by. A ready index to the prosperity of any racketeer is the size of his car's fins and the variety of its colors. A Vietnamese politician, impressing his honesty upon a visitor, says as he climbs ostentatiously into a coolie-powered pedicab: "As you see, I do not have a Cadillac."

Other American impacts are to be noted everywhere. In forlorn Xuyen Moc, the southern village previously mentioned, a toothless crone in tattered black asks a visitor why the shirts and pants received from America are "so big." The village peasants have heard of new farm credits, instituted by Diem and underwritten by the U.S., and want to know when they will reach Xuyen Moc. Farmers elsewhere complain that the water buffalo imported by ICA from Thailand are too short in the leg for the deep paddies of Vietnam, but welcome them nonetheless because they are needed

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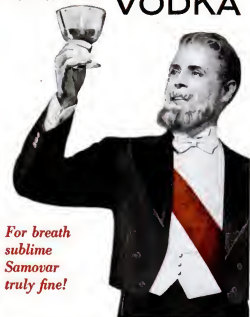
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DIEM CONTINUED

and cheap (nothing down, five years to pay a bargain 3,500 piastres). Madame Nhu, teaching herself English within a year, is typical of thousands of Vietnamese who, perceiving that Americans will never learn Vietnamese or French, good-naturedly fall in with the new times. *Gargon* is out of fashion as a call to waiters; the most resentful of French *colons* now yell "Boy!" Milk bars and hamburger joints are blossoming in Saigon. A lively English-language weekly, *The Times of Vietnam*, has appeared, and French dailies are printing columns of "news in English."

Soldiers in the reduced national army of 10 divisions and 150,000 men are learning to drill, shoot and think American-style—with incalculable effects on the whole society. In remote areas of central Vietnam, 10,000 pleasure-starved peasants walk miles to view a sparse program of U.S. Information Service documentaries and scream for more. A team of 40 advisers from Michigan State University, where Diem in exile was a consultant on southeast Asian affairs, serves in a government school for administrators, with the national police and with the president's secretariat.

The Communists of Moscow, Peking and Hanoi naturally conclude from all this that Diem is nothing but an American stooge, and so depict him to the rest of Asia. Americans who deal with him find this a bad joke. Although Diem is no Syngman Rhee, rejecting American advice just to assert his independence, he has heven to his own line in every major decision since he began to establish his position firmly in 1955. He saw to it that Vietnam's constitution, for example, gave more power to the executive and less to the elected assembly than the U.S. ambassador and other senior Americans in Saigon desired. When Diem cracked down on the country's 830,000 Chinese last year, requiring them to take Vietnamese citizenship and threatening to make life in the country impossible for them if they refused, he went directly against American counsel. Now he is being urged to ease the pressure on the French businessmen hanging on in Vietnam, as a sign of his willingness to encourage foreign investment generally, but he is being slow to follow this advice lest it help the detested French. Although he speaks and understands enough English to get by in that language when he must, he conducts official business with his American friends only in French and with his own people only in Vietnamese. Americans who do business with him find him charming, hungry for facts, always ready to listen, but never subservient, and deeply resentful of any suggestion that subservience or even compliance is expected. Diem's biggest and dearest project of the moment, indeed, is a new "Five Year Plan" through which he hopes to free Vietnam of its economic dependence on the U.S. by the early 1960s—a prospect, however dim, that should be welcomed by congressmen lacking at foreign aid appropriations.

Diem's air of independence is based on an ever-growing confidence in himself. He feels, with good reason, that at the critical moment in 1955 he understood his situation better than the American and Vietnamese advisers around him did, and his self-reliance has never wavered since. Naturally a proud man, and certainly an able one, he is unimpressed by the nationality or the presence of others. "You must have a sound vision and a true cause," he says, in manifest assurance that his vision and cause are sound.



RESPIRE FOR DIEM comes when he takes a brief midday nap on a bench during a rigorous tour of Vietnam's oppressively hot southern provinces.

Are your home and neighborhood prepared for the next 10 crucial years?

Check what you can do today to enjoy better living conditions tomorrow. Remember that neighborhoods change with the times, that yours is directly affected by our present expanding economy.

As America continues her dynamic growth, you must be prepared for even greater local changes in the next ten crucial years. You should understand the *neighborhood consequences of national growth*, and prepare now for challenges like these:

In the next ten years, we must house about 25 million more people and find space for almost 25 million more automobiles.

America is already handicapped by 5 million dwellings that are beyond repair, and another 20 million in urgent need of repair.

For approximately \$10 billion spent in new housing each year, blight wipes out \$5 billion worth of housing... we gain only 50¢ for every dollar spent in construction.

You and your neighborhood should plan for the future

These immense national pressures affect *your* way of life. Too often a neighborhood or its citizens fail to act in time. Blight breeds in one home and spreads swiftly outward to damage entire communities.

Or a neighborhood fails to change with the times, to grow constructively... and instead is forced to grow haphazardly, in a dangerously ill-planned fashion.

Act now to strengthen and safeguard *your* home and neighborhood. Stay alert for signs of household blight. Support your local groups that seek better neighborhood living conditions.

Start right here. Use the check-lists at right to measure the worth of your home—to yourself, your neighborhood and nation. Take pride in your own property, work with your neighbors for the community good.



ACTION and many local groups can assist you now

ACTION—the American Council To Improve Our Neighborhoods—is a national citizen organization dedicated to home and neighborhood improvement. It has already aided many individuals and groups. It can help you.

Try to get the local facts first. For local information on your community's improvement program, contact your:

Planning Director, Elected Officials, Housing, Redevelopment and Renewal Officials.

For local information on home improvement, neighborhood and civic group programs, contact:

Business Groups, Realtors, Builders and Building Material Suppliers. Service Clubs and Civic Affairs Groups. Special Advisory Commissions and Councils. Health and Welfare Agencies.

If you need further help on a specific home-improvement or group project, write a letter explaining the exact information you need to ACTION. Play *your* part by improving your own home, then interest your neighbors in necessary neighborhood-improvement projects.

If you need further information or advice after consulting your local organizations, write for these useful ACTION booklets:



How up-to-date is your home?

	YES	NO
1. Are your floors, foundations, windows and door frames firm?	<input type="checkbox"/>	<input type="checkbox"/>
2. Are bathroom conditions sanitary, kitchen facilities adequate?	<input type="checkbox"/>	<input type="checkbox"/>
3. Is your roof leakproof, eaves and chimneys in good repair?	<input type="checkbox"/>	<input type="checkbox"/>
4. Are your grounds properly kept up, your property painted?	<input type="checkbox"/>	<input type="checkbox"/>
5. Is your heating supply safe and adequate?	<input type="checkbox"/>	<input type="checkbox"/>

Which of these useful hints can help you?

1. Many of your local merchants offer "package" plans that combine home financing, materials and labor.	<input type="checkbox"/>	<input type="checkbox"/>
2. An architect's advice often saves more than it costs in materials and service.	<input type="checkbox"/>	<input type="checkbox"/>
Your local Better Business Bureau or Chamber of Commerce will recommend reliable home-repair specialists and merchants.	<input type="checkbox"/>	<input type="checkbox"/>
3. Free cost estimates are given by builders, plumbers, carpenters, electricians and appliance dealers.	<input type="checkbox"/>	<input type="checkbox"/>
4. Many lending institutions will advise you on short-term personal or long-term mortgage loans.	<input type="checkbox"/>	<input type="checkbox"/>

ACTION

American Council To Improve Our Neighborhoods.
Box 462, Radio City Station, New York 20, N. Y.

"Time for ACTION": Tells you how to detect and prevent blight. Offers specific suggestions on individual and group improvement projects.

ACTION Publications Catalogue: Complete list of all ACTION literature on home improvement, housing codes, citizen groups, area improvement, success stories, general urban renewal projects.

Name _____

Address _____

City _____

State _____

Organization (if any) _____



GOOD NEIGHBORHOODS ARE OUR NATION'S STRENGTH

ACTION

American Council To Improve Our Neighborhoods



“Mind now... don’t jiggle... let me enjoy my Postum!”

A break for Postum at mid-morning—or mid-afternoon—is a pleasant change from everyday hot drinks and a wonderful morale builder.

You’ll enjoy Postum’s grain-rich, slow-roasted flavor. You’ll discover that Postum is a *different*

hot drink in its own right. Distinctive. Modern.

And Postum is 100% caffeine-free. It helps you enjoy a full day and a good night’s sleep.

For less than a penny a cup, treat yourself and your family to a change to Postum—today.



Variety is a cup of Postum

A Product of General Foods



SPORTS OUTFITS are Atkinson's plaid silk top, corduroy shorts (Glen of Michigan, \$31), Weitz's

short overall and shirt (Amco, \$15) and Evans' brief striped shorts, silk shirt (Evans-Picone, \$29).

TRIO'S DUAL ROLES

Off-duty jobs divert successful sportswear makers

The breezy costumes above, designed to glorify the American leg, are the common denominator which unites the three young men shown at right. John Weitz (top), Bob Evans (center) and Bill Atkinson (below) are all engaged in making sportswear for competing New York firms; Atkinson and Weitz as designers and Evans as an executive. They manage impressive off-duty accomplishments. Weitz regularly

competes in eastern sportswear meets, Evans has completed a movie role in *Man of a Thousand Faces* and Atkinson, a licensed architect, is designing an addition for a Midwest factory.

Roughly half the trio's styles are shorts or pants. Made in tough fabrics, in gay colors and largely unadorned, most of the pieces are sold separately so that a few of them can be assembled to provide a complete and varied wardrobe.



RACER at sportscar meets, John Weitz, 33, was driver of a Bristol at Sebring, Fla. endurance test.



ACTOR Bob Evans, 27, was discovered by Norma Shearer to play her late husband, Irving Thalberg.



ARCHITECT in his spare time, Bill Atkinson, 39, stands by church he designed in East Detroit, Mich.

...Don't let
Your Hands tell
Your Age...

Knit Cotton Lined

Bluettes®
Keep them Young!



Easiest-on Knit Cotton Lining
Absorbs perspiration... insulates from heat



\$1.49

(prices slightly higher in Canada).

The PIONEER Rubber Company
WILLARD, OHIO



TRIO'S ROLES
CONTINUED

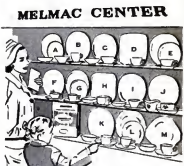
EVANS' PRINT is tailored town outfit consisting of a cotton shirt (\$8) and a narrow skirt (\$13, Evans-Piccone) worn with leather belt and a decorated Calypso straw hat.



WEITZ'S KNIT of cotton is used for sheath dress with elbow-length sleeves, slit neck (Amco, \$11). He also designed cotton hood (\$4) which buttons on for sportscar wear.



ATKINSON'S CHECK is bold geometric design, made into a trim top (\$89) and a full-circle skirt (\$15, Glen of Michigan). All three men prefer sporty look for evening.



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BRANDS OF MELMAC®
IN YOUR
FAVORITE STORE

E-BRANCHELL

H-BROOKPARK

L-Classic

D.F-Harmony House

C-Holiday

K-Lifetime

B-LUCENT

I-Newport

J-Prolon

M-Russell Wright
RESIDENTIAL

A-STEYSON

G-TEXAS-WARE



MELMAC® CENTER



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... the quality break-resistant dinnerware*

Exciting things have been happening to MELMAC quality melamine dinnerware. It's here now in elegant new designs, shapes and colors. Irresistibly beautiful, yet so practical that your family can enjoy it every day at every meal!

Yes, every brand of dinnerware identified by the MELMAC tag is guaranteed by its manufacturer for a full year against breaking, cracking and chipping. Absolutely safe in automatic dishwashers. See makers' brand names in column opposite.

Buy your favorite brand at your favorite store. Look for the MELMAC CENTER!
MELMAC is quality molded dinnerware but not all molded dinnerware is MELMAC.

CYANAMID

MELMAC is the registered trademark of American Cyanamid Company for quality melamine dinnerware and other products made under American Cyanamid Company's standards and specifications.



NEW BOOKLET! "EASY WAYS TO MAKE BEAUTIFUL TABLE SETTINGS."
Full of ideas, diagrams, color pictures. Experts show easy ways to create beautiful settings, clever decorations, smart centerpieces. Send 25¢ in coin to Dept. A, Cyanamid, P. O. Box 20, N. Y. 10, N. Y.



When people look at you (and they do)
90% of what
they see is your clothes!



Are you paying careful
attention to what you wear?
(other people are!)

Dress Right - you



The way you look has much to do
with the way that people look at you!

How to **Dress Right** this spring

Hooray, it's spring!

Put pride in your stride. Pay attention to your clothes, and you'll feel right because you'll look right—in clothes that fit, in colors that match, in a hat that's up to date. What you wear is as much a part of the impression you make as your smile, your voice, your handshake.



Is there a secret to dressing right? Not really . . . it's a habit . . . a habit that pays off in comfort and confidence. It begins with noticing what looks well on others, it's discovering what looks best on you. It's watching store windows, newspapers and magazines, keeping up with what's new, what's flattering, what's fun. Most of all, it's paying attention to what you wear: the right outfit for every occasion, the right style, colors, accessories for you.



Take stock now—it's spring-cleaning time! Clear out those old, out-of-date suits you never wear. Replace worn-out shirts, spotted ties, ragged shorts and undershirts and faded socks that don't stay up.

Feel like a new man this spring! A new suit—a new pair of slacks and jacket—can make you feel (and look) like a million. (An extra suit can be a real economy, because it lets you rotate your clothes so that they actually last longer, stay neater; they regain their shape while they "rest" on a hanger.) How about a lightweight formal jacket and trousers for summer parties? You'll be amazed how many new ideas there are in this spring's crop. You can find the best of them—in suits, shirts, slacks and accessories galore—at the store near you that displays the Dress Right symbol.



American Institute
of Men's and Boys' Wear

can't afford not to!

Here's why your family should be among the millions who use

ONLY GLEEM — the toothpaste for people who can't brush after every meal



JUST ONE BRUSHING
destroys decay and
odor-causing bacteria.



MOUTH BACTERIA,
CHIEF CAUSE OF DECAY, BUILD UP
OVERNIGHT LIKE THIS



AFTER ONE GLEEM BRUSHING,
UP TO 90% OF THESE BACTERIA
ARE DESTROYED

Can you—or your family—always take time to brush after meals, even though it's best? Then use Gleem, the toothpaste that meets this modern problem. Just *one* Gleem brushing destroys most bacteria. That's how Gleem with exclusive GL-70 gives added resistance to decay . . . and protects most people against mouth odor *all day*. You'll discover youngsters love Gleem's flavor so much it's easy to get them to brush regularly. That's why so many families use *only* Gleem—it's the toothpaste for people who can't brush after every meal.

Mouth odor stopped *all day* with *one* Gleem brushing. Scientific tests prove just brushing with Gleem before breakfast gives most people *all-day* protection against mouth odor. Start *your* day with Gleem.



ONLY GLEEM
has GL-70
to fight decay!



TAKING THE OATH as Nicaragua's president, Luis Somoza goes through ritual in Somoza Stadium, named for his late father, in the capital town of Managua.

INTERRUPTED INAUGURAL

Nicaragua has the formal rite but no fun

For the day of his inauguration as the president of Nicaragua, 34-year-old Luis A. Somoza Debayle had planned a frolicsome Central American fiesta for himself and his country. Having filled out the unexpired term of his dictator father Tacho Somoza, who died from an assassin's bullets (LIFE, Oct. 8), Luis had arranged his election to a full six-year term with all his father's flair: he beat his opponent by an 8-1 margin. He had ordered the flags, the soda pop and the picture postcards of himself that seem so indispensable to Latin inaugurations. Guests and entertainers from 42 countries, including 19 from the Western Hemisphere, arrived for a round of pomp and partying.

Then, on the big day, a pall fell over the proceedings. The formal inaugural was held, but other festivities were canceled as the president rushed to his desk to deal with a typical Central American dust-up (next page).



IN PACKED STADIUM, PAPAL NUNCIO MONSIGNOR ANTONIO TAFFI IS ESCORTED TO SEAT BY PROTOCOL OFFICIAL, FOLLOWED BY ARCHBISHOP OF NICARAGUA

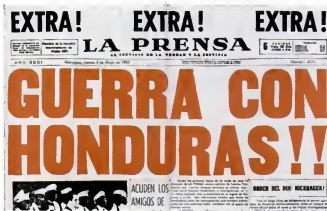
AMERICAN DELEGATION, saluting in stadium, was headed by Ambassador Thomas F. Whelan (left), included (next to him) the flier Jacqueline Cochran.



COLOMBIAN ENTERTAINERS, a navy band from ship *Baltica*, toot through Somoza Stadium. Colombia and Venezuela sent troops and ships to ceremony.



CONTINUED



THE REASON: TWO DAYS OF BORDER FEUD

The trouble was in the Mosquito Coast, a border area along the Caribbean. Nicaragua and northern neighbor Honduras have been squabbling over it for half a century. Late in April, Nicaraguan troops wandered into it. On Somoza's inaugural day the Hondurans threw foot soldiers and planes into the fray and took a village from the Nicaraguans. Nicaragua assured the foe: "The unconquerable Nicaraguan air force will not bomb open cities." The Honduras radio exhorted: "Blessed women of Honduras . . . teach your sons that to die for the fatherland is to live."

Two Honduran lives were said to be lost in the fighting, and Nicaragua reported 23 casualties. After two days the armies backed up and agreed to call it off, although trigger-happiness on both sides endangered the truce.



WORD OF CRISIS is passed at inaugural to Luis's brother and the army boss, Anastasio Somoza Jr.



NICARAGUAN WAR SPIRIT shows in Managua crowds. They smashed up the Honduran embassy.



HONDURAN WAR SPIRIT brings citizens out in capital, Tegucigalpa. Nicaraguan embassy was hit.

DANGER AND DEDICATION



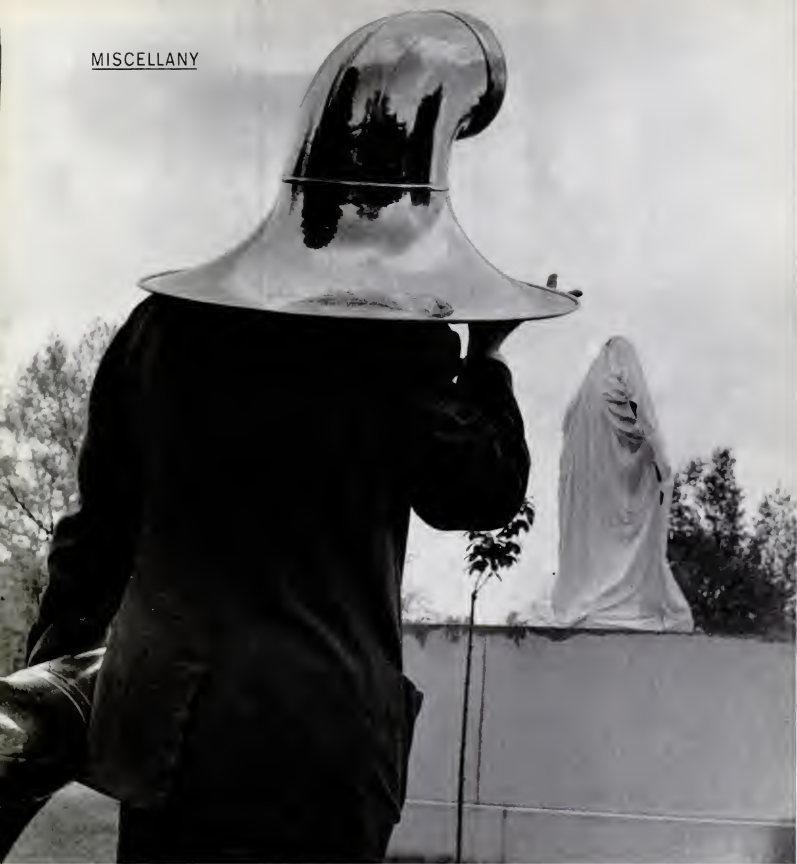
Sixteen months ago, Photographer Cornell Capa flew into the jungle of Ecuador to photograph for LIFE the grim evacuation of five American missionaries, murdered by the savage Auca Indians they had sought to convert. The resulting picture story ("Go Ye and Preach the Gospel," Jan. 30, 1956) moved LIFE readers to praise it as "the most inspiring article ever in LIFE" and "LIFE's greatest reporting feat." For Capa, at least, it was the most rewarding of all his LIFE assignments which in the past 13 years have included such memorable stories as "Retarded Children" (Oct. 18, 1954) and "Winchester, a Great British School" (April 2, 1951).

His pictures (you may recall this photograph of Betty Elliot, widow of one of the martyred five) tell something of the Capa technique, of his sensitivity and courage. The fact that Capa was chosen for this sudden assignment indicates his mobility and versatility. He had scarcely returned to New York after photographing the downfall of Dictator Juan Perón in Argentina, when he was ordered to the Auca jungle. Twenty-four hours later Capa was at the jungle death site, taking his memorable pictures.

Capa, at his own suggestion, recently returned to Ecuador, where evangelistic wives still carry on their husbands' work. Again Capa has come up with a moving story for next week's issue of LIFE. His report brims with new inspiration, new excitement, new heroics. Because Capa himself was amazed at the courage of these widows in their isolated mission posts, his photographs convey amazement and admiration. And his startling shot of the Stone Age Auca savages, taken at tree-top level from a Piper Cub, tells the risks the missionaries endlessly face. Here is dedication and danger, savagery and scripture, and a deeply personal look at some remarkable human beings . . . next week in LIFE.

ANDREW HEISKELL, *Publisher*





AN OOMPAH UMBRELLA

There are all sorts of ways to come in out of the rain, but a sousaphone player automatically has a head start. Dan McHugh of Memphis, as a member of the Bluff City Concert Band, attended the unveiling of a statue to E. H. Crump, Memphis' late political boss. Arriving with sousaphone a little

before the ceremony, McHugh was caught in a spring shower. Rather than lug his horn to shelter, he put its bell over his head and stood waiting before the shrouded statue. As the ceremony started, the rain let up, and McHugh put his horn together to provide the appropriate oompah for the occasion.

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friends you show you value their esteem far
beyond the few extra pennies per glass you pay
for this finest of all bourbon whiskies.*



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Seems almost everyone knows the
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AND THE WORD IS "TASTE"... *good* taste! See if you don't think that Winston is the best-tasting cigarette you've ever smoked! Part of the reason is the exclusive snow-white filter, carefully made to let you enjoy Winston's rich, full flavor. It's no wonder, really, that Winston is America's best-selling filter cigarette—and by a *wider margin than ever!* Try a pack real soon!



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Enjoy **WINSTON**...with the snow-white filter in the cork-smooth tip!