

LIFE

IN THIS ISSUE
**TALLULAH TELLS
ON TALLULAH**



JANET LEIGH
A MARRIAGE
AND A NEW CAREER

20 CENTS

JUNE 25, 1951

CIRCULATION OVER
5,200,000

Enjoy Your Vacation More in the World's Most Modern Car



Now's THE TIME when your car should be a magic carpet to a summer of fun. That's why we built this 1951 Nash Airflyte with a huge luggage compartment to carry all the equipment the family needs . . . with so much room in the interior that six big people have room to stretch out in full comfort . . . with Airflyte Construction that's double-rigid, super-safe—to let you travel farther with far less fatigue—to speed

you many, many more miles on every gallon of gasoline!

That's why we developed the Reclining Seat . . . the Weather Eye Conditioned Air System . . . the convenience of Twin Beds.

Before you start *this summer's* trip, won't you look at a Nash Airflyte? And drive it? Get the best car for your vacation—the best car for the years ahead. Three great popular-priced Nash series to choose from!

Photography by Sara



Everything goes! Yes, you can even carry your fishing and sleeping equipment—plus all the baggage. Nash has luggage capacity twice as great as some.



Small fry don't fret when there's an Airliner Reclining Seat for afternoon naps. Mother and Dad, too, can take turns relaxing while the other drives.



Most comfortable riding over any road—with softer coil springs. If you want top performance—see the records made by the Ambassador Jet-Fire Engine.



Home is where the Nash is. This spacious interior becomes your own private screened cabin in seconds. Seats convert to Twin Beds without disturbing luggage.



For playload or payload! It's the Rambler All-Purpose Sedan, most useful car ever built. From family sedan to heavy hauler at the drop of a tailgate!



New all-time record for gasoline mileage! In the 840-mile Mobilgas Economy Run, the Rambler Convertible Sedan with overdrive averaged 31.03 miles a gallon!

Before You Decide, Take an Airflyte Ride
—in the World's Most Modern Car

Nash Airflyte

The Ambassador • The Statesman • The Rambler

Nash Motors, Division Nash-Kelvinator Corporation, Detroit 22, Mich.

VISIT DETROIT
IN 1951—ITS 250th
ANNIVERSARY YEAR



FEATURED EXCLUSIVELY AT STANLEY HOSTESS PARTIES —

Newest Bath and Grooming Aids for BABIES



 <p>JUNIOR FLESH BRUSH (Pink or blue). Helps mother keep little folks (ages 2 to 9) radiantly clean and healthy.</p>	 <p>ALL-PURPOSE SPONGE Baby likes it as a bathtub toy —mother likes it to wipe up nursery spills. Absorbent, soft, and comes in 4 pastel colors.</p>
 <p>POWDER BRUSH Ideal for powdering baby after the bath. Soft as down and hygienic because it's washable.</p>	 <p>JUNIOR TOOTH BRUSH AND AMMONIATED TOOTH POWDER For gentle cleaning of little folks' tiny teeth. Soft brush is gentle on tender gums.</p>
<p>BUBBLE BATH Helps mother put "fun" in the baths of babies and "small fry." Softens water and makes loads of long-lasting lilac scented bubbles.</p> 	<p>BABY HAIRBRUSH AND COMB (Pink or blue). A dainty brush as soft as a whisper for training those first curls. (For older children there's a wonderful Junior Hairbrush.)</p> 
 <p>UNDE WASH Baby's sweaters, bonnets and the nicest handmade things are safe with Unde Wash. Rinses out quickly, completely.</p>	 <p>BOTTLE BRUSH This is the ideal brush made just right to lighten mother's chore of keeping formula bottles "bop-pul" clean and sterile.</p>

Babies! What joy they bring to homes! What extra tasks for mothers, too! To lighten these tasks ... to help mother keep baby sweet, clean, happy ... STANLEY provides many QUALITY-PLUS Products designed especially for the easier, better care of infants and little folk. You get these wonderfully helpful "baby care" products at STANLEY's popular Hostess Parties. Neigh-

borhood parties in which you shop conveniently with your friends for STANLEY's many other personal grooming and household aids.

PHONE OR WRITE TODAY

To arrange for your own rewarding STANLEY Hostess Party ... or for any information about STANLEY ... phone or write your STANLEY Dealer, your nearest STANLEY HOME PRODUCTS Branch Office, or communicate direct with STANLEY's Home Office in Westfield, Mass.

STANLEY LEADS with more than 150 QUALITY-PLUS Products: Household cleaning preparations. Dusters, mops, brushes, etc. Products for personal grooming.



Originators of the famous
Stanley Hostess Party Plan

STANLEY HOME PRODUCTS, INC., WESTFIELD, MASS.
STANLEY HOME PRODUCTS OF CANADA, LTD.

Corp. Stanley Home Products, Inc. 1951

It's easy to hold
your own STANLEY
HOSTESS PARTY



You just invite in your STANLEY Dealer with a group of your friends and neighbors.



Your friendly Dealer, as one of your guests sees that everyone has fun, gets welcome gifts.



While your Dealer demonstrates STANLEY QUALITY-PLUS Products, you all shop for those you need.



Your Dealer presents you, in return for your cooperation, a splendid Hostess Dividend Gift.



FAR-AWAY PLACES GET MORE IMPORTANT EVERY DAY

Up! Up! Up! go the demands for millions of tons of alloy steels. Jet planes take the very finest tough steel. Tanks and truck gears, guns and the noses of shells take still other scarce alloys. Thousands of civilian steel products, too, need alloyed steels for long service. Here are some things you'll want to remember about alloy steels:



1 NATIVES OF NORTHERN NIGERIA use headpans to carry columbite ore from paddocks (surface excavations). Columbite yields columbium, used in making stainless and heat-resisting steels. Sources of scarce alloying metals are scattered around the world.



2 AMERICA HAS SO MANY NEW electric furnaces that suppliers of scarce alloying ores can't keep up. That's why more alloy steel scrap is so badly needed. Factories and metal-working shops are urged to help by classifying alloy scrap to sell their nearest scrap dealers.

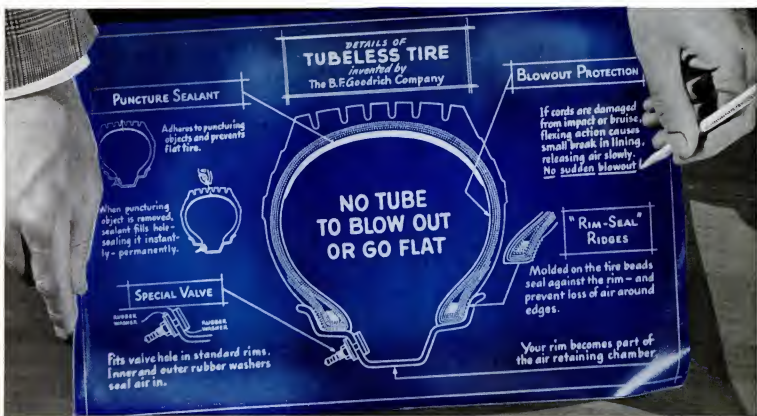
America's steel industry grows and grows. Do you know the facts about it? How many companies make steel? How much do they make? How fast is their capacity increasing? What are the steel companies doing to increase production of vital alloy steels? These

questions are answered in factual, informative reprints from STEELWAYS magazine; excellent for school use. Ask for group on "Wilt-proof Steels". American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.



3 HEADED FOR A 2,000° JOB: This is the shaft for a turbo-jet engine. Special analysis steels are a mass production item nowadays. The help of every factory and machine shop is needed to return scrap to the scrap dealers.

B.F. Goodrich Tubeless Tire Protects Against Blowouts



BLUEPRINT EXPLAINS PUNCTURE AND BLOWOUT PROTECTION.

TESTED AND PROVED BY



No tube to blow out! No sudden collapse of the tire to make you lose control of your car! B. F. Goodrich Tubeless Tires protect you from blowout danger!

Blueprint above shows why.



SEALS PUNCTURES TOO!

(1) No tube to blow out. When people talk of tire trouble, they usually mean tube trouble. That's because blowouts occur when the inner tube, trying to bridge a bruise-break in the tire's carcass, is pinched, chafed

through, or stretched to the breaking point. The B.F. Goodrich Tubeless Tire has no tube to blow out!

(2) Inner liner protects against blowouts. In the B. F. Goodrich Tubeless Tire, an inner liner of special rubber is built into the carcass. If a break in the fabric should occur, the tire's flexing action eventually causes a small break in the liner. Air escapes slowly—instead of all at once as in a blowout.

Proved by AAA. This blowout protection has been proved by thousands of users and by the American Automobile Association. In AAA tests, BFG Tubeless Tires and tires with inlet tubes were weakened by knife cuts to force failure. All tires with tubes blew out, collapsing instantly. The Tubeless Tires lost air slowly, travelling up to *eight miles* after failure before going flat! They provided up to 10 minutes, 57 seconds for the car to be brought to a safe stop!

Puncture-sealing ability proved. In AAA tests, BFG Tubeless Tires were pierced through by 3" spikes, yet didn't lose a pound of air! Gummy rubber under tread seals punctures (see blueprint above).

Costs less than tire with safety tube. The B. F. Goodrich Tubeless Tire is the world's first tire to protect against *both* blowouts and punctures. It gives more protection than any regular tire with safety tube, yet costs less! Fits standard rims. Can be repaired and recapped. Convenient terms. See your B. F. Goodrich retailer today! *The B. F. Goodrich Co., Akron, Ohio.*

**NOW ON SALE
NATIONWIDE**
WHEREVER YOU SEE THIS SIGN



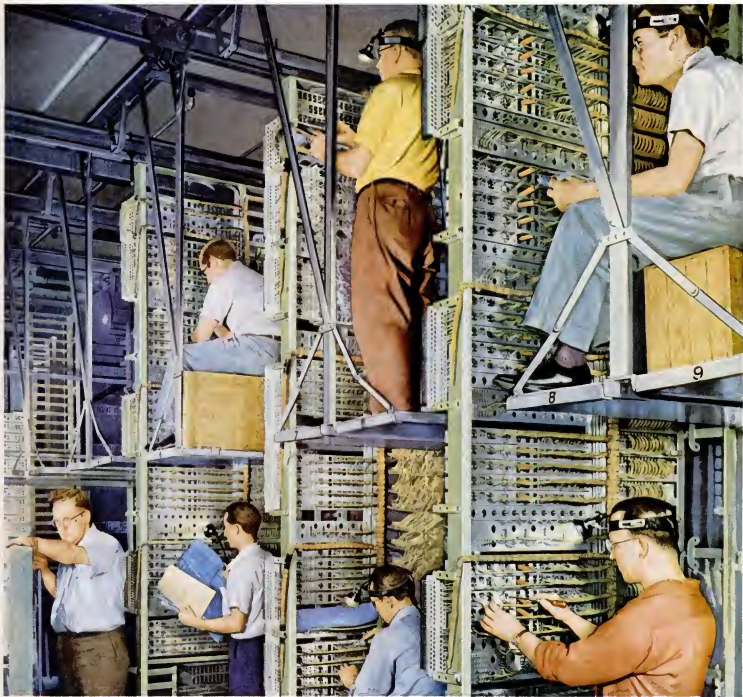


**“feeding the night shift their ice cream
would be tough without *DIXIE CUPS*”**



“Dixie”
is a registered
trade mark of the
Dixie Cup Company

“There’s no slow-up in the chow line when ice cream is prepacked and served in Dixie Cups. And there’s no mess or dishwashing job left when the back-to-work bell rings. Besides, since they were kids, the boys have really gone for the top-quality ice cream that always comes in Ice Cream Dixies.”



Dial telephone equipment for Bell System getting final check at a Western Electric factory.

BUSY... behind the lines

Today, telephone lines are defense lines. We're hard at work making more telephone equipment to carry the calls that speed America's production, direct civilian defense, and guide the Armed Forces.

One big reason why America has dependable telephone service today is that Western Electric, the manufacturing unit of the Bell System, has worked hand in hand over the years with Bell Telephone Laboratories who design the equipment and the telephone companies who operate it.

In addition, we're busily applying our long Bell System experience to making special electronic and communications equipment needed by the Armed Forces for the protection of this country.

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882



BETTE DAVIS, beautiful Lustre-Creme Girl, one of the "Top-Twelve," selected by "Modern Screen" and a jury of famed hair stylists as having the world's loveliest hair. Bette Davis uses Lustre-Creme Shampoo to care for her glamorous hair.

The Most Beautiful Hair in the World IS KEPT
AT ITS LOVELIEST
WITH *Lustre-Creme Shampoo*

When Bette Davis says . . . "I use Lustre-Creme Shampoo" . . . you're listening to a great motion picture artist whose beautiful hair is part of the charm that enchants millions.

In a recent issue of the magazine, "Modern Screen," a committee of famed hair stylists named Bette Davis, lovely Lustre-Creme Girl, as one of 12 women having the most beautiful hair in the world.

You, too, will notice a glorious difference in your hair from the magic of Lustre-Creme Shampoo. Under the spell of its lanolin-blessed lather, your hair shines, behaves, is eager to curl. Hair dulled

by soap abuse . . . dusty with dandruff . . . now is fragrantly clean. Rebel hair . . . is tamed to respond to the lightest brush touch. Hair robbed of natural sheen now glows with renewed sun-bright highlights. All this, even in the hardest water, with no need for a special after-rinse.

No other cream shampoo in all the world is as popular as Lustre-Creme. Is the best too good for your hair? For hair that behaves like the angels, and shines like the stars . . . ask for Lustre-Creme, the world's finest shampoo, chosen for "the most beautiful hair in the world"!



The beauty-blend cream shampoo with LANOLIN. Jars or tubes, 2½ to \$2.

FAMOUS HOLLYWOOD STARS use LUSTRE-CREME SHAMPOO for GLAMOROUS HAIR

LETTERS TO THE EDITORS

RIISING GERMAN MODEL

Sirs:
In your article on cover girl Ursula Thiess (LIFE, June 4) you mention that Lore Wolf, fashion editor of the U.S.-sponsored magazine *Heute*, first



discovered her look of "sweet irony." Not many fashion editors are capable of doing their own modeling. Lore Wolf is, as this picture shows. With her is her son.

WILLIAM P. BRID
Burke, Va.

TRUTHS ABOUT ASIA

Sirs:
"Blunt Truths about Asia" (LIFE, June 4) is the best clear-cut reasoning and storytelling in a century of American dealing with China and other Asian countries.

JOHN STEFANUK
Letbridge, Alta., Canada

Sirs:
James A. Michener's article about Asia present and future is one of the best I have ever read. Mr. Michener should be in our State Department—perhaps the head, eh?

J. E. BRADLEY
Justin, Texas

Sirs:
For too many years we have mistaken the Orientals for a sly, mysterious natural enemy in far-off lands. It is about time someone like Mr. Michener gave us a clear, straightforward insight into and understanding of these peoples of such drastic suffering, disease, privation, cruelty and oppression. It is no great wonder they are making a fight toward a higher standard of living and have a natural hatred of people of the world having so much and they so very little.

DORA E. PEARCE
Portland, Ore.

Sirs:
The idiocies of the American mind these days are beautifully illustrated in Michener's article.
Mr. Michener: "... The American is utterly unwelcome. . . ."
Mr. Michener neglects to say why. Any Asiatic can tell you: exploitation, chiseling, imperialism (in plain words, commercial robbery) for the past century. . . .

HOLLISTER NOBLE
Sherman Oaks, Calif.

Sirs:
Completely untrue is when Michener does away with the robe of the

Western world in the Orient as "the folly of colonialism."
I know Indonesia, and every development there except the artfully kept rice fields (the forests of rubber trees; the sugar-cane fields; the plantations of tobacco, coffee and tea; the oilfields and tin mines; the cities, harbors, roads, the railroads and airfields, the schools and hospitals) are a product of Western energy, imagination and know-how.

Few Dutch "planters," engineers or teachers went there to spend 20 years under the hot sun for the sheer love of this country. The development of the Western world was based on free enterprise and initiative, not on charity. Three million Chinese and other nationalities came to Indonesia and thrived on this principle under Dutch rule. The Indonesian, in general, kept on planting his rice fields and stayed poor. . . .

PETER J. VAN HEERDEN
Cambridge, Mass.

LEGGY BABY

Sirs:
Usually giraffes ("A Mighty Leggy Baby," LIFE, June 4) are shown eating from the trees and leaves above. At Boston's Franklin Park Zoo my mother snapped this picture of a giraffe



nibbling on the ground! By spreading his forelegs apart slowly he managed to get down near enough to the ground for a little snack.

"COOKIE!" LALLI
Brocton, Mass.

WORST MAIN STREET

Sirs:
Three cheers for LIFE ("The Worst Main Street," LIFE, June 4). Our last trip to Cleveland cost us an extra \$69.50—\$66 for two hard-to-find new tires and \$1.50 to weld on a fender brace—all because of "the worst Main Street" at a speed of between 3 and 10 mph.

MRS. S. R. WAGNER
Battle Creek, Mich.

Sirs:
You should be ashamed of picking on Bellevue, Ohio. Here in Pittsburgh I can show you potholes in Penn Avenue deep enough to hold an elephant, wide enough to swallow a jeep and long enough for a swimming pool. . . .

BOB ROSKOPF
Pittsburgh, Pa.

Sirs:
... I have traveled the entire U.S. and have never seen roads like Georgia's U.S. Highway 17 south from Savannah to the Florida border. . . .

G. J. SCOTT
Jacksonville, Fla.

Sirs:
Twenty years from now citizens of Bellevue will realize Councilman Giles is right—after they have permitted

only the revolutionary
Van Heusen **CENTURY** shirt
has the patented soft collar that

won't wrinkle ever!



Secret behind Van Heusen Century Collar is woven in one piece. No sewn or fused layers to wrinkle. Fold line woven in to stay . . . can't be ironed wrong.

In white, wide-spread or regular collars, single or French cuffs — in two weaves of fine broadcloth, \$3.95, \$4.95
In blue, tan or grey, w/spread (French cuffs) or regular collar (single cuffs), \$4.50
Tie shown: Van Heusen Waker Ware Front, \$1.50



Peraporation won't with it!
Soft collar needs no starch or stays to keep neat day and night. Has Van Heusen "Comfort Contour" collar styling.



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



Patented one-piece collar! Has no lining—just can't wrinkle. Feels as soft as fine linen. Only Van Heusen Century has this collar.

Van Heusen [®]

REG. U. S. P. OFF.

CENTURY shirts

A new shirt free if your Van Heusen shirt shrinks out of size! \$3.95 and \$4.95
Phillips-Jones Corp., N. Y., N. J., Makers of Van Heusen Shirts • Sport Shirts • Ties • pajamas • Handkerchiefs • Collars

CONTINUED ON NEXT PAGE

I love a man



who goes for



the "BUILD UP" wheat cereal

Kellogg's PEP with milk provides one of the most complete foods you can serve. Along with the food value of whole wheat flakes and milk, you get **These Important Vitamin Values** A full day's needs of Sunshine Vitamin D in every one-ounce bowlful—AND more Vitamin B₁ than any other

leading brand of wheat flakes! Because of these "builder-upper" food values, food experts call it "the mighty ounce!"

Now Made Better Tasting! Kellogg's "Protec" process brings you crisp freshness never before possible in wheat flakes. You've never tasted such fresh-flavored wheat flakes—and no other keeps so crisp! Treat your family to Kellogg's PEP!



WE'VE TRIED 'EM ALL!
NO OTHER FLAKES
TASTE SO CRISP 'N
FRESH!



Freshness Insured by Kellogg's exclusive "PROTEC" process!

LETTERS TO THE EDITORS

CONTINUED

the construction of a glaring, heat-radiating, odoriferous, hazardous, un-crossable superhighway through the middle of the town. Bellevue has a chance to be 20 years ahead of the game if they will divert through trucks and passenger cars, and keep the trees and their related esthetic and dollar values.

WALTER A. TAYLOR
Director

Department of Education
and Research
American Institute of Architects
Washington, D.C.

YOUNG MAN'S AMERICA

Sirs:

... I believe there is strongly present in America now ("A Young Man's America," LIFE, June 4) a set of values—old values—handed down through the home, the church, the schools and the literature of the past. The standard all thinking men think and write by today is honesty... We are not a lost generation. Everyday we are finding ourselves more and more. When we really do find ourselves, what to each of us is the great American novel will be produced...

SURELY MARSHALL

Norton, Mass.

Sirs:

The best thing that has happened to America is the breaking up of old and outworn values. New ones will in time emerge and will be truer and stronger because of this...

I. L. HUNT

Los Angeles, Calif.

Sirs:

I am one of the "elams" of this "silent generation." But it seems more likely that America has not so much lost the "great precious thing" as she has lost sight of it. Belief is there somewhere, struggling for definition. There is also a desire for belief. Youth today, much better informed and therefore aloof on broader oceans, finds its course more difficult to chart...

The "silence" may be self-imposed, a lull during which the forces of a new and greater understanding gather for the outbreak to come. To speak before we are ready would be a betrayal of the cause which the waiting word seems to have conferred upon us.

We may be silent... but we are not asleep.

CLIFF SARKY

St. Cloud, Minn.

CONTINUED ON PAGE 13

Please send

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

SEND ONE YEAR \$6.75 (in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is. (1 year at the single copy price would cost you \$10.40).)

(Canada: 1 year, \$7.25)

Give to your dealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. 1-6-25



ADD THIS PRODUCT



TO ANY MOTOR OIL



FOR MORE POWER



WITH LESS GAS

CARS LAST LONGER, run better, use less gas when they're protected with Wynn's. This amazing compound bonds a tough, super-slick surface to engine parts, reduces scraping wear, virtually eliminates friction drag. Result: you get as much mileage from 9 gallons of gas as you used to get from 10. Add a pint to motor oil every 1000 miles.



Pay for Itself in Gas Savings Alone

95¢ PINT
(less in some areas)

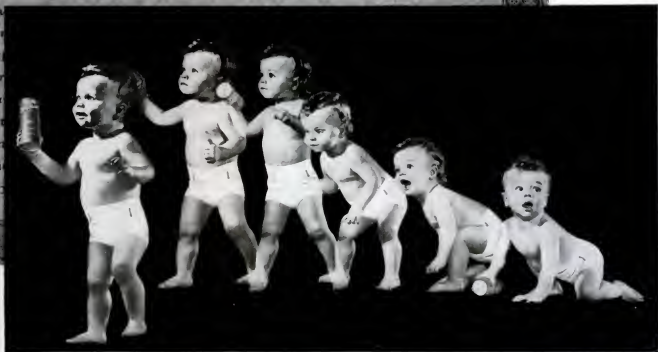
AT SERVICE STATIONS,
GARAGES, NEW CAR DEALERS

WYNN OIL COMPANY • AZUSA, CALIFORNIA

Guarantee

Playtex Guarantees no diaper rash when Playtex Baby Oil, Powder, Cream are used exclusively and consistently, or your money back.

Ne
alor
dia
wor
Pla
bes
ove
Pow
only



Only **Playtex**® Baby Oil, Powder, Cream
give you this Guarantee:

NO DIAPER RASH OR YOUR MONEY BACK

Mothers all over America have proved, with their own babies, what more than 100 hospitals had previously proved:

Diaper rash doesn't occur when Playtex Baby Oil, Powder and Cream are used exclusively and consistently. A new miracle antiseptic safely destroys diaper rash bacteria.

There are no finer baby preparations at *any* price. Playtex Baby Oil contains six times more soothing lanolin than any other sold. Playtex Powder is superfine, safely deodorant, won't cake or clog. Playtex Cream is lanolin-rich, with balm-oil base for all-night protection.

Guard your baby's health and comfort with *guaranteed* Playtex Baby Oil, Powder and Cream. At department stores and wherever baby needs are sold.



Playtex Baby Oil 49¢
Playtex Baby Powder 29¢
Playtex Baby Cream 49¢

Also large economy sizes
Federal tax extra

INTERNATIONAL LATEX CORPORATION, Playtex Park, Dover Del. • Playtex Ltd., Montreal, Canada

© 1951

LETTERS TO THE EDITORS

CONTINUED

BUDD SCHULBERG

Sirs:

I felt that your editorial criticism of Budd Schulberg was unjustified ("Something to Write About," *LIFE*, June 4).

Schulberg is keenly aware of the importance of Communism as literary material and has been preparing a story line on the subject. But there must be a reasonable lapse of time between the experience and the writing of a novel about it. Only then can the experience be seen in its proper perspective. Schulberg's intimate experience with the Reds was in 1938 and 1939.

... If not actually dictating to him what he should write, *LIFE*, at least takes him to task for not having written it. So far, in this country, writers write what they choose without pressure from any one. Let us keep it that way.

FELIX HOLY

Penna Park, Pa.

EXAM FEVER

Sirs:

We feel our method of "bathtub" study has more to be said for it than the one you pictured ("Exam Fever Sweeps U.S.," *LIFE*, June 4). These



are the practical advantages that were missing from your bubble bath technique.

- 1) Can remain for longer periods of time without having to worry about remodeling.
- 2) More comfortable and practical to have a book rack.
- 3) Can go to the door if necessary, thanks to bathing suit.

On second thought, from the grades received this term we are not sure this is such a good idea.

NANCY MOORE

MARTHA MCGARE
Brookline, Mass.

CONTINUED ON PAGE 12

Address all editorial and advertising correspondence to *LIFE*, 1 Rockefeller Plaza, New York 20, N. Y.

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HEY, DAD— SCHOOL'S OUT!

and here's a vacation project that's more fun than playing cowboy



Model
HEILINER-
SCRAPER

Fair Trade Price—\$15.95
11 Western States—\$16.75

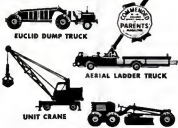
GET your boy this new authorized working model of the famous Heil earth mover. In imagination, he'll be a construction engineer, ready to test into the toughest job of earth moving or road building—in the back yard or on the beach. The Model Heiliner scoops up earth, hauls it away, dumps it.

Built of heavy gauge steel with real rubber tires, the Heiliner is designed to withstand the roughest treatment that boys can give it. Its baked enamel finish makes it highly weather-resistant. It's almost 2 feet long, weighs 14 lbs.

Today, Models Toys are more than just wonderful playthings. Their influence on a child's development is both wholesome and constructive. And in the long run, they cost less—for every Model Toy is built to **OUTLAST OTHERS THREE TO ONE**

Model
TOYS

MORE FUN when you own them all! The Road Grader, the Euclid which dumps its load for the Heiliner to scoop up.



ADAMS ROAD GRADER

THE CHAS. WM. DOPKE MFG. CO., INC.
ROSSMOTNE, OHIO

**RC makes you
feel like NEW!**

says **ANN BLYTH**, starring in **"KATIE DID IT"**
A Universal-International Picture

"When I need a lift, I've learned there's nothing like a frosty RC. You see, RC won my vote in an impartial taste-test—that's why I always drink it... always serve it to my friends."

Smart girl, Ann—refreshing Royal Crown Cola does taste best and you get 2 FULL GLASSES—12 full ounces in each BIG bottle.

**ROYAL CROWN
COLA**
Best by taste-test



In this "Radioactive Materials Room" at Chrysler Laboratories, many stronger metals . . . better designs . . . smoother-running, longer-lasting parts have their beginning. Note the protective lead-and-rubber gloves and aprons, and the thick lead box in the foreground where "hot" parts are safely stored.

ATOMS FROM OAK RIDGE COME TO DETROIT

The men in the picture are handling "hot" or radioactive automobile parts. That's the reason for their long-handled tools, the radiation exposure meter held by the man at the right—and their caution. It's all part of a new kind of research at Chrysler Corporation.

Our engineers send engine distributor points to the U. S. Atomic Plant at Oak Ridge, Tenn., where they are made radioactive in the famous Atomic Pile.

Returned to Detroit, a "hot" point is mounted in a standard distributor, and given a test run as though in your car. Ordinarily it takes hundreds of

hours of engine operation for points to wear enough to be measured. But in a few minutes of this test, some radioactive atoms are transferred from the "hot" point—enough to be measured accurately by sensitive Geiger Counters.

In this way, our engineers find out where wear first starts, and how and why, and thus learn how to develop improved points that will run much longer without replacement.

Similar tests, using "hot" piston rings, gears, bearings and the like, are helping us to develop longer-

lasting parts for cars and other vehicles, and improved ways of lubricating them.

Chrysler Corporation was an auto industry pioneer in this peaceful use of atomic energy. It's one more example of the practical imagination that leads directly to the fine performance and long life of the products we make. And another reason why our experience and skills are always ready for a wide variety of challenging jobs—from cars and trucks and military vehicles to industrial engines, heating and cooling systems—and even railroad freight car trucks.

Practical IMAGINATION guides research at

CHRYSLER CORPORATION

PLYMOUTH, DODGE, DE SOTO and CHRYSLER CARS and DODGE TRUCKS

Airway Cooling, Heating, Refrigeration • Chrysler Marine & Industrial Engines • Dodge Job-Rated Trucks • Giltie Powdered Metal Products • Major Parts & Accessories • Cycleworld

25% to 50% more food space



Model LF-10. Most G-E Refrigerators are available with either right- or left-hinged doors. Trim and specifications subject to change without notice.

So many convenience features, too, in the new, dependable General Electric Refrigerators

G-E REFRIGERATORS give you much more storage space than most refrigerators now in use . . . yet they occupy no larger floor area!

When you see the new General Electric Refrigerators we think you will agree that they are the world's finest!

That's because General Electric—only General

Electric—gives you so much of all three:

1. **SPACE.** 25% to 50% more space for foods than most refrigerators now in use. Yet, they occupy no larger floor area!
2. **CONVENIENCES.** Many special convenience features that you won't find on any other refrigerator.
3. **DEPENDABILITY!** No other refrigerator can sur-

pass G. E.'s enviable record for dependability.

Remember this: More than 2,700,000 G-E Refrigerators with sealed systems are still in service after 10 years. Many as long as 15 and 20 years!

See your G-E dealer today! You'll find him listed in your classified telephone directory. General Electric Company, Bridgeport 2, Connecticut.

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*Pityrosporum ovale, which
merely multiplies, recedes as
the cause of infectious dandruff.



LETTERS TO THE EDITORS

CONTINUED

THE RIVER THAMES

Sirs:
"The River Thames" (LIFE, June 4)
was truly a work of art. The beautiful
picture of the Houses of Parliament
has stolen my heart; I can almost smell
the damp gray atmosphere that Lon-
don is famous for. . . .

T. BAKER

Loveland, Ohio

Sirs:

If an English bobby chanced upon
the Thames's sunbathers, the three
would exchange pleasantries about
the weather and remain calm. . . .

CALVIN LEE WILDER

Boston, Mass.

URANIUM BUSINESS

Sirs:

In "Navajos Go Into Uranium Busi-
ness" (LIFE, June 4) you say the In-
dians are mining uranium in Monu-
ment Valley. Doesn't the government
pay a bonus to holders of uranium?
How come no dough for the Navajo?

ROBERT HILL

New York, N.Y.

Monument Valley has yielded the
Navajos carnotite-roscoelite ore
which is only 1 to 2% pure urani-
um oxide. Prior to March 1, bonus
of \$10,000 did not apply to carnotite-
roscoelite ore, was only for ore con-
taining at least 20% uranium oxide.
Since no ore was found which met
specifications, standards have been
lowered and ante raised to \$35,000
depending upon the quality and the
amount of ore. The Navajos qualify
under this latest ruling but have not
yet filed for the bonus.—ED.

TO LIFE

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Sirs:

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its territories or possessions or a
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on active duty and have had at
least one of my photographs
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SPEAKING OF

Hungry bullfrogs make like ballerinas



PICTURES . . .

for a rubber ball on a California farm

The amphibious acrobats shown above belong to Harold Lee of Casitas Springs, Calif., who runs one of the biggest bullfrog farms in the world. To demonstrate his investment's muscular attainments, Lee dangles a rubber ball over the water on a fishing line. The ball looks like food, and the eager croakers literally fling themselves at it. But fortunately for those who dislike rubbery frogs' legs, Lee keeps the ball out of swallowing reach.

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RAY MILLAND

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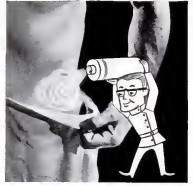
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CONTENTS

THE WEEK'S EVENTS

NEW YORK'S CHILDREN ACCUSE.....	21
EDITORIAL: IT DON'T PAY TO BE IGNORANT.....	25
KISS FOR A SOLDIER SON.....	27
LATE MODELS OF ATOM BOMB.....	28
SAD SACKING IN SALZBURG.....	30
THE CEILINGS HIT MEAT MEN.....	32
IT WASN'T A FINE DRILL.....	34
THE CASE OF THE GENERAL'S TROUSSEAU.....	39
MACARTHUR AND TEXAS HIT IT OFF JUST FINE.....	40
"SAILOR" MALAN'S REVOLT.....	45

PHOTOGRAPHIC ESSAYS

ISLAND WATERS.....	58
TALLULAH ON TALLULAH.....	90

ARTICLE

WHAT MANNER OF MORPH ARE YOU? by ROBERT COUGHLAN.....	65
---	----

SPORTS

SOLE-VAULTING PARSON.....	48
---------------------------	----

MOVIES

A NEW LIFE BEGINS FOR JANET LEIGH.....	53
--	----

ARCHAEOLOGY

PHOTOGRAPHING THE ROMANS.....	101
-------------------------------	-----

EDUCATION

HONORS FOR A PEACEMAKER.....	107
------------------------------	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS.....	7
SPEAKING OF PICTURES: HUNGRY BULLFROGS MAKE LIKE BALEARINAS.....	14
MISCELLANY: HOW DOES IT RUN?.....	81
REGULI-PICTURE CHANGES FOR ENGINEERS.....	87
LIFE GOES TO A FLOWER SHOW.....	111

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LIFE'S COVER

Janet Leigh got into the movies as a result of one of those lightning strokes which are so necessary to the Hollywood legend. She was just an ordinary American girl, aged 18, sweet as pie. Her mother was a receptionist at a California vacation lodge. Norma Shearer came there one day, leafed lazily through the receptionist's photo album and came across Janet's face. Before you could say Cinderella, Miss Shearer had rushed the photo down to M-G-M, and Janet was signed to a seven-year contract and launched on a career which has shown signs of turning to the spectacular (pp. 53-56).

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 Action®...without the harsh-
 ness, irritation you've had
 to put up with in ordinary
 deodorants.

**Most Luxurious Deodorant,
 Ever!** Rich, fragrant liquid-
 cream blended with Lanolite
 ...scented with famous
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Easiest To Use, Ever!
 Gently press the new "plastic-
 squeeze" bottle...out flows
 just enough creamy fluid for
 one application. Lotion it
 on...it vanishes instantly.
 You'll never go back to
 old-fashioned
 deodorants!



Now! Revlon's Aquamarine Cream Deodorant

Light-as-fluff water, enriched with Lanolite.
 Non-greasy, non-sticky, can't cake.

You're free from day-to-day marketing—
 the refrigerator made for
 once-a-week shopping



See all the food that goes into a Frigidaire! More than enough refrigerated food for the average family's weekly needs. All Frigidaire Refrigerators are made for once-a-week shopping.



Model DO-107 above. Every size and type of Frigidaire is made for once-a-week shopping! For the model that fits your shopping needs, see your Frigidaire Dealer today. Find

his name in Yellow Pages of your phone book. Or write to Frigidaire Division, General Motors Corp., Dayton 1, Ohio, in Canada, Leaside (Toronto 17), Ontario.

YOU'RE FREE to do more of the things you want to do, now that you can reduce your heavy shopping to *once a week*—on days when stores aren't crowded.

Made specially roomy to hold the king-size food supplies you need for a whole week's meals, Frigidaire's constant SAFE Cold from top to bottom promises absolutely safe food-keeping for days to come. Frigidaire's famous Meter-Miser cold-making mechanism sees to that!

And those many special Frigidaire features—such as Quickcube Trays that turn out ice cubes at the flip of a finger, and easy-to-clean Lifetime Porcelain interiors—all add up to convenience *plus!*

Yes, from every point of view, the new Frigidaire means new freedom for you!

Serves in more American homes than any other make . . .

Frigidaire

America's No. 1 Refrigerator



**YOU CAN STORE FOODS
 FOR DAYS AHEAD—
 FRIGIDAIRE'S SAFE COLD
 MAKES IT POSSIBLE!**



Fully 49 pounds here! Near-zero freezing cold keeps all this meat and other frozen food—loads of ice cubes, too!



Nearly a bushel here! Fruits and vegetables stay fresh all week long in the safe moist-cold of bin-size Hydrators!



Food galore here! Tall bottles, dairy foods, salads, leftovers—all wrapped in Frigidaire's constant chilling cold.

Frigidaire reserves the right to change specifications, or discontinue models, without notice.

NEW YORK'S CHILDREN ACCUSE . . .

The words of its children last week gave New York City an unparalleled shock. Some were spoken, some were written—and among the more eloquent were themes by grade and junior high school students on "Narcotics," assigned by a teacher who wanted to find out what they knew about dope. As shown by some of the manuscripts, reproduced below, that was plenty. The manuscripts were put into evidence at a state narcotics hearing in New York which also heard tape-recorded testimony by other anonymous witnesses. Some of

these were teen-agers who, as LIFE reported on June 11, are the targets for a concerted drive for new customers by dope "pushers." Since the hearing was broadcast, adult New York listened in on a boyish treble explaining how you could buy "an outfit"—a heroin injection kit—in drugstores for 45¢. It learned heroin ("horse") is traded and snifled in some classrooms under the eyes of lecturing teachers, that one student grossed \$400 a day selling it to schoolmates. The city came to a fast boil of rage and (following pages) began to act.

What I know about Narcotics

I don't know very much about the subject of narcotics but I will try to write you clearly what I do know. To begin with I know some friends that use it, we always go together so I thought I would try it. It was O.K. We did it a few more times then I got tired of it. I stopped using it together then I decided. The next day I was feeling down and this boy I know asked me if I wanted to get high, so I decided I would try his way of getting high, he was using heroin which I had never seen before. We went to his room and he took out a package which looked some thing like B.B.'s and a hypodermic needle, a syron and some water. He put the powder into the syron and added a little water and heated it. The substance came to a syrup. He put the mixture into the skin and tied a band around my arm. He said it was over and he took the needle out. I felt it was over and injected the substance. It felt it didn't take any effect on me, but when I felt it I felt my stomach felt upset, he put me a thumb of water and it came up.

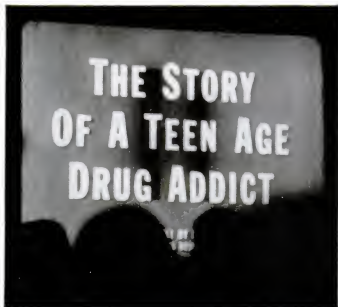
I heard and saw guys who their faces went, snake pot, then hanging a short up the main skin in your arm at leg. I've seen my own friends do it too. I know its bad for your health.

Narcotics

The first time I was invited to use narcotics was in my hall way. Some boys I know was using it. It was what they call "heroin". They was showing it through their nose. The boy ask me if I wanted some I said no and I went down to my horse. They were up near the roof. The time I was not to use some narcotics was from the same boys. The time they gave me if I want some of what they call it the "Hypodermic needle". I just look at the horse pick my head and wash away. The about 2 weeks later one of the boys who in the hallway smoking said "He said if I wanted some of it I said no and went out to my horse."

I know that there is about 4 ways you can take it which I have seen. Smoking, liquid, injecting and sniffing a powder form. Some of the boys and girls I know sell it. Many of my friends say that it makes them feel good, some say bad. I soon seeing how some people take it I know it is a bad habit.

And a boy I know died because he couldn't get an injecting in his arm which he was taking for about 2-3 years. One time on my way to a party a girl started going crazy because she had just got some. Most of the boys and girls that I know said that I should try and if I don't then going to call me a punk.



NEW TWO-REEL FILM DEPICTS DOWNFALL OF HIGH SCHOOL REEFER SMOKER



DR. WILLIAM JANSEN, SUPERINTENDENT OF NEW YORK SCHOOLS, TESTIFIES



DOPE ON BROADWAY is distributed in this block, according to testimony. Witnesses said ped-

dlers sold in B/G sandwich shop, Hanson's, LaSalle Cafeteria, Roseland building and Charlie's Tavern.

ANTI-DOPE CRUSADE

A high point of the state hearing was the admission by the New York school superintendent (*above*) that his recent report of only 154 known addicts among schoolchildren was highly misleading (1,500 students in the city's high schools alone use drugs). And if New York needed anything more to convince it of the everyday proximity of the narcotics traffic, the city got it in the recorded voice of a 25-year-old girl addict, once a successful musician. For the radio audience she drew an addict's map of New York: bars, restaurants and nationally known night-clubs from Coney Island to the Bronx where she said peddlers sold daily or nightly. New York began to realize the dope traffic was not something in another part of town but an open business right in the bright lights.

But it also learned corrective measures had



SMALL FRY are turned away from the entrance to Harlem anti-dope meeting (shown at right) by Patrolman Thomas Hart; those under 16 had to be accompanied by grownups. Nearly 1,000 attended.



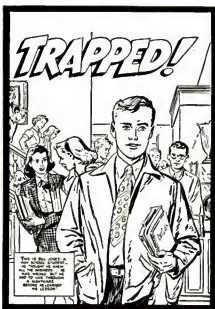
P.T.A. LEADER Rose Brown asked first question when the speeches were ended. "Why doesn't the district attorney protect the people who 'turn in' pushers?" His firm answer ("We do") was jeered.



16-YEAR-OLD Adrian Rotundo asked why narcotics experts did not give students advice directly instead of through teachers who "sell and scream," but do not help children understand the problem.



BEFORE ATTORNEY GENERAL NATHANIEL GOLDSTEIN (RIGHT) AND TWO OF GOLDSTEIN'S ASSISTANTS



COMIC WARNS HOW DOPE CAN INVADE SCHOOL

BEGINS TO SUBSIDE

been begun recently. These ranged from new educational movies (*above, left*) and a comic book by Columbia University (*right*) to meetings in Harlem, another major dope center, arranged by Councilman (and *LIFE* Editor) Earl Brown to acquaint families with the perils of narcotics (*below*). A movement was launched to acquire a vacant 460-bed hospital on Ellis Island for teen-age addicts. One new law, instigated by Frank Hogan, District Attorney of New York, will go into effect on July 1; thereafter peddlers caught selling narcotics or convicted of possessing them with intent to sell will face from two to 15 years. For those selling to minors the minimum will be five years. And Senator Herbert R. O'Connor, head of the Senate crime (Kefauver) committee, announced that dope was his committee's next objective.



BALTIMORE DOPE CENTER is Pennsylvania Avenue, here toured by (*left to right*) Baltimore Pro-

secutor Anselm Sodaro, Sen. O'Connor, James M. Hepbron of the Baltimore Criminal Justice Commission.



HIGH SCHOOLER James Maxwell asked, "Why do they say you go in the hospital for a cure when you come out and start again?" Health Department doctor: New York has no facilities for real cures yet.



MOTHER, Mrs. Glen Walton, asked no question but made a strong appeal from the podium for the cooperation of all in the fight; she had had an addiction problem in her family. Everyone applauded her.



SHY LADY raised her hand many times, finally got floor to ask what the symptoms of addiction were. The doctor told her to watch for striking personality changes, sleeplessness, watery eyes, upset stomach.

POLICE FIND A HEROIN PUSHER HIDING OUT AT HIS PARENTS' HOME

Last week, encouraged by the sudden wave of public sympathy for their activities, New York's 37-man Narcotics Squad worked with extra vigor. It had to. However well intentioned, Attorney General Goldstein's revelations of statistics and locations of dope outlets (some furnished him by the police themselves) drove the pushers into hiding. Operators like Ralph Kaye, 39, an ex-hooper who has been main-lining heroin into his arms for years and has at times grossed an estimated \$1,000 a week by selling

it, disappeared; detectives had to trace him to his parents' home (pictures below) to "put a collar on him." So the cops who deal with it every day viewed the dope furor with mixed feelings. Now it is headline news. But when channel swimmers or war news replace it in the headlines, the hundreds of uncaught and unspeakable Ralph Kayes, many of whom live by turning school kids into drug addicts, will crawl out of hiding and begin selling again—unless public indignation is as persistent as they are.



AT ENTRY of the police into parents' home in Brooklyn, where he was hiding, Pusler Kaye holds his head.



AN ADMISSION that he owns heroin capsules found with him is gotten from Kaye by Detective Al Spinosa.



HIS TRADEMARK, the detectives said, was putterlike cane, in the head of which Kaye kept the "caps" he sold.



STILL "HIGH" from shot he took before the police arrived, Kaye, dressing, smiles drowsily at the camera.



A DENIAL that he is a dope peddler is entered by Kaye. Said he, "I just keep the stuff around to use myself."



A POLICEWOMAN methodically searches packages in kitchen in effort to find more dope. None was found.



EXIT from house finds Kaye flanked by Spinosa, Detective Jerry Valente. They went to his room in Manhattan.



IN MANHATTAN Kaye and cops arrive at the rooming house. The cops wanted to search room for more dope.



SEARCH of room failed to turn up more heroin. The room rent was only \$7.50 a week, but Kaye hadn't paid it.



WINDOW from which Kaye eyed his customers and gauged how much they needed "a fix," is inspected by Spinosa.



HANDS STAINED by fingerprinting, Kaye turns angrily away from the camera in station where he was taken.



OFF TO A CELL goes Kaye. There he knows (opposite page) he will have agonies as his body demands heroin.



ALREADY CRAVING SHOT OF HEROIN, RALPH KAYE CRINGES
AS DETECTIVE LAURETTE McDONNELL WRITES ARREST CARD

IT DON'T PAY TO BE IGNORANT

NOT WHEN WE HAVE RESPONSIBILITY FOR ALL THAT GEOGRAPHY

All in all we Americans are an ignorant lot—just like most other people. While others usually keep quiet about it, we take great pleasure in finding out just how ignorant we really are and widely publishing our shame. The good, gray, patriotic *New York Times* has now made its contribution by interviewing 4,752 college students on geography and flunking them out on such questions as:

In what country is the Co River?

List and give the approximate population of the five largest cities in the U.S.

Which states border the Great Lakes?

What is the population of Great Britain?

Define isthmus, latitude and altitude.

Name the largest state.

Thanks to the hit parade, the silvery mane and broad-brimmed hat of Senator Tom Connally, the Democrats who live there and the Rangers, 62% knew the right answer to that last question—Texas. But when it comes to geography in the larger sense most of us are like the lady from Boston's Beacon Hill who proposed to drive to California. When she was asked by what route she was going, she replied, "By Worcester of course." We all know our own neighborhood better than we know the Ob. The Samoyedes who live on the Ob probably never heard of Beacon Hill, however improbable that may seem to the proper Bostonians.

But unlike the Samoyedes we are a people who have taken responsibility for a lot of geography and we have a poor excuse for not knowing much more about the subject. It is one thing for a student not to be able to locate a river in Siberia, but it is something else again to find that only 18 out of 4,752 could name the largest American cities and give their population. Only 4% could name the states bordering the Great Lakes and only 5% could name those bordering the Atlantic. One senior may be forgiven for having defined an isthmus as land with hot water on two sides, but 74% couldn't list in the order of size the four oceans. Only 17% knew the population of the Soviet Union, and half the students couldn't even name three of the satellite states in Europe.

One obvious conclusion is that we should teach much more geography, teach it in higher grades and teach it more thoroughly. But perhaps something much more basic is the real heart of the matter. Some answers given suggested not only that the students could not read very well and that they spelled even worse but that they were lacking in simple general knowledge. The *Times's* test raises again the question whether present trends in education do not accelerate what Dr. Louis Booker Wright of the Folger Shakespeare Library in Washington calls "the swing toward widespread illiteracy."

Dr. Wright, who made the commencement address at Scripps College in Claremont, Calif., discussed some of his experiences with graduate students. "I am perfectly serious," he said, "when I report to you that I have had graduate students in recent years from schools which prided themselves on being up-to-date who had difficulty using the dic-

tionary and arranging a bibliography on alphabetical principles because they had never been compelled to learn their ABCs. And a class of picked Navy candidates for commissions complained that they could not read 50 pages of Morrison and Commager's *Growth of the American Republic* per week because they were unable to decode the meaning from so much subject matter." Dr. Wright is concerned lest we lose the art of reading altogether and says, "Any literary ability beyond the knowledge required to distinguish the blue-plate special from the deluxe shore dinner in a restaurant menu . . . is already superfluous. Television has advanced us more rapidly than anybody dreamed of. Literary families who used to devote their evenings to spelling out the comics . . . now . . . dwell in a dim world of wonders where they see visions of muscles and brawn to be envied and prayed for. To be sure, the next generation, having slumped several hours a day in easy chairs, undoubtedly will develop curvature of the spine, and will be conditioned like cats to see best in the dark, but that will be a small price to pay for freedom from the printed page." Dr. Wright's sarcasm, of course, is used to make the point that if we do not master even the tools of language, then we are in danger of losing contact with our cultural past.

The most obvious comment on current aspects of American ignorance tends to be far too simple. It has been said repeatedly—and we think to very good purpose—that drill in the three Rs and even such subjects as geography should be emphasized and come before manual training, basket weaving and clothes selection. But the real failure in American education lies deeper. All too often the emphasis in our education has been upon immediate and pragmatic goals—ends that emphasized personal success and achievement at the expense of true learning. As the demand for college degrees has increased, standards for higher education have frequently been lowered in order to accommodate this mass demand. In some cases the colleges have been granting degrees to their graduates without giving them an education because education was not sought for its own sake.

The goal of education, we are often reminded, is a well-trained mind. Years ago the philosopher Bernard de Fontenelle said, "A well-trained mind is made up . . . of all the minds of past ages; only a single mind has been educated during all that time." There is reason to recall these words today.

For better or worse—and whether others like it or not—the American people have now been entrusted with the conservation and direction of what mankind has known for more than a thousand years as Western culture. It is something more than ability to turn a television knob, fly an airplane, make a comfortable living or even to develop an atomic bomb. It requires not only the firm knowledge that the world is round but high ability to read, understand and interpret what men of high intelligence have said about this world, to pass it on to another generation—and to add a few words of our own.

A BREAK FOR THE HOUSEHOLDER

Nearly 19 million Americans move every year. This means that many people have had to sell their homes and buy new houses. In the past when they made a profit they had to pay a capital gains tax even when, as so often happened, the new house cost as much or more money. Now the House Ways and Means Committee has recommended that people who sell houses at a profit will be relieved from capital gains taxes if they reinvest in a new home within twelve months. This is an act of simple justice for people on the move. We're for it.

HOLD THAT LINE, MIKE!

We are really riding high these days when we decide that holding the line on the high cost of living means holding the line on the price of beefsteak. But we are a nation of meat-eaters and Mike DiSalle, a better politician than he is a price controller, knew he would have us all rooting for him when he decided to roll back the price of beef. If Mike can't hold beef at his rolled-back price, which is very nearly the highest price known to man, then he can't hold the price on anything.

Obviously this makes for cynicism about all controls and the whole process of mobilization. But the National Association of Manufacturers is talking nonsense when it urges Congress to close up Mike's shop and let nature take its course on prices. We would like to see controls go too, if it were not for the fact, as General MacArthur said in Dallas, that "we are already at war." Mr. Truman & Co., who know this as well as General MacArthur, spend more time crying "wolf" about inflation than they do in getting the country rearmed. But so long as there is a war on, Congress owes it to the country to renew the President's power to control prices, wages and allocate raw materials.



KISS FOR A SOLDIER SON

Last month 23-year-old Lieut. Bernard de Latre de Tassigny, only son of the French commander in Indo-China (*LIFE*, Jan. 22), was killed by mortar fire. The general brought the body home to Brittany and there, under his wife's sorrowful gaze, bent down with a kiss before the coffin was lowered.

LATE MODELS OF ATOM BOMB

New hydrogen data is gathered

Last March the U.S. Atomic Energy Commission announced that 30,000 square miles of Pacific Ocean constituted a "danger area around Eniwetok Atoll" and would be sealed off indefinitely from observation. Planes droned over the area, and patrol boats skimmed its waters to warn stray visitors away. As the days passed, activity within the secret zone grew feverish. Finally at sunup one April morning a blinding flash and shattering rumble came from the tiny atoll (right). The AEC was busily engaged at its mid-ocean proving ground in testing its latest products. Last week at a Pentagon press conference, the Army, Navy, Air Force and AEC offered a carefully guarded glimpse of how those products performed, although former AEC Chairman David Lilienthal thought it wasn't guarded enough.

The New York Times's Hanson Baldwin estimated that the new A-bombs might equal 120,000 tons of TNT, six times as much as war-time models. Apparently several types were tested. Whether some were suitable for artillery shells, the AEC refused to say. It did say it had learned more about the "basic phenomena underlying thermonuclear reactions"—the reactions on which a hydrogen bomb would depend. Did this mean an H-bomb had been exploded? Probably not. Possibly some tritium and deuterium, the H-bomb fuels, had been incorporated in one of the new A-bombs to determine whether they could react explosively. During the experiments the atoll bulged with instruments to record the explosions. Drone airplanes and even rockets flew through the mushroom clouds to measure radioactivity. Scientists entering the area afterward found little radioactivity left on the ground, concluded that after an air burst rescue squads could go to work immediately. So encouraged was the AEC with atomic progress that it announced it would now have to hold tests more frequently, both at Eniwetok and the Nevada proving grounds, in order to keep up with itself.

ROCKET TRAILS STREAK UPWARD BESIDE CHURNING COLUMN OF DEBRIS VAPORIZED BY AN ENIWETOK



PREPARATIONS required a 9,000-man task force and were similar to those made (above) during the 1948 tests. Cement "igloos" at left shielded instruments



near point of detonation. Long cable with floats (center) collected water samples. At right, radioactive dust is washed off a B-17 which flew through atomic cloud.



A-BOMB. PROBABLY IN USE FOR FIRST TIME, SINCE PREVIOUS PHOTOGRAPHS SHOW NO TRAILS, ROCKETS COLLECTED DUST SAMPLES FROM ATOMIC CLOUD



A DENSE CLOUD encircles fireball as expanding shock wave condenses air's moisture into droplets. Picture probably shows an early stage of explosion at top.



FIREBALL EMERGES as the condensation cloud surrounding it begins to dissipate. Bombs were set off on the tops of steel towers several hundred feet high.



ON MOVING DAY THE SOVIETS' PANICKY HOUSEKEEPER JETTISONS A CHAIR

SAD SACKING IN SALZBURG

Eviction of Soviets brings tussle—and Red tears

The Soviet Repatriation Mission had come to Salzburg, headquarters of the U.S. Zone of Austria, in 1945. But it had terrible trouble finding a Russian DP willing to go home; instead anti-Soviet DPs stoned the mission car, once set it afire; only seven DPs had gone back in 18 months. But the mission also had a bigger job—spying—and U.S. officials wanted to send it home. Last month, after the murder of a GI by Red soldiers in Vienna, the U.S. High Commissioner for Austria ordered the Salzburg Russians to leave the U.S. Zone. But the Russians had orders to stay. Preparing for siege, they stocked up on vodka, bread, garlicky salami and boiled potatoes and filled bathtubs with drinking water. Their American escorts (who used three rooms at the Cheesemakers Inn, where the Russians occupied 20) were ready for all problems. Led by Major Gunther E. Hartel, they evicted their guests. But the sacking was a sort of sad one too. The Americans knew the Soviet colonel would face discipline. They wondered how the lieutenant would ever find Alka-Seltzer—his favorite PX item—in Russia. And they liked the sergeant who drove the Soviet's car. He only obeyed orders, he said, after making his American friends pull him from the driver's seat. When last seen, he had tears in his eyes.



FURNITURE MOVING is expedited by U.S. Army truck, which is backed up to Gasthaus zum Kasererhof ("Cheesemakers Inn"), the Reds' home for six years.

HIS CAP KNOCKED OFF, RECALCITRANT DRIVER IS PINIONED BY HUSKY GIs—▶





A BIG PUSH by two Americans and Austrian civilian gets the Russians' Mercedes rolling. The civvies stolidly refused to reveal the location of its starter.



DUTIFUL DRIVER, who obeyed orders to sit tight, is pulled out of car.



CHEERY COLONEL Alexander Smirnov leaves quietly with Hartel.



OUTWARD BOUND, the Mercedes arrives at Enns River bridge where Soviet Zone begins. The Reds' furniture was given back to them just beyond this bridge.

STEP BY STEP, THIS IS WHAT BUTCHERED THE U.S. BEEF BUSINESS



PLEY OF CATTLE packed the ranges when the year began. Ranchers were raising 46½ million head, and it was the best cattle year in U.S. history.



IN FULL FEEDER LOTS in April and May the feeders were fattening cattle they had bought from ranchers, preparing them for sale to packing houses.



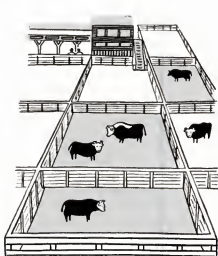
THEN FEEDERS SOLD OUT, shipping the cattle in their lots to market to get high prices before government price rollback went into effect June 4.



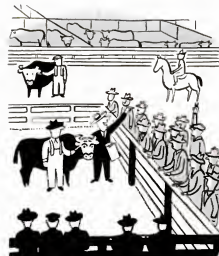
THE WAREHOUSES FILLED as the packers processed flood of beef from feeders. Slaughtering of cattle was well above normal in April and May.



BUT SALES LAGGED in the meat markets. The retail price of beef had been stabilized at a high level in January and housewives were buying sparingly.



ON ROLLBACK DAY, when cringing was put on the price packers could pay to feeders, the stockyards were nearly empty. Most feeder beef was already sold.



VIRTUALLY ALL SALES were to small packers who paid high prices hoping to stay inside OPS ruling by "averaging out" with lower prices later on.



MEANWHILE THE FEEDERS, hoping government would relax rollbacks, took cattle they had left, moved them out of lots to feed on cheap grass.



IGNORING IT ALL, the thrifty housewife let the costly beef cool in warehouses and went on buying cheaper and more plentiful pork, lamb, fowl and fish.



OHIO FEEDER shovels corn for fattening cattle and hopes for end of rollback in July. "I don't think DiSalle would know a cow if he saw one," he says.

THE CEILINGS HIT MEAT MEN

Last week the U.S. beefeater, still hoping for the day when he could again munch a good reasonably priced steak, listened in wonder as two powerful groups told how his dream could be made to come true. One, captained by Mike DiSalle of OPS, said price controls on beef could do the trick—and cattlemen could go on showing a profit. The other, headed by beef packers, said controls were causing the trouble—if they were removed from beef, prices would eventually come down. Controls, said the packers, had already started a beef black market. Actually, countered DiSalle, there was no black market at all. And if other businesses were to be controlled, why not the beef business as well? Then, as DiSalle headed west to the cattle country to plump for the inclusion of controls in the next version of the expiring Defense Production Act, the packers hurried to Washington to fight to prevent this very same thing.

Watching the fighting factions, consumers had been confused by the conflicts of feeders, packers, buyers and retailers, explained on the opposite page. There were warnings of famine in some stores. There was a lot of beef in most warehouses but scattered beef shortages in some stores. And the price of beef itself, already at 152% of parity, had come to be a joke. In Hollywood a butcher sold steak on the instalment plan. Los Angeles housewives took as their slogan, "It's cheaper to eat money." And cattlemen everywhere were accused of striking against housewives. But already, on the ranges and in the feeding pens, more cattle are growing fat and will soon be ready for market. Feeders cannot afford to keep them past their prime. By the week's end the stockyards were beginning to fill again and it seemed that, while arguments could not get beef rolling, nature might.



A "DISALLEBURGER" is served to the price boss in Denver, Colo. It was labeled a "rollback special from the last steer in the Denver yards." DiSalle

explained to stockmen that rollbacks would just cost them a little of their plush profits. "They would be less than human if they said 'Goody,'" he admitted.



ANGRY PACKER, Ray Smith, Swift vice president in charge of beef, tells Washington Senate committee that controls will necessitate beef rationing.



PRODUCERS' MAN, Judge Joe Montague, spoke against beef price ceilings saying, "From the day God created the first cow we have never had a floor."



STILL CLUTCHING HANDS, THE ORPHANS OF HOSPICE STE. CUNEGONDE REACH SAFETY AFTER FRIGHTENING TRIP DOWN BURNING HOME'S ONE FIRE ESCAPE



TRAPPED WOMAN is helped down ladder before flames drove firemen from the windows. Within, workers later found bodies huddled in attitudes of prayer.

IT WASN'T A FIRE DRILL

Montreal orphans march to safety but aged die

Within the Hospice Sainte Cunegonde, which Montreal's Gray Nuns maintained as a refuge for the tenement district's aged and orphaned, the last group of children was at lunch. Suddenly there was a shout of "Fire!" To some it was just another drill. The rest knew it was real. At a nun's order the children linked hands, as they had so often done in rehearsal, and filed down the fire escape to safety. Behind them flames roared through upper floors faster than the aged women quartered there could flee. Firemen, neighbors and nuns led scores to safety, but before the rescue work could be completed, the roof caved in. From the ruins firemen took 36 bodies. Among them: Sister Rita Gervais, Superior of the hospice.



PRAYING CHILDREN are led by Sister Desranleau in devotions for victims. Officials said the fire may have started when repairman's blowtorch overturned.

GARDEN

CELERY

CRISP AND FRESH

WITH HEAVY WHIPPING

CREAM

**Choicest celery... even the hearts ...
in this new Cream Soup of Campbell's**

Yes, it's the finest celery that money can buy. Rushed from the fields, kept crisp with ice... it's washed, trimmed and whisked into the kettles. And this choice celery is puréed with extra-heavy whipping cream... as rich as the thickest cream you use in your own home! Then in go gentle seasonings and selected cuts of celery.

Try this delicious, velvety-smooth new cream soup today! It has the delicate, zestful flavor of the finest table celery... Your family will love it!

Campbell's
CREAM OF CELERY SOUP



LOOK FOR THE RED-AND-WHITE LABEL





Balancing act—in 12,000 parts

There are more than 12,000 parts in a modern motorcar and all must be in balance for smooth performance.

To insure this, General Motors never stops exploring new ways to build parts to finer tolerances, by new methods or from new materials—to give you finer cars.

It's a task which combines better research, better engineering, better production.

There is good citizenship, as well as good business, in

this. For America gets more than better automobile values from these new production skills.

It gets an increasing resourcefulness in making many things—an ability to fulfill many critical assignments in times of national need.

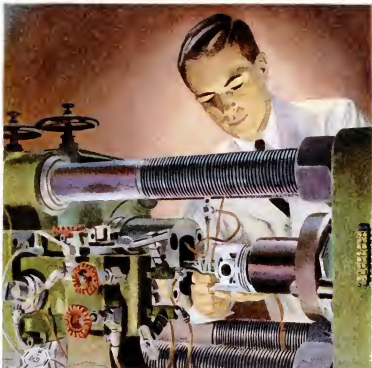
You will find numerous examples of General Motors production progress in current models on the highway—and in many types of new equipment being built for the armed forces.



Key to better manufacturing—

BALANCING THE ENGINE. This mass centering machine balances crankshaft forgings to insure less vibration and longer engine life. Crankshafts are only one of many rotating parts now dynamically balanced by GM—all on machines developed by GM research men and production engineers. This same crankshaft, for

example, is checked at several different points—typical of thousands of equally critical inspections made along GM production lines. Hence the balanced smoothness and sturdiness in modern GM cars and military vehicles—greater than ever thought possible a few years ago.



Key to better research—

BALANCING STRESS AND STRAIN. To build longer life into metal parts is one of the many continuous programs at GM Research. So Research keeps checking new metal parts in "fatigue tests" such as this—entire parts, not simply metal samples. Here they work to balance stress characteristics, eliminating stress where it is unbalanced. The wear and tear of years of hard driving are telescoped into a few racking hours to find out how the part takes strain, and how long it will stand up. Out of such research have come parts that give years and years of added life to GM cars, trucks, locomotives and defense products.

Key to better engineering—

BALANCING THE RIDE. Even after cars roll off the assembly line, engineers keep studying finished models to find improvements for coming years. Here's a study of riding balance under actual road conditions. With the car mounted on huge rollers, studded with various kinds of bumps, GM engineers use stroboscopic light to "stop" the action of wheels, springs, shock absorbers and chassis—seeking to balance weight distribution for better riding. Yesterday's tests have resulted in the balanced ride true of all GM cars—and today's tests will result in even better cars tomorrow.



Your Key to Greater Value— the Key to a General Motors Car

There's balanced riding—and there's more stamina to weather the years—in a Chevrolet, Pontiac, Oldsmobile, Buick or Cadillac. For the initials, GM, on the key stand for greater value in all ways.



GENERAL MOTORS

"MORE AND BETTER THINGS FOR MORE PEOPLE"

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC
BODY BY FISHER • GMC TRUCK & COACH

Hear HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.

"Try it for a change..."

and you'll never change back!"



**Ballantine Ale
begins where
other brews
leave off...
in flavor...
in satisfaction!**



The light ale that's strong on flavor...

AMERICA'S LARGEST SELLING ALE

P. Ballantine & Sons, Newark, N. J.



WEDEMAYER IN HIS WARTIME UNIFORM



WEDEMAYER IN HIS PEACETIME CIVVIES



WEDEMAYER'S UNUSED AMBASSADORIAL OUTFIT, WORTH NEARLY \$700, INCLUDED THESE 16 HANDSOME ITEMS

THE CASE OF THE GENERAL'S TROUSSEAU

To the odd follies and costs of our China policy of recent years, the U.S. learned last week it could add \$697.19 for an unused ambassadorial trousseau. The man it fits, since it was tailored for him by the posh New York firm of Brooks Brothers, is Lieut. General Albert Wedemeyer. He told its story to the senators investigating the firing of General MacArthur—whose program for bold action in Asia Wedemeyer supported with various modifications, including a proposal to break relations with Russia.

In 1946 General George Marshall (then mediating between China's government and Communists) decided Wedemeyer should be promoted from China theater commander to U.S. ambassador at Nanking. Wedemeyer flew to the States for a sinus operation, then proceeded to buy a new wardrobe (above) that lacked only neckties, wing collars and a black Homburg to be as handsome as any in the foreign service. But suddenly Under Secretary of State Dean Acheson informed Wedemeyer he would not be

ambassador after all. The plan had leaked out, and the Communists had protested "violently." Wedemeyer replied, "... I don't think that the Communists should determine who should be appointed by our government . . . and [furthermore] I bought a trousseau. . . ." Acheson said, "The State Department will take care of the clothes." So the general sent his trousseau and the bill (including 33c for delivery of the top hat) to the State Department. State paid the bill out of a fund used for "emergencies"; then it returned the splendid garments to the general, who keeps them stored in mothballs now. He told the senators last week, however, that they were things that he "wouldn't wear at a masquerade ball." The trousseau revelation did not seriously damage the Administration defense in the MacArthur case, but simultaneously the Administration came under renewed attack by General MacArthur himself (next page), who may be hoping to acquire a trousseau of his own—the presidential kind.

A Good Neighbor of yours *Has signed this statement*

Yes, Lee Dealers Coast-to-Coast say, "Thank you, friends and neighbors, for your patronage. Today and always you can rely on the high quality of our merchandise and on our policy of sincere, helpful service."

Your friendly Lee Dealer



There's a friendly Lee Dealer near you who has signed the statement above. Make his store your headquarters for all types of high quality merchandise.

There's a LEE for Every Job Overalls • Jackets
Matched Shirts and Pants • Dungarees • Riders (Cowboy
Pants for men, women and boys) • Rider Jackets • Union-Aalls

THE H. D. LEE COMPANY, Inc.
Kansas City, Mo. • Minneapolis, Minn. • Trenton, N. J.
San Francisco, Calif. • South Bend, Ind.



ESTD. 1891
THE H. D. LEE CO., INC.

WORLD'S LARGEST MANUFACTURERS OF UNION-MADE WORK CLOTHES



MacARTHURS ADMIRE GIFT OF HOUSTON ELKS, A \$6,885 CADILLAC SEDAN

MacARTHUR AND TEXAS HIT IT OFF JUST FINE

In the development of the MacArthur saga, it was inevitable that the remarkable general sooner or later would arrive in the remarkable state of Texas—which he calls "my boyhood state" to distinguish it from Milwaukee, his "home town." The inevitable occurred last week, with predictable results. The general flew from New York in a plane chartered by well-heeled Texans. The Democratic governor greeted him wearing a butter-colored Stetson. The state legislature (180 Democrats, 1 Republican) was his first host. Salutes were fired by cannon parked by the tennis courts of Houston's Shamrock Hotel. Stadium in Houston and Dallas were only partly filled, but rain and TV were held responsible. The general did considerably better in San Antonio and Austin. The state opened its heart, its gift bags and its ears. And what Democratic Texas and the nation heard were ringing denunciations of the Truman administration and exhortations to formulate a new national policy not based on "timidity and fear" (see p. 42). There were bold conclusions that the old soldier was now ready to blaze away with all his firepower at the Administration that fired him. The Texans who traveled with him (*opposite page*) were rich enough to suggest that MacArthur as a candidate could have a well-oiled machine in 1952.



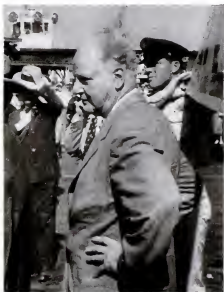
SPEAKING AT DALLAS before 27,000 people in the Cotton Bowl (capacity, 75,440), General MacArthur wears his famous moky, sweat-stained campaign hat and a tropical uniform. He made five speeches in four days in five cities.



WHILE HEADLINES GREETED HIM, A HOTEL PROVIDED CORNCOB PIPES WITH TV. OTHER GIFTS: SHERIFFS' BADGES FOR FATHER AND SON, CAP PISTOLS FOR ARTHUR



AT AUSTIN AIRPORT WHERE HIS SPECIAL PLANE (UPPER LEFT) LANDED, COPS LEAD MacARTHUR PARTY THROUGH THROGS ON THE WAY TO THE STATE CAPITOL



RICHEST BOOSTER, Oil Wildcatter H. L. Hunt, whose income has been estimated at \$1 million weekly, traveled with MacArthur party between Texas cities.



PHILANTHROPIST H. R. Cullen was reception chairman in Houston. He has donated almost \$200 million to charities, helped finance GOP and Dixiecrats.



EPISCOPAL BISHOP of the Diocese of Texas, C. S. Quin, wears Western hat like other good Texans as he joins the welcome for MacArthur at Houston airport.

SPEECHES IN LONE STAR STATE GLOW WITH FIVE-STAR ORATORY

In a series of ringing speeches General of the Army Douglas MacArthur has been laying down the policy he would have this country follow. Before the Texas Legislature in Austin he called upon his fellow citizens to demonstrate their moral courage. It was a message couched in rhetoric such as few Americans have heard in recent times and evocative of an earlier, heroic era. LIFE excerpts here some pertinent passages:

On the policy dominated by fear

... I have been amazed, and deeply concerned ... to observe the extent to which the orientation of our national policy tends to depart from the traditional courage, vision and forthrightness which has animated and guided our great leaders of the past, to be now largely influenced, if not indeed in some instances dictated, from abroad and dominated by fear of what others may think or others may do. . . . In justification . . . it is pleaded . . . that we are not prepared to fight. I cannot accept such an estimate. I believe that, much as we abhor war and should do anything honorable to avoid it, our country has the inherent strength to face and defeat any who may attack.

... If the defense of these policies is valid and we are indeed as weak as is pleaded, they who bear full responsibility for such weakness and they who formulate present policy are one and the same. Can we therefore accept their present and future judgments in the light of past failures without the most serious misgivings as to our future fate as a free and sovereign nation?

... [Soviet] intrigue has found its success, not so much in [its] own military strength nor, indeed, in any overt threat of intent to commit it to battle, but in the moral weakness of the free world. . . . It is a weakness which has caused our own policy makers, after committing America's sons to battle, to leave them to the continuous slaughter of an indecisive campaign by imposing arbitrary restraints upon the support we might otherwise provide. . . . In Korea, we are admittedly applying the doctrine of passive defense which in all history has never won a war. . . .

On the new "isolationists"

... By confining their concern so assiduously to one area and ignoring the global nature of the Communist threat and the need to stop its predatory advance in other areas, [our present policy makers] have become the "isolationists" of the present time. And it is a form of isolation which offers nothing but ultimate destruction. Our first line of defense for Western Europe is not the Elbe, it is not the Rhine—it is the Yalu. Lose there and you render useless the effort to implement the North Atlantic Pact or any other plan for regional defense.

... The surest way, the only way, to prevent World War III is to end the Korean conflict rapidly and decisively.

... Our own people harbor a strong spiritual urge in their hearts, but many leaders have become absorbed in the demands of political expediency, are not unwilling to compromise moral principle and have lost the traditional American patriot's touch. Such a leadership offers no panacea for freedom's festering wounds.

... Government has assumed progressively the arrogant mantle of oligarchic power as the great moral and ethical principles upon which our nation grew strong have been discarded or remolded to serve narrow political purposes. The cost of government has become so great and the consequent burden of taxation so heavy that the system of free enterprise which built our great material strength has become imperiled.

On the future of the U.S.A.

... I am concerned for the security of our great nation, not so much because of any potential threat from without, but because of the insidious forces working from within which, opposed to all of our great traditions, have gravely weakened the structure and tone of our American way of life.

... This great nation of ours was never more powerful—never more prepared to extend a dynamic and courageous leadership to guide the world through the morass of artificially created timidity, complexity and indecision—it never had less reason for fear. It was never more able to meet the exacting tests of leadership in peace or in war, spiritually, physically or materially. As it is yet unconquered, so it is unconquerable. Its history still lies ahead. Our finest hours are yet to come.



Actors' faces are extra-sensitive

But Ray Bolger finds this remarkable new shaving cream helps keep his face youthfully soft and good-looking!

Actors, more than any other group of men, must look their young, healthy best at all times. But wearing and removing heavy stage make-up leaves actors' faces extra-sensitive. This means painful discomfort during shaving and can even lead to wrinkled, old-looking skin.

To help actors—and other men with sensitive skin—maintain a young and healthy appearance, The J. B. Williams Company has added an amazing new substance to Williams Shaving Cream. This new ingredient, Extract of Lanolin, helps protect the

face against excessive dryness and daily blade scrape.

Now—every time you shave with the New Williams Shaving Cream—you give your face the benefit of Extract of Lanolin, which helps preserve the youthful qualities of the skin. If your position calls for a well-groomed look from morning till night, or if your face is sensitive to the sharp cutting edge of your razor, you'll want to start using the New Williams Shaving Cream right away. Same tube—same carton—but now containing wonderful new "Extract of Lanolin!"

THE AMERICAN DISTILLING CO., INC., NEW YORK, PENN., ILL., SAN FRANCISCO • 46 PROOF, 65% GRAIN NEUTRAL SPIRITS

Be Happy - Go Lucky!

Our wagon really has been fixed,
But we're not mad a bit.
The sign is cute, and true, to boot,
Like Luckies - it's a hit!



LUCKIES TASTE BETTER THAN ANY OTHER CIGARETTE!

Fine tobacco—and only fine tobacco—can give you a better-tasting cigarette. And L.S./M.F.T. —Lucky Strike *means* fine tobacco. So, for the best-tasting cigarette you ever smoked, Be Happy—Go Lucky! Get a carton today.

**L.S./M.F.T. - Lucky Strike
Means Fine Tobacco**

COPR., THE AMERICAN TOBACCO COMPANY



Now here's a sign I like real fine;
It really does make sense.
For U.S. Bonds, like Lucky Strike,
Deserve your confidence!

**A LUCKY STRIKE
FOR ALL AMERICA!**

**BUY
U.S. DEFENSE
BONDS**



Only the best of the best—



THE BEST oranges in the world grow in California. Sunny, warm days, cool nights, mineral-rich soil and mountain-snow water give California oranges a rich, tangy fullness of flavor found nowhere else on earth. *But that's only half the story!...*



-are stamped Sunkist

BEST OF THE BEST. From this fine crop we select the finest oranges of all—the ripest and most perfect, the sweetest and juiciest. We stamp these Sunkist. All Sunkist Oranges have passed rigid tests. They're top grade, inside and out—truly the *best of the best!*

**Enjoy Sunkist
orange juice
home-squeezed**

Enjoy the delicious Sunkist Valencias now on the market. Squeeze them for juice, use them for salads, desserts—and just eating!

Despite the wonderful abundance of summer fruits, your family still needs orange juice every day to insure an adequate supply of vitamin C and other essential vitamins and minerals—the children especially.

Look for Sunkist on the fruit itself, quality trademark of 14,500 cooperating California and Arizona citrus growers.

FOR FAST, EASY FRUIT JUICING, see the Juicit extractor, approved by Sunkist, on sale at department stores or electrical shops.



Sunkist

BEST FOR JUICE—AND EVERY USE!





MARCHING VETERANS TRACE A FIERY PATTERN ACROSS CAPE TOWN'S GRAND PARADE SQUARE WITH TORCHES OF JAM TINS FILLED WITH OIL-SOAKED WASTE

"SAILOR" MALAN'S REVOLT

In Cape Town a war hero speaks up for freedom

It had been six years and more since Adolph Cysbert ("Sailor") Malan, one of the RAF's most celebrated fighter pilots and a onetime merchant seaman, had leveled his sights on an enemy. When the war ended he had gone quietly home to South Africa and a job with a diamond company. He stayed clear of politics, although he did not approve of the policies of increasingly severe racial segregation imposed by Nationalist Prime Minister Daniel Malan, a distant cousin. Last April the Union's war veterans, rallying liberal white and half-caste opposition to the Nationalists, called on Sailor Malan to fight his namesake. And when 10,000 of them trekked into Cape Town—some from 1,000 miles away—the war hero stood in the light of their massed torches (above) and drew a bead once more.

The government, he charged, is "depriving us of our freedom . . . with a fascist arrogance that we have not experienced since Hitler and Mussolini met their fate." Specifically, he accused Prime Minister Malan and his cabinet of threatening the constitution with the new franchise bill which would segregate colored (half-caste) voters in general elections and could lead to an apparently invincible parliamentary majority for the government. With other leaders (p. 46) Sailor Malan was wildly cheered by some 50,000 spectators. Then he drove to the Parliament buildings with a petition demanding the bill be killed. When the crowd tried to follow, police barred the way and in more than an hour of sporadic rioting, 160 were injured, including 15 police. Despite the protest, the bill was passed, and as tension grew last week Nationalist Minister of Lands Johannes Strydom threatened to use the South African army against those who "are playing with fire and speaking of civil war and rebellion."



HIS MEDALS GLEAMING in torchlight, Sailor Malan is greeted by colored supporters. Torch, as symbol of freedom, and the war veterans' motto, "No surrender," were emblazoned on jeeps which led the march of veterans from Pretoria, Johannesburg and other South African cities to the Cape Town demonstration.

Follow the Stars.

Top Notch

K-28

1. Jim Ferrier 2. Lloyd Mangrum 3. Sam Snead
4. Cary Middlecott 5. Babe Didrikson Zaharias
6. Skip Alexander 7. Patty Berg 8. Dutch Harrison
These players are members of the famous Wilson Advisory
Staff—retained by Wilson to aid in the development of better
equipment for better play.

Play
Wilson

Performance is the only basis upon which today's great professional tournament stars judge a golf ball. That's why so many play Wilson golf balls... why more major tournaments were won with Wilson balls in 1950 than with all other makes combined. Follow the stars. Be good to your game—play Wilson!

Top Notch Black and K-28 Black—high compression for long hitting, low handicap players—in this Cadwell-Gear cover.
Top Notch Red and K-28 Red—high compression, durable long distance ball—extra tough Cadwell-Gear cover.

Top Notch sold through pro shops only—K-28 at leading sporting goods stores

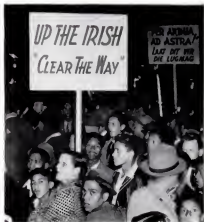
Wilson Sporting Goods Co., Chicago
Branch offices in New York, San Francisco
and 28 other principal cities
(A subsidiary of Wilson & Co., Inc.)

IT'S Wilson TODAY IN SPORTS EQUIPMENT

"Sailor" Malan CONTINUED



"LADY IN WHITE" is Perla Siedle Gibson, who won wartime fame by serenading departing troops. She sang her old ballads to Sailor Malan's veterans.



IRISH VETERAN unit formed part of crowd of colored and white marchers, along with contingent carrying the RAF's motto, "Per Ardua ad Astra."



THE CO-LEADER was Dolf de la Rey, who captured Winston Churchill during the Boer War. He was in first jeep of veterans' march on Cape Town.



EX-NAVY MEN joined in protest against the law which costs them right to vote in the Cape's 35 constituencies, restricts them to "colored only" ballot.

Your engine
makes this much
acid every day

...And it's Acid Action
—not friction that causes
90% of engine wear!



NEW *alkaline* Shell X-100 Motor Oil neutralizes Acid Action

It's not friction but acid action that causes 90% of engine wear! To neutralize the harmful effect of the pint or more of acid formed in average daily driving, Shell Research has produced an *alkaline* motor oil—Shell X-100. Fortified with alkaline "X" safety factors, it neutralizes the acid action, prolonging the life of your engine.

The new Shell X-100 is a Premium Motor Oil. It is a Heavy Duty Motor Oil. In addition, it possesses cleansing factors which help prevent deposits that would foul your engine.

Shell X-100 is the finest motor oil money can buy. Let your Shell dealer give your engine the protection of this new alkaline Shell X-100 Motor Oil today.



It's Incomparable!



POLE-VAULTING PARSON

Richards defies form in quest of 16-foot jump

The athlete hurling himself over a crossbar on the opposite page is a 25-year-old preacher named Robert Richards who someday hopes to pole-vault closer to heaven than anyone else ever has. His ambition is to clear 16 feet—3½ inches above the existing outdoor record and 7¼ inches better than his own best mark. Richards depends on raw power rather than on the fast take-off and graceful flight (next page) that enabled Cornelius Warmerdam to make his great jump. Until he was converted to the Church of the Brethren at the age of 16, Richards was an unathletic dead-end kid on the streets of Champaign, Ill. Since then he has cleared 15 feet nine times, is currently the world's No. 1 vaulter.



POLE RESEMBLES BATTERING RAM AS RICHARDS GETS SET FOR HIS RUN

← **RUN AND HIGH POINT** of vault over 13-foot 6-inch bar by Bob Richards are shown in picture opposite. Working at night with floodlights, Photographer J. R. Eyerman twice used his high-speed strobe lights to freeze the action, left shutter open during Richards' performance, creating illusion of fiery mist.

CONTINUED ON NEXT PAGE



Tan gloriously

You can get a glorious tan your very first days in the sun with New Improved Skol! Skol's new formula gives you a lovelier, more even tan—more safely—and helps you keep it longer.

New Skol works two ways. First, it blocks out just enough of the broiling rays to keep your skin from red-burning. Second, it lets in just enough of the sun's ultra-violet rays to give you a safer, silkier tan than ever before.

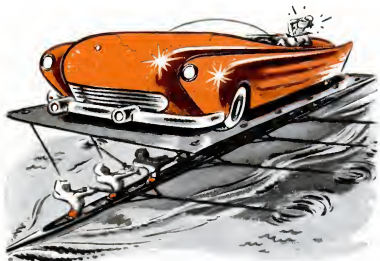
For the loveliest easiest tan of your life—get New Improved Skol today.

You tan more comfortably, more pleasantly. Skol never leaves a greasy, oily film on your skin to pick up sand, but helps it stay soft and smooth as you tan.

NOT OILY—NOT GREASY—WON'T DRY SKIN



If your car feels like this...
it's time for **MARFAK**
chassis lubrication



That cushiony feeling
lasts longer with—



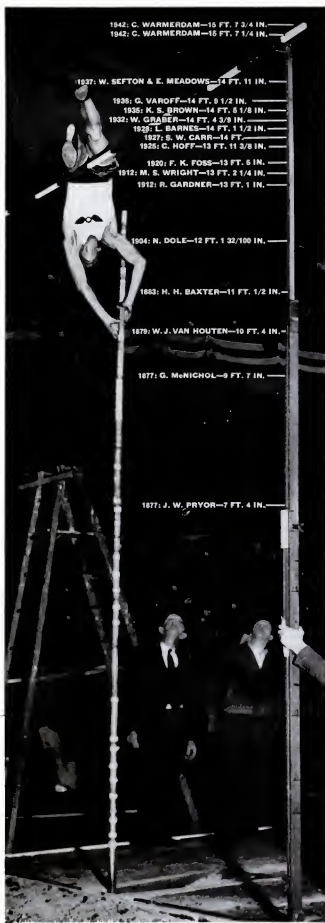
This summer, get *Marfak* lubrication for real chassis protection. *Marfak* stays on the job for a thousand miles or more, because it's tough and stretchy — resists jar-out and wash-out. That's why you get that longer lasting "cushiony" feeling! Get *Marfak* lubrication today from your neighborhood Texaco Dealer, the best friend your car ever had.



THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America

Pole-vaulting Parson CONTINUED



1942: C. WARMERDAM—15 FT. 7 3/4 IN.
1942: C. WARMERDAM—15 FT. 7 1/4 IN.

1937: W. SEFTON & E. MEADOWS—14 FT. 11 IN.

1936: G. VARDY—14 FT. 8 1/2 IN.

1935: M. S. BROWN—14 FT. 8 1/8 IN.

1932: W. CRABER—14 FT. 4 3/8 IN.

1929: L. BARNES—14 FT. 1 1/2 IN.

1927: E. W. GARR—14 FT.

1926: C. HOFF—13 FT. 11 3/8 IN.

1920: F. K. FOSS—13 FT. 8 IN.

1918: M. S. WRIGHT—13 FT. 2 1/4 IN.

1912: R. GARDNER—13 FT. 1 IN.

1904: N. DOLE—12 FT. 1 32/100 IN.

1883: H. H. BAXTER—11 FT. 1/2 IN.

1879: W. J. VAN HOUTEN—10 FT. 4 IN.

1877: G. McNICHOL—9 FT. 7 IN.

1877: J. W. PRYOR—7 FT. 4 IN.

THE RECORD SOARED for 65 years (above) until the spectacular era of Cornelius Warmerdam. Here he is scaling a bar which at its center sag measured 15 feet 7 1/4 inches. He set an official outdoor record of 15 feet 7 3/4 inches and later, in 1943, an indoor record of 15 feet 8 1/2 inches which still stands.

NOW GIN HAS COME OF AGE

Would you want this ...



when you can have this?



Pleasure Craft
Has Come of Age

IF YOU THINK that all gins are alike, you haven't tried Seagram's Gin—the first basic improvement in gin in 300 years—the gin that takes its place among the finest liquors of the world.

Enjoy your summer drinks with Seagram's Ancient Bottle Gin. It gives you these 4 modern features:

1. It's made with patience... in a careful, leisurely way.
2. When it is finally ready for bottling, it is the color of mellow candle-light—the original *American Golden Gin*.
3. It's so smooth and pleasant... enjoy it straight.
4. It blends so well, it makes a heartier, sturdier drink that's beyond compare.

Costs More — and Worth it!



*An
Original*

Seagram's
Ancient Bottle
distilled dry Gin

*A pale golden gin of rare
mellowness and superb bouquet
made by an original and un-
equal method, the first pale golden gin
of its kind ever made in America
distilled & bottled by
Joseph E. Seagram & Sons, Inc.
Lawrenceburg, Indiana*

AS MODERN AS TOMORROW

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



A wonderful buy for the 4th of July!

The right buy for the 4th of July is an Armour Star Ham—whether the one you pick is Smoked or Ready-to-Eat or Canned! Each one is ham at its best—delicious served cold or hot—for a Holiday dinner, a party or a picnic.

And each bite of this sweet and tender ham is cause for celebrating in itself!

SMOKED. You'll love each pink and tender morsel of this Armour Ham. It's smoked, ready to cook. Carefully selected from thousands for finest quality. Mild sugar-cured and smoked for finer flavor, over hickory and hardwood fires.



COOKED. Here's another famous Armour Ham that's cooked, ready to serve. Each sweet and tender bite tells you it's mild sugar-cured and smoked over fragrant hardwood fires. Good? It's wonderful!

CANNED. This Armour Canned Ham is all cooked and boned—tender and firm for delicious eating. Keep it in your refrigerator, ready for any occasion.



Tune in STARS OVER HOLLYWOOD.
On Radio—CBS—Saturday daytime.
On Television—NBC—See newspaper for time.

For better meals always buy **ARMOUR STAR** meats!



SWEPT AWAY BY THE SPIRIT OF THE OCCASION, GAGSTER JERRY LEWIS, THE BEST MAN, PLANTS KISS ON THE LIPS OF THE STARTLED BRIDE, JANET LEIGH

A NEW LIFE BEGINS FOR JANET LEIGH

Janet Leigh (see cover) has had a pretty successful career as a young (aged 23) movie star. But no one could say that the career was very spectacular. Janet's wide, clear eyes and clean, pert all-American face had led M-G-M and RKO, the two studios who have divided her services, to cast her in a series of soft, silly, sentimental roles. She was the biggest of the *Little Women*, she costarred with Lassie in *Hills of Home*, she

was a ballerina disguised as a nun in *Red Danube*. She was married briefly, and not at all successfully, to a handleader.

This month at last things began to look up for Janet. Her second marriage was front-page news when she sneaked off to Greenwich, Conn. (explaining that it's "such a romantic spot") to exchange rings and vows with 26-year-old Tony Curtis, the smooth-faced, wavy-haired

young movie actor who is the current idol of the younger set. The wedding went off smoothly enough although the best man, Comedian Jerry Lewis, arrived an hour late. He more than made up for that by his chivalrous attentions (above) to the bride. And back in Hollywood, Janet's employers decided that it was time to present her in roles (p. 56) which emphasized a quality of hers hitherto overlooked: sex appeal.



If your face whimpers at the sight of a razor, try Burma-Shave. Never did tough whiskers submit so meekly to the blade; never did tender skin feel so soothed and refreshed after a shave. Join the millions who shave happily with brushless Burma-Shave!



UNIVERSAL *Stroke-Saver* America's Fastest Iron!



CUTS IRONING TIME ALMOST IN HALF!

Certified tests prove Universal Stroke-Saver cuts 26 minutes from the average ironing hour. Prove it to yourself with a 10-Day Home Trial Money-back guarantee.

UNIVERSAL

LANDIS, FRAY & CLARK, NEW BRITAIN, CONN.

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SEDATE CEREMONY was performed by judge. Lewis had not yet reached peak of enthusiasm shown on previous page. Mrs. Lewis was matron of honor.



RIGHT CHEEK is offered at party day after the wedding to Phil Silvers.



LEFT CHEEK and big laugh go to RKO publicity man Rutgers Neilson.



MOUTH and semibug go to Crooner Mel Tormé, an old friend of the bride.



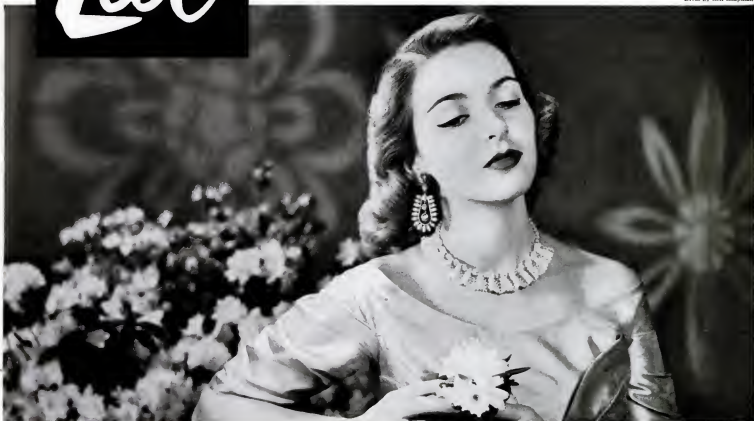
LOOK OF LOVE is at last exchanged by the happily united young couple.

CONTINUED ON PAGE 54

Lilt

Procter & Gamble guarantees this fabulous new Home Permanent is far superior to any other! Use the Lilt Refill with any plastic curlers. You'll get a wave far more like Naturally Curly Hair. The secret is in Lilt's superior ingredients!

Drawn by Gill Chapman



Your Lilt wave will look lovelier, feel softer, and be easier-to-manage than any other Home Permanent wave! Only Lilt's superior ingredients give such a superior wave!

No Other Home Permanent Wave looks...feels...behaves so much like the loveliest **Naturally Curly Hair!**

Never before such a gentle, yet effective Waving Lotion!
Never before such a natural-looking wave that would last and last!

Never before such an easy-to-manage wave!

Never before such assurance of no kinky, frizzy look!

Only Procter & Gamble's world-famous laboratories have been able to develop such a superior Home Permanent. Lilt's superior ingredients make it far superior to all other Home Permanents. These superior ingredients are not only safer for hair—

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Money-back guarantee: Both the Lilt Refill and Complete Kit are guaranteed by Procter & Gamble to give you the loveliest, softest, easiest-to-manage Home Permanent wave you've ever had—or your money back!

Complete Kit, with plastic curlers \$2.25*
*plus Fed. tax



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Home Permanent

Procter & Gamble's Cream-Oil Cold Wave



JANET SHOWS OFF SOME 20TH CENTURY ATTIRE ON A SET IN HOLLYWOOD

SHE LIMBERS UP FOR SEXY ROLES



JANET AS A FORSYTE

The process of getting Janet out of the stays and shawls which she wore in such old-style pictures as *That Forsyte Woman* (left) began two years ago when Howard Hughes, the boss of RKO, decided it was time for her to show off more of her charms. Marge and Gower Champion, currently the top young dance team in Hollywood, were brought in to give her an exhaustive six-month, six-day-a-week training (right) for dance routines in which her legs could be thoroughly appreciated. Her new roles called for her to be dressed at various times in both towels and flesh-colored bathing suits and long woolen underwear. As a result there is little or nothing left of the old, demure screen Janet. In her next three pictures she is put up against three great hunks of Hollywood male attractiveness, and each time she goes out and gets her man: John Wayne, Paul Douglas and Ezio Pinza.

Janet Leigh CONTINUED



JANET'S TRAINING includes bends, stretches and cartwheels. Props are from a Champion dance number about revelers coming home at street-cleaning time.



The Beer that made Milwaukee Famous



"You may be cute, but I'm thirsty!"

If the cub should happen to open one of those cans, he would know why that two-legged creature is growling about losing his package of Schlitz!

Once you've enjoyed the special taste of Schlitz—the taste no other beer can match—you'll know why no bear lover likes to lose a single swallow of the Schlitz he has set his heart on.

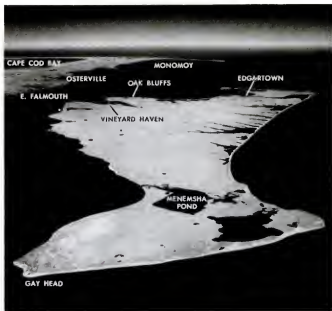
So many people feel this way about Schlitz that it's . . .

The Largest-selling Beer in America

See Television's Biggest Hit:
Schlitz presents
"The Pulitzer Prize Playhouse"
Stars of stage and screen direct from
New York. Over ABC every Friday

Hear Radio's Brightest Comedy:
Mr. and Mrs. Ronald Colman
star for Schlitz as
"The Halls of Ivy"
every Wednesday over NBC





MARTHA'S VINEYARD is a 20-mile-long hourglass at 18,000 feet. Cape Cod curls around the bay at upper left; Nantucket is out of picture at upper right.

Island Waters

SHOALS OFF CAPE COD ARE SCENIC CEMETERY

According to an Indian legend, a giant sleeping on Cape Cod one night found his moccasins full of sand and angrily threw them into the ocean off the southern coast of Massachusetts. One moccasin became Martha's Vineyard, the other Nantucket. Actually the sandy islands shown in these new aerial pictures are the remains of an ancient glacier. And all about them more glacial remains make up some of the most

dangerous shoals and sand bars of North America. Off Nantucket alone, in a 60-year period, 2,100 vessels were wrecked on the shoals. Today sailors are protected by navigation aids—17 lighthouses, 5 lightships, 29 light buoys, untold channel markers. Still the seas, eddying around the islands, take their toll in unwary fishermen and summer sailors who are blown by storms—or blunder—onto the always shifting shoals.



← SHIFTING SANDS between Muskeget (top) and Tuckernuck Islands off Nantucket form a trap. On one day, Feb. 12, 1885, six schooners stranded here.

NANTUCKET MOORS are brownish-red when huckleberry, huckleberry and deerberry bushes change color. Huge harbor is ideal for safe sailing, swimming.



GAY HEAD, at the western tip of Martha's Vineyard, takes its name from brightly colored streaks of clay in its cliffs. Daniel Webster compared them to an iridescent Niagara Falls. Once the scene of a small iron- and clay-mining industry, the cliffs now supply the clay for colorful pottery made by the Gay Head Indians whose ancestors were found here when Bartholomew Gosnold first spied this scene in 1602. Today Gay Head Light warns ships 19 miles away. Lightkeeper must polish light windows to remove constantly forming coating of red clay blown onto them by the wind.





TASHMOO LAKE on north side of Martha's Vineyard now connects with Vineyard Sound through a channel made to provide salt water for shellfish breeding.

A new chapter begins in your baby's life



HERE COMES a happy new adventure for you and Baby—his first solid food!

How confidently you can begin it—with the same peace of mind inspired in millions of mothers by *one name*—Pablum®, prescribed by doctors for almost twenty years.

Now, Pablum begins a new chapter that promises so much more! Now your baby can enjoy the taste variety of *four* Pablum Cereals—all precooked and enriched with vitamins and minerals. There's the *original* Pablum, now called PABLUM MIXED CEREAL; PABLUM OATMEAL, formerly Pabena®; and brand new PABLUM BARLEY and PABLUM RICE CEREALS.

A new process makes them fresher and tastier than ever. And this new goodness is safeguarded by the *exclusive*

"Handy-Four" spout on Pablum's new packages. With a flick of the finger, the spout opens! How easy to pour! Another flick—and the spout is tightly closed to keep the cereal fresh and clean.

Remember — Pablum is the *original* precooked vitamin and mineral enriched baby cereal . . . the one cereal prescribed for so many millions of babies by so many thousands of doctors for so many years.



A WORD OF COUNSEL

Take your baby *regularly* to the doctor. Let him add his skill and knowledge to your own loving care.

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For the most precious person in your life



Mixed Cereal • Oatmeal • Barley Cereal • Rice Cereal

We wear the
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... we swear by *TIDE!*

We wear the cleanest clothes in town—
The whitest, brightest ever!
Will any soap wash clean as Tide?
A thousand times no! NEVER!



Tide GETS CLOTHES CLEANER
THAN ANY SOAP!



CLEANEST
WASH IN
TOWN!



P.S. PREFER TO SKIP RINSING?

With Tide you can skip the rinsing, and save all that time and work. Just wash, wring out, hang up. Tide will give you the cleanest possible no-rinse wash!

No soap—no other product sold throughout
America will wash as clean as **TIDE!**

JUST TRY TIDE in your washing machine. Wring out your clothes, rinse them, and, lady, you'll hang up a *cleaner* wash than you'll get with *any* soap—or any other washing product sold from coast to coast! You'll get the *cleanest* wash in town!

NOT ONLY CLEANER—WHITER, TOO! Yes, Ma'am! In *hardest* water, Tide will wash your shirts, sheets, curtains *whiter* than any soap you can name! They'll be so *shining* white... so *radiantly clean*, you'll never want to trust them to anything else but Tide!

AND BRIGHTER! Just wait till you see how soap-dulled colors *glow* after a Tide wash! Wash prints look so crisp and fresh... the fabric feels so soft... irons so *beautifully*, you'll say there's nothing like Tide! And there *isn't*! Get Tide today—and hang the cleanest wash in town on *your* line!

What Manner of Morph Are You?

In old debate on what makes temperament a new school of "constitutional psychiatry" gives heredity equal place with environment

by ROBERT COUGHLAN

LITTLE Alexander Dowd was the apple of his father's eye, for he was the only son and the heir to a mighty tradition. "Look at his shoulders," John ("Butch") Dowd would say to his friends. "He'll be a full-back." And then, in all probability, he would lead the conversation around to that New Year's Day not many years before when Canarsie Tech was trailing 6 to 7 in the last quarter and Butch Dowd's shoulders tore a gap in the Siwash line and ended the game with the score 13 to 7. Patricia, his wife, was equally pleased, for Alexander was obviously healthy. "What a lovely, plump baby," her friends said. "You'll never have any trouble with him. Plump babies are contented."

At 6, Alexander was still plump and still contented. Butch now said, "He'll make a wonderful center"; but sometimes he allowed the secret thought to flicker in his mind. "He won't, unless he changes." For Alexander had a loving nature. He never fought and never grabbed. His idea of a good time was to eat ice cream and have friends, among whom he was known as "Pudge."

Butch began to take him on camping trips. Pudge docilely chopped wood, swam in the cold lakes and learned to handle a canoe just as he was told, because he always did as he was told, but for him the good part about camping was lying on his stomach by the fire and toasting marshmallows in the embers. In due time Butch bought him a football and taught him how to pass and kick, and Pudge, who loved his father, practiced diligently and finally became a substitute on the grade-school team. Butch talked with the coach. "Alex just hasn't got that fighting spirit, Mr. Dowd," the coach said. "But he's a happy boy. He's slow, but he's popular."

In high school, Pudge was a second-string substitute. The principal said, "But don't overlook his good qualities, Mr. Dowd. He's cheerful and popular. In some things he's a leader, especially anything to do with parties and social affairs. You should have seen him organize the junior-senior dinner dance. Why, he worked over that menu as if his life depended on it."

When the time came for college, Butch faced the situation squarely. "Alexander," he said to his son, "as you know, I've wanted you to go to Canarsie Tech and then come into the sand and gravel business with me. But perhaps you would rather do something else."

Pudge looked at his father lovingly and said, "I want to go to Cornell and take that course in hotel management."

Why did the boy turn out that way?

AND that was what happened: Pudge took the course and went on to make a name for himself. At 25 he was running the banquet department of the Astorford in New York, and at 30 he owned his own restaurant, a big one with four floors and three bars. He served only his friends, but as these included 25,000 people he had a net income of about \$60,000 a year. He became known as one of the great hosts of his day, and his plump figure, now grown to a girth of 43 inches, and his cheerful, smiling, kindly face were seen often in the newspapers and magazines. Thus Butch Dowd, in these later years, had reason to be proud of him. But he still wondered why the boy turned out that way.

Butch's old grandmother had said all along, "Why, that's Alexander's nature. He takes after your grandfather Toomey. He was the stoutest, jolliest man you ever saw." But that seemed old-fashioned to Butch, who had read several books on psychology.

Like Butch Dowd, people have been surprised by their offspring (as well as by one another) for a good many thousands of years, and much of history and most of literature record the twists and turns of human character in its infinite variety. As soon as man attained the power of reason it must have been apparent that there were two strong factors at work to make him what he was. On the one hand, families tended to look alike and act alike.



THE "MORPHS" are shown here in pure forms. The endomorph is an easygoing fellow, loves food and comfort. The mesomorph is tough and rugged in body and mind, while the ectomorph is fragile and apprehensive. Actually the average individual is a combination of these extremes.

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THE "MORPHS" CONTINUED

On the other, a child orphaned and raised in another family took on many of the ways and mannerisms of its foster parents. Man seemed to be the product of both nature and nurture, of heredity and environment. The question remained and still remains: which factor controlled which qualities?

It was clear enough that heredity controlled the physical qualities, but did it control his temperament, the ways in which he tended to act? On the assumption that it might, early scholars looked for signs that men of differing sizes, shapes and complexions had corresponding differences in spirit. Hippocrates, the father of medicine, was among the first to try to systematize such observations. Later on, Aristotle wrote a learned book on the subject, including a chapter on how to read character by the shape of the nose. In the more recent past, phrenologists and palmists invented elaborate systems of character analysis based on the bumps of the head and lines of the hand.

Spurious as these pseudo sciences were, they testified to the strong instinctive feeling that a man's actions somehow had something to do with his "nature." The same instinct was recorded in folk sayings ("You can't make a silk purse from a sow's ear") and it was reflected in innumerable literary characterizations, such as



ARISTOTLE FOUNDED SCIENCE OF NOSE ANALYSIS

"Beware yon Cassius, he hath a lean and hungry look." As Novelist Aldous Huxley has said, "No writer in his senses would think of associating the character of Pickwick with the body of Scrooge."

When the science of biology, and particularly its subdivision of genetics, was developed in the late 18th and early 19th centuries, it seemed possible that the effects of heredity on temperament might finally become clear. But meantime another new science was taking form: the science of psychology, which in due course was to produce a genius named Sigmund Freud. In seeking the answer to the riddle of human behavior, Dr. Freud found (or thought he did) that most character traits or mental attitudes in patients could be explained if only he probed far enough back into the patient's past, back to earliest childhood. He decided that the human psyche at the time of birth was like a blank slate, on which various designs were registered as the growing child adapted himself and his few primitive instincts to his circumstances; to his parents, his relatives and the rules and characteristics of the household and the society.

Freud raised a whole system of psychology on this deduction (which had many ramifications that need not concern us here) and in time this system of "environmental determinism" came to dominate psychological thinking throughout much of the world. In one form or another, it still does. The environmental determinists grant that some special mental characteristics, such as very high or very low intelligence, or special aptitudes such as a genius for art or music or mathematics, are inborn, and they grant that deformities or extremes in physique have an effect on the developing psyche; but as an explanation of the normal range of human behavior, heredity is in low repute.

Yet the old instinct remains. People go on talking about "born leaders" and "born fighters" and "born salesmen." While the Freudians and their associates were building their elaborate theories of behavior, a few psychologists persisted in the earlier attempts to find a relationship between character and heredity, as

CONTINUED ON PAGE 46

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DR. SHELDON



After teaching at Chicago, Wisconsin and Harvard, Dr. William H. Sheldon now heads the Constitution Laboratory at Columbia. Next fall at the University of Oregon he will organize a study of "constitutional medicine" under a \$100,000 grant from the Rockefeller Foundation. Thirty hospitals, medical schools, allied institutions are currently cooperating in his studies.

THE "MORPHIS" CONTINUED

indicated by physical structure. They made some headway, but results were crude and relatively useless for any practical purpose.

About 25 years ago a young man named William H. Sheldon, who was then a psychology student at the University of Chicago, became interested in the subject. He realized that if the mysterious relationship did exist a knowledge not only of the mind but of the body would be required to discover it, so he went on to become a doctor of medicine. Later he studied under Freud, Jung, Adler and several of the other founders of modern psychiatry. Ten years ago he published a book called *The Varieties of Human Physique*, the first in a series of studies of what he named "constitutional psychiatry." Two other books have followed, *The Varieties of Temperament* and *Varieties of Delinquent Youth*; and several more are on the way. On the basis of his work up to now, many workers in the psychiatric field and in the allied sciences of sociology and anthropology are convinced that Dr. Sheldon has done what Hippocrates tried to do 2,500 years ago: he has shown that character and physique are closely related, and that the first, like the second, is to a considerable extent a product of heredity.

Dr. Sheldon does not believe that human behavior is determined by heredity. He believes that the tendency to behave in certain ways is predetermined, and that this tendency is then either reinforced or modified by environment. The extent depends on how strong both the tendency and the environmental influence happen to be. To take a simple and fairly common example: nonidentical twins of the same sex, reared together in a closely similar environment, sometimes turn out to be different in temperament primarily because (Dr. Sheldon would say) of their differing constitutional endowment. This theory does not exclude nurture, but it does give nature at least an equally important role.

Analysis by autopsy?

DIFFERENCES in the physical structure (or "constitution," as Sheldon calls it) of human beings are of course more than skin deep: they include differences in bone structure, in the blood vessels, in the size and behavior of the various glands and nerve tissues and organs, and even in the size and characteristics of individual cells. Ideally, a character analysis by Sheldon would involve an autopsy. But this is hardly practical; besides, anatomical studies have convinced him that outward appearance gives a good workable indication of what lies within. He believes, in short, that study of a man's physical structure can indicate what his inborn temperamental tendencies are likely to be.

If Sheldon is right, his theory may well prove to be as important a tool for the understanding of human behavior as were the discoveries made by Freud. Some of the implications will appear here later on. But first it is necessary to know a little about his methods.

It was embryology that enabled him to hit on a simple, and at the same time biologically rational, method of sorting and naming the varieties of human physique. The human embryo is composed of three layers. One is the endoderm, an inner layer of cells that predominates in the development of the organs of digestion. Another is the mesoderm, a middle layer that predominates in the skeleton and in the muscular and circulatory systems. The third is the ectoderm, the outermost layer, which predominates in the skin, hair, nails and nervous system. As Sheldon studied people's bodies, he found that among most of them one of these layers seemed to have had more influence than the other two.

Thus, some people were especially "visceral"; they had large stomachs and livers, long and rugged intestines. Sheldon named

CONTINUED ON PAGE 71



BRONZE ANGEL... glorious sun-kissed shade of *Angel*
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Now in a smart,
 slim, new **MIRROR CASE**

Your summer foundation and powder in-one!
 The loveliest sultan that ever smoothed on with a puff—your Bronze Angel Face! Now in the lovely new Angel Face Mirror Case! Smooth as ivory, golden-etched, and slim as a wafer. Flip open the cover and you find puff, mirror, and Angel Face—your summer make-up complete!

Never shiny—never greasy! No matter how the temperature soars—Angel Face looks fresh . . . and cool! And it's such easy summer glamour! No greasy foundation . . . no wet sponge . . . and no loose powder spilling about! Your Bronze Angel Face goes on with just a touch of its own soft puff and clings—much longer than powder!

It's made to travel! Carry your Angel Face in your pocket, your beach bag, your suit case. Can't spill, can't "sift," can't leak! And it's a wonderful little space-saver! For the sweetest face under the summer sun—choose Bronze Angel. 5 other year-round glamour shades, too. In its new Mirror Case, Pond's Angel Face is just \$1 plus tax.

Also in the familiar blue-and-gold box—now in two sizes—89¢, 59¢ plus tax.



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them *endomorphs*: "endo" from the endoderm layer, and "morph" from morphology, the biological science that deals with physical structure.

Others had big bones, a well-developed heart and circulatory system and heavy muscles. They were mesoderm people and were named *mesomorphs*.

A third group tended to be thin, with a high proportion of surface to total mass and with a nervous system relatively more highly developed than either the visceral or the skeletal-muscular systems. They were called *ectomorphs*.

Obviously, everybody has some of each of these primary components. What counts is the proportion in which they are mixed. As a convenient way to measure the mixture, Sheldon applied a scale that runs from 1 to 7 for each component. Thus the fat lady in the circus would get a maximum of 7 in *endomorph* and probably only a 1 in each of the other two components. The strong man would get a 7 in *mesomorph* and only a 1 in each of the other two. The human skeleton would get a 7 in *ectomorph* and only a 1 in each of the other two. But most people are not so spectacularly dominated by a component. Butch Dowd, for instance, although predominately mesomorphic, might turn out on examination to



ALARM CAUSES VARIED REACTIONS AMONG "MORPHS"

measure about 4-6-2 on Sheldon's scale. The most common body build that Sheldon has found is a 3-4-3, a pretty well-balanced structure. The "constitutional endowment" of most people adds up to somewhere between 9 and 12. Below 9, a person is a constitutional weakling. Above 12, he probably would have such strongly opposed tendencies that he would look like the big-bellied, broad-shouldered, bandy-legged creations in *L'il Abner*.

Sheldon now has in preparation two "atlases," one of men and the other of women, which will illustrate all possible variations of physique within the normal range. The ratings are made by analysis of nude photographs. He has already classified more than 100,000 people in this way, with the cooperation of the armed services and various schools and institutions, and had his only mishap last year at the University of Washington, where one of his female assistants had been permitted to photograph freshman coeds during routine physical examinations. Some of the parents, disregarding the precaution that the girls' faces were marked out before any male saw the pictures, set up such a cry that the work at Washington had to be stopped and the negatives destroyed.

What do Dr. Sheldon's ratings signify about temperament? He has found, he believes, that a person with a certain kind of body almost always tends to behave in certain ways. So far he has isolated 20 traits of temperament which appear to be characteristic of each of the three polar varieties of physique. This "Scale for Temperament," as adapted for LIFE, appears on the next page.

There are a number of refinements in the Sheldon system, involving what he calls "secondary components." These deal with such matters as the harmony with which the various parts of the body seem to blend together and the proportion of masculinity or femininity present. Readers who want to go into the subject more fully are best advised to study *The Varieties of Temperament* (Harper & Bros., New York), which contains a general survey of the whole method.

It will be many years, perhaps even generations, before enough

TEXT CONTINUED ON PAGE 75

NEXT PAGE—SCALE YOUR TEMPERAMENT

ROME

BURNS AGAIN...



It is some 1900 years since Nero, seeking a new sensation, put his Imperial City to the torch. The first burning of Rome made history. Its second burning again makes history—motion picture history.

For as ancient Nero burned again in M-G-M's mammoth picturization of "Quo Vadis," the Technicolor cameras caught, in awe-inspiring scope, such scenes as the screen had never before recorded.

To bring this epic story of love and faith to the screen, with all its sweep and grandeur intact, called for the construction of no less than 115 sets each historically correct to the last detail—such sets as the throne room and banquet hall of Nero's palace... the vast plaza before it where 15,000 people could assemble... the great Circus where Christian martyrs went to hallowed death... block after block of the shops, tenements and temples of ancient Rome.

A cast of 30,000—including 27 top principals and 235 other speaking roles—had to be selected, costumed and trained. Technicians and equipment sufficient for a major studio had to be transported to Rome where the entire picture was made.

"Quo Vadis" is now being edited. Later in the year it will be shown on the screens of the world—the greatest motion picture ever produced.

FREE... We would like to send you a 24-page booklet telling the entire fascinating story of the production of "Quo Vadis," illustrated with many full-color reproductions of actual scenes. For your free copy, write "Quo Vadis," Box 954, G. P. O., New York, N. Y. Please enclose 10¢ to cover postage and handling costs.



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MEASURE YOUR TEMPERAMENT

The ENDOMORPH
is physically
"soft-rounded"—and

- 1 is relaxed in posture and movement
- 2 loves physical comfort, devotes himself to the "nice things of life"
- 3 loves to eat; talks and thinks a great deal about good food
- 4 has slow physical and mental and emotional reactions
- 5 likes to have friends or lots of people around during meals
- 6 is happiest when simply digesting a good meal
- 7 loves ceremony, ritual, overt expressions of "good form"
- 8 hates to be alone
- 9 is indiscriminately amiable toward everybody and everything
- 10 is greedy for the affection and approval of others
- 11 is gossipy and curious; knows about people, their relationships—and where he fits in
- 12 has an even, harmonious disposition
- 13 is tolerant—wants to "live and let live"
- 14 is complacent and often rather smug and self-satisfied
- 15 is hard to excite or arouse in any way
- 16 goes to sleep easily, and sleeps deeply and long
- 17 shows his emotions openly and readily
- 18 becomes even more relaxed, amiable, and sympathetic under alcohol
- 19 always seeks out people when he is troubled
- 20 clings to childhood and family relationships

The MESOMORPH
is physically firm,
rugged—and

- 1 is unhesitating and aggressive in posture and movement
- 2 loves physical adventure and excitement
- 3 is full of energy and relatively tireless
- 4 needs and enjoys regular, vigorous physical exercise
- 5 likes to dominate people and situations, and has a hunger for power
- 6 likes to take risks, and often is reckless
- 7 has a direct manner
- 8 is physically courageous, likes challenge and combat
- 9 likes competition and enjoys the struggle to get ahead in the business world
- 10 is psychologically callous, insensitive to the needs and desires of other people
- 11 has claustrophobia, hates physical restraint or "smallness" of any kind
- 12 gets things done, often in a ruthless manner
- 13 has a voice that carries well
- 14 is relatively insensitive to pain
- 15 does things vigorously, hence noisily
- 16 matures early, seems old for his years
- 17 is extroverted, objective, lacks self-awareness and self-doubt
- 18 becomes more assertive and aggressive under alcohol
- 19 seeks action when troubled; must "do something"
- 20 clings to youth, is interested in all things youthful

The ECTOMORPH
is physically thin,
fragile—and

- 1 is tight and restrained in posture and movement
- 2 has too-fast physiological reactions; colds, insect bites and emotions have quick, violent effects on him
- 3 has too-facial social reactions, is easily embarrassed, "trips over himself"
- 4 loves privacy, often prefers it to social gatherings
- 5 is alert, attentive, often apprehensive
- 6 hides his feelings and generally keeps his emotions under tight restraint
- 7 moves his eyes and face self-consciously
- 8 shrinks from social contacts, especially new ones
- 9 lacks poise, confidence and self-possession
- 10 resists habits and any sort of routine
- 11 likes small, snug, closed-in places
- 12 is unpredictable
- 13 has a voice that does not carry well
- 14 is extremely sensitive to pain
- 15 sleeps badly, but hates to get up in the morning
- 16 seems younger than his years
- 17 is introverted and subjective, "turned in on himself"
- 18 dislikes alcohol and fights its effects, is hard to make drunk
- 19 prefers to be alone when he is troubled
- 20 thinks happiness lies later on in life



*Make getting there
as much fun
as being there...*



Go Pullman
COMFORTABLE, DEPENDABLE,
AND—ABOVE ALL—SAFE!

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CONTINUED ON PAGE 73

For whiskey quality
that hits a high note,
look for CORBY'S PARROT



LOOK FOR THE
PARROT ON EVERY
CORBY'S BOTTLE

You'll join millions in a chorus of approval for Corby's when you sample its good taste. This fine whiskey hits a high note in quality that has made it one of the nation's leading brands. Look for Corby's Parrot today . . . then say Corby's!

 Say **CORBY'S**

A grand old name since 1859

RESERVE BLENDED WHISKEY—86 PROOF—68.4% GRAIN NEUTRAL SPIRITS—JAS. BARCLAY & CO. LTD., PEORIA, ILL.

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SLICES

*Every slice perfect and
EXTRA-GOOD TASTING!*



**They're made, cut, wrapped
by KRAFT a wholly new way**

You've never before had such good-tasting slices—such *handy* slices—for "quickie" cheese sandwiches and snacks.

In a jiffy the neat package of Kraft De Luxe Slices gives you eight *perfect* slices—every one extra delicious. Slices that separate so easily—keep beautifully.

You see Kraft De Luxe Slices are made a wholly new way! A marvelous new Kraft invention actually forms the fine process cheese into slices as it comes from the pasteurizer—capturing extra good flavor in every slice. And they're *perfect* slices—no slivers, no dried edges.

Once you discover these delicious, handy Kraft-protected slices of process cheese you'll always have several kinds of Kraft De Luxe Slices in the refrigerator—ready for cheese treats in a jiffy.

*Like peeling a banana
...they separate so easily!*

*5 VARIETIES! Keep several on hand;
they're time-savers, space-savers.*



KRAFT DeLuxe SLICES

THE WORLD'S FAVORITE CHEESES ARE MADE OR IMPORTED BY KRAFT

evidence has been accumulated by Sheldon and his successors in "constitutional psychiatry" to prove whether he is right or wrong, or only partly right and partly wrong. After 50 years the Freudians have yet to "prove" a good many of their theories. Sheldon thinks that, as a rough guess, within a hundred years his project will have produced some useful answers as to the relative importance of heredity and environment in different adult patterns of behavior. A foundation has been set up—the funds supplied largely by Eugene McDermott, a friend and collaborator of Sheldon's, formerly a teacher at Columbia and now a Texas oilman—to support the inquiry beyond the present generation.

Meantime the preliminary evidence is impressive. Assuming that it means what Sheldon thinks it means, what use is it, aside from the amusement it may afford Mr. 3-4-3 in gaining some extra insight into the personalities of his friends?

It has some very serious uses, chief among them in the diagnosis of mental disorders. Psychiatry—the treatment of such disorders—is a woefully inexact branch of medicine. For instance, in writing about a study he made of 200 delinquent boys, Sheldon recalled: "It was not uncommon to find that as many as a dozen different



ECTOMORPHS QUAIL AT PAINS; MESOMORPHS GRIN

psychiatric diagnoses and interpretations had been made on a youngster, and [he] would at various times have been given diagnoses not only mutually contradictory and pointing in opposite directions therapeutically, but he would be taken entirely around the clock and would have all the possible diagnoses. It grew clearer every day that a vocabulary problem of the most serious nature existed in the psychiatric field. . . ."

The reason for such confusion is that mental disorders do not ordinarily show themselves in bumps or swellings or rashes or the other easily recognizable symptoms of physical disorders. They show in the way the patient behaves, and these behavioral symptoms may vary or temporarily disappear, or be disguised deliberately by the patient, or, for that matter, be misinterpreted by the psychiatrist because of certain preconceptions or pet theories he may have. Sheldon's theory offers hope for more accurate diagnosis: first, by reducing the psychiatric vocabulary to a smaller number of well-defined words that will mean the same thing to all psychiatrists, just as measles and mumps mean the same thing to all doctors; second, by supplying strong clues as to the kind of mental disorder any given patient is most likely to have. These clues, he believes, are to be seen in physique.

The essential idea is that most mental disorders reflect a relative *weakness* in one of the primary components of temperament. Thus, for instance, Dr. Sheldon finds that people made up principally of a combination of endomorphy and mesomorphy are susceptible to the manic-depressive psychoses, which are notably characterized by lack of inhibition, restraint and self-control. In other words, manic-depressives seem to suffer from a lack of ectomorphy, the component which supplies some of these qualities in "normal" (more or less sane) people. If this is true, psychiatrists will obviously find it easier to make diagnoses because they will be able to tell simply by examining a patient's physique what the trouble is most likely to be.

To the offhand judgment this may seem farfetched. But actually doctors have long since accepted the idea that physique is a good

CONTINUED ON NEXT PAGE

Join Francis Grover Cleveland

IN ONE OF THE WORLD'S FOREMOST CLUBS

As man's youth has gotten longer, by decades, more and more men are taking a YOUNG man's care of their appearance—more and more men are joining the Aqua Velva After-Shave Club. This circulation rouser brightens and braces your skin after shaving, gives that young, healthy skin-freshness everyone enjoys looking at. Try it!



Francis Grover Cleveland, pioneer in the Summer Theatre movement and son of the late President, is a member of the Aqua Velva After-Shave Club.

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NEW HUDSON NEBULIZER

Kills Common Pests... Quickly, Surely, Economically



There's no more need to fuss with old-fashioned sprayers. New Hudson Nebulizers are the sure, modern weapons to use against most common insect pests. Loaded with any make AA grade insecticide, the Hudson Nebulizer 4-jet nozzle shoots a fine, floating spray that stays in the air longer. Without spitting or messing, Hudson Nebulizers knock down 20% more flies, kill

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Based on Independent Laboratory Tests

*Many authorities suspect the common fly of carrying Polio virus.



Vital points where disease-spreading insects must be eliminated to protect health, prevent sickness

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THE "MORPHS" CONTINUED

indicator in the diagnosis of physical disorders. In fact, the idea was current long before there was any real clinical evidence to back it up. Sir William Osler, one of the great founders of modern medicine, had it in mind when he said half-seriously that a good diagnostician can tell "by the way the patient knocks on the door" what is likely to be wrong with him. Such diagnostic intuition, or sixth sense, or whatever it may be called, comes with experience, from examining thousands of sick people. Some of it diagnosticians have been able to codify and record in medical textbooks. But in the absence of a simple, uniform, rational system for classifying body structures, there was a great deal more information that they could not pass on except on a word-of-mouth and largely unscientific basis. By supplying such a system, Sheldon has given physical medicine as well as psychiatry a tool of very great potential value.

Sheldon and his associates are working on the application of this tool and in due course will issue a book on "constitutional medicine." Meantime, by way of preview, here are some of the more important medical traits that, along with temperamental traits, tend to occur with the three primary components of physique.

Nature has been unkind to the endomorphs. She has made them love rich foods but has not supplied them with gall bladders and pancreas commensurate with their appetites. They are widely recognized in medicine as "the gall bladder type." They are prone to diabetes. Moreover, since they tend to put on a good deal of extra fat, they risk all the ailments associated with overweight, includ-



ENDOMORPHS SEEK COMFORT, KNOW HOW TO RELAX

ing heart trouble and kidney trouble. But they are lucky in at least one way: their digestive apparatus is superb, and they rarely have indigestion or constipation.

The special curse of the mesomorphs is high blood pressure. Although they start out with excellent cardiovascular systems, they put heavy strains on this equipment by their liking for vigorous exercise and energetic living. Coronary or cerebral hemorrhage often claims them in middle age. Doctors know them also as "the peptic ulcer type." Contrary to common belief, it is not the thin, "nervous" people who are especially prone to peptic ulcers, but the vigorous, hearty ones, especially if along with their high general mesomorphy they have some structural weakness. This occurs most often in the region of the legs. "Peptic ulcer legs," as Sheldon calls them, "are usually of good length... but are of relatively weak musculing, and are inclined particularly to be weak or hollowed out in the inner aspects of the thighs. When legs such as these occur with "a big chest and thick neck and signs of hyperactivity, the medical delinquency to think of first is peptic ulcer." The frequency of most forms of cancer also seems to rise with mesomorphy. Mesomorphs have one advantage over the rest of humanity, however. They seem to be relatively insensitive to pain. They feel pain, of course, but apparently they don't feel it as acutely as others do.

Especially ectomorphs. A pain that a highly mesomorphic person would scarcely notice may give them nausea and palpitations. Medically, ectomorphs specialize in troubles of the skin and the upper respiratory tract. They have dandruff; they itch; they have violent head colds and frequent sore throats. Because their larynxes

CONTINUED ON PAGE 29

How to pick a chair with a comfortable future

One touch tells you lots about a chair's future. For if it's cushioned with AIRFOAM, you're certain of sublime, utterly relaxing comfort. The bliss of millions of air cells gently supporting every move of your body, adjusting their shape to yours.

EASIER ON YOU

Then, there's the comfort of easier housekeeping, too. For AIRFOAM doesn't sag or flatten out, never gets that "morning after" look. You never have to fluff it back to shape.

COMFORT OF A LIFETIME

And most important, perhaps, is the comforting assurance that your chair is cushioned for life with the finest of all foam latex materials—AIRFOAM Super-Cushioning, made by Goodyear's Double-Foam process that insures longer life.

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DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MISS BARBARA CROMWELL, beautiful young member of one of Baltimore's most distinguished families. Discriminating in her choice of cigarettes, Miss Cromwell says, "I smoke Herbert Tareyton because I like the cork tip and really mild tobacco."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

Over., The American Tobacco Company

are easily irritated and they have strong gagging reflexes, and because their mucous membranes swell easily, acute streptococcal infections of the throat are particularly dangerous for them. On the whole, however, despite their superficial appearance of frailty and their frequent premonitions of medical disaster (they are great hypochondriacs), they are the healthiest of the three polar varieties. In fact, a substantial amount of ectomorphy in one's make-up is a good omen for long life. Sheldon says, "The longest-lived men would be called by the average observer lightly built, clean-cut, and . . . slightly undersized . . . In women . . . ectomorphy seems to be less important for longevity. . . ."

Sexual differences also seem to accompany constitutional differences. Ectomorphs tend to be highly erotic, to have a quickly aroused and urgent need for sexual gratification; climax is intense in both sexes. Erotic women, Sheldon observes, seem to have an unconscious awareness of this and often seek out ectomorphic men, which accounts for a common anomaly that has long mystified sturdy mesomorphic men: that of the highly desirable female married to the skinny, unprepossessing male. Endomorphy seems to carry with it relatively low sexuality. In extreme endomorphs there is little interest in sex and little sexual competence. Mesomorphs lie between these extremes, with a "healthy interest" in sex and a characteristic brisk, direct approach to it.

Whatever their merit, Sheldon's theories are not likely to be popular, and they are especially not likely to be popular in this country. Americans like to believe that anybody can do anything—that every baby born in every log cabin is a potential president. The idea of limitless self-improvement runs through much of our advertising and many best-selling books: the right toothpaste, the right exercises and diets, the right attitudes can win for every man his heart's desire. The Sheldon thesis may strike many people as fatalistic and even downright undemocratic.

And in a way it is. Yet the anybody-can-do-anything idea does not meet the test of reality, and it has caused much unhappiness. The "natural born" mechanic who becomes a lawyer because his family wants him to, the girl who yearns to be a great actress but who is awkward and self-conscious—everyone knows such people. Not infrequently they become victims of a "nervous breakdown." Indeed, Sheldon suggests that the most common environmental cause of neurosis is the attempt, or the feeling that one *should* attempt, to be what he is not. As for fatalism, he has written: "The aim of constitutional psychology . . . is to develop every individual according to the best potentialities of his own nature, while protecting him from the fatal frustration of a false persona and false ambitions. This is not fatalism, but naturalism. Its end result is to increase, not decrease, the individual's opportunities for accomplished living."



ECTOMORPHIC MEN have sex appeal, often win most desirable wives.

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same make,
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JUST LOOK AT THE DIFFERENCE in these two 1949 cars! The one at the top is dull, dingy, old-looking—a victim of Road Ravage* (Sun, Dirt, Tars, Road Scum). And the other! It's as bright and shiny as new. Let SIMONIZ® give your car year-round protection—preserve its beauty, prolong its life. It's easy—and takes far less time than you think!

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SIMONIZ PROTECTION against damaging Road Ravage. Don't let sun, rain, road scum, traffic film "eat away" at your paint job. Use SIMONIZ twice a year—your "paint job" is protected, your car's beauty is safe! So get SIMONIZ today at your nearest store.

IMPORTANT! It is necessary that your car be clean first. For best results—on most cars—clean with easy-to-use SIMONIZ LIQUID KLEENER. If car is old or badly faded, clean well with SIMONIZ PASTE KLEENER.

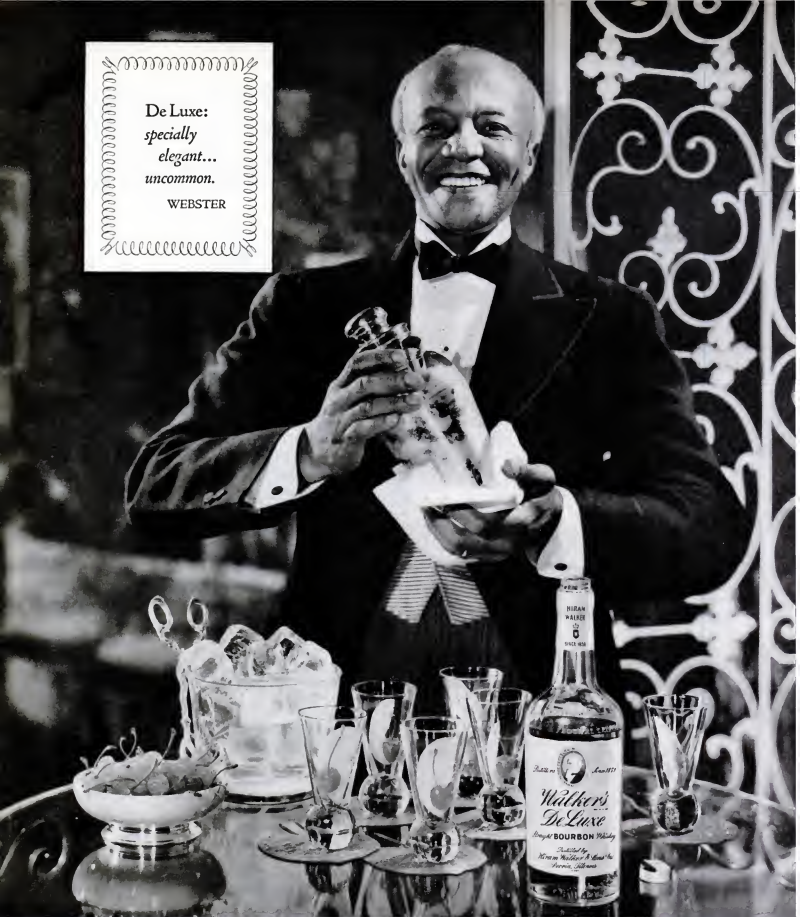


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INVENTOR ALVES DA SILVA HOLDS UP ALL THERE IS TO SEE OF HIS MYSTERIOUS CLOCK. EXPERTS BELIEVE THAT THE SECRET MAY LIE IN THE HOLLOW HANDS

HOW DOES IT RUN?

Look, Ma! This clock has hands but no gears, springs or motor

What all Rio de Janeiro wanted to know was: how did Sanguino Alves da Silva's mysterious homemade clock (*above*) keep time? The thing was no more than a sheet of glass, a shaft and a pair of hands. As far as anyone could see—and Rio's curious-minded had peered at it from every angle—there was nothing to make it run: no gears, springs or motor. Yet run it did, and accurately. Sanguino, a 29-year-old mechanic

from Florianópolis, 500 miles up the coast, offered one clue: "One day at my workbench I stared at a Victrola motor and turntable. Ten minutes later I knew how to make this clock." The clock had cost only \$75 to build, \$12.65 for glass and metal, the balance for the secret driving force. Sanguino said that he would gladly tell anyone who cared to buy his patents exactly how the clock runs. His price: \$110,000.



A swell nightcap is
SUNSWEEP
 prune juice...
 the only
 prune juice
 with uniform
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"C-L" does the trick!

Controlled-Laxativity, an exclusive
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 Sunsweet the same. That—plus the fact
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 is why you should
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The instant you apply Dr. Scholl's Zino-pads,
 painful shoe friction stops, pressure is lifted.
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 soft, soothing, cushioning, protective pads
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 ach upsets or indigestion due to excess stomach acid
 by all means see your doctor—and start taking
 Schlegel. For excess stomach acid is believed to be a
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 faster—lasts longer than anything else they've ever
 tried. Schlegel "sponges up" biting, burning acid—
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 walls that soothes and protects. Get Schlegel today!

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Use new Sun Allergy cream
 You can't burn... you can't blister

● Sensitive to sun? Use new
 Skolex Sun-Allergy Cream!
 It's an exclusive new formula
 that screens out all the harm-
 ful ultra-violet rays; you can't
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Not for tanning. Skolex is
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 oped for people who are
 allergic to the sun's rays.
 Completely protects even the
 most sun-sensitive skin.
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 a tube from your druggist
 and enjoy the sun.

SKOLEX SUN ALLERGY CREAM



SETTING THE HANDS, Alves da Silva claims that any layman who gets
 secret of driving force at purchase can do necessary servicing every 15 days.



SPINNING THE HANDS, self-taught inventor, whose schooling stopped at
 third grade, explains clock will revert to correct time when hands are stilled.



SEPARATING THE HANDS likewise fails to show how it runs. Says Alves
 da Silva with a noncommittal grin, "I don't know anything about clocks."

Mrs. Robert Cummings says:
(MARY ELLIOTT)

“I love to see a man
smoke a Cigarillo”

In the words of Mrs. Robert Cummings,
the ladies everywhere endorse the smart shapeliness
of The New Idea in Smoking . . . Men love
its delicious taste. Real smoking pleasure,
handy as a cigarette.

. . . Fits neatly a man's lips or into
a holder. The *perfect mild* smoke.



• *Mr. and Mrs. Robert Cummings at their Hollywood Home*

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Cigarillos 5¢
EACH

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"fresh up" with Seven-Up!

The All-Family

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Drink!

Sunshine, smiles, and 7-Up . . . that's the perfect formula for family fun at the beach. Yes, they've got plenty in common. Seven-Up is the sparkling *all-family* drink . . . so bright and cheerful . . . so pure and wholesome for all the family. Seven-Up has a lively taste that appeals to all ages, including the tiniest tots. And when it comes to quenching thirsts, there's just nothing like chilled 7-Up.

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You like it... it likes you!



KEEP A CASE AT HOME
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AND GUESTS!



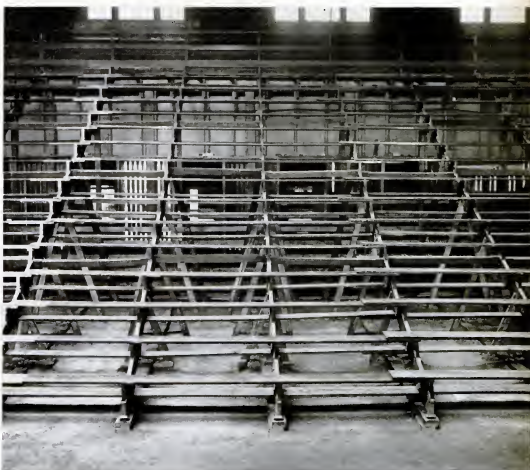
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1951 UNEMPLOYED



1951 EMPLOYED



NEW ENGINEERS at University of Toledo have received total of over 250 job offers for the 64 can-

didates. Salaries range from \$270 a month to \$375. Most are taking positions with private industries.

1950 UNEMPLOYED



1950 EMPLOYED



PICTURE CHANGES FOR ENGINEERS

Many more jobs, fewer graduates produce shortage of trained men

When LIFE last year took a look at job opportunities awaiting 1950's graduating class, the outlook seemed dimmer for engineers than for almost any other group. Out of 116 engineers graduating from the University of Toledo, only 36 had jobs at graduation (*above*), and in the U.S. there were only 18,000 job openings for 500,000 new engineers. LIFE advised engineers to look for selling and other nontechnical jobs.

This year, with defense industries eager to get engineers and the year's crop down to 38,000, the situation has changed radically. The 80 unemployed at Toledo last year were placed months ago, and members of Toledo's 1951 class of 64 (*right*) are all assured of jobs. Everywhere in the U.S. engineering firms are frantically bidding against each other for talent. Few graduates of reputable schools will start at less than \$300 a month and some will make up to \$500 a month; a senior at Illinois Institute of Technology this spring received no fewer than 17 job offers. Even with an increase in engineering enrollments, the supply is not expected to catch up with the demand until 1958 at the earliest.

It's New...It's Miraculous for

Henry Rosenfeld

for washing his

New

Joy Procter & Gamble's

liquid

pampers
with a new



The shirt-waist dress, done with Henry's inimitable designing genius! In tissue chambray, cool, crisp, crease-resistant—to keep you looking fresh as a daisy through the hottest summer day! Wash it by hand, with Joy, the miraculous new Liquid suds-maker. That's Henry's advice!



This lovely little number is also tissue chambray. Comes in shrimp, salt blue, brown, navy, aqua. So easy to wash by hand—so easy to iron! The same finish that makes tissue chambray crease-resistant, makes it easier to launder beautifully. Wear it today—wash and iron it tonight—wear it again tomorrow! Be sure to use Joy!



Tissue gingham lends its sheer beauty to this heavenly, delicately blended plaid! Wear it proudly for the special occasion. Wear it often, for almost any occasion—because you can wash it with Joy, so easily, so perfectly! Remember, Henry Rosenfeld recommends that you use Joy!

Joy

Procter & Gamble's New **Miracle Liquid**...

The same magic liquid that makes dishwashing faster, easier, nicer!

all fine washable fabrics!

recommends it

fabulous

Tissue Cottons!

spectacular new

Suds-maker

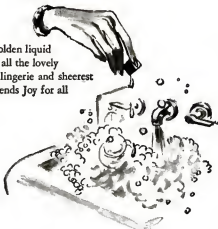
all fine washables

kind of safe, gentle care!



Tissue chembroy—that heavenly new sheer but crisp cotton was used by Henry Rosenfeld for this enchanting dress. Note the billowing skirt, the smartly tucted blouse. Henry promises you that all his tissue chembroy dresses will keep their fresh, crisp beauty through countless washings. He recommends Joy, for all his tissue cottons!

Appropriately named **JOY** this lovely golden liquid is the most perfect product ever created for all the lovely new sheer cottons, as well as for your precious lingerie and sheerest stockings! That is why Henry Rosenfeld recommends Joy for all his lovely tissue cotton dresses!



Just a few drops of this magic liquid instantly give an amazing quantity of lively, wonder-working suds. No waiting to dissolve! Joy is liquid, already dissolved!

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- 3. Requires far less to make a good suds than any other fine fabrics product known.**
- 4. Safer for colors!** Even black and navy blue will stay newer-looking. This lovely liquid leaves no soapy film, to make colors look dingy!
- 5. Helps keep white nylon white!** No dingy soap film, ever!
- 6. Faster, easier, nicer than any soap, for all fine washables.** There's nothing like this miraculous golden liquid!

Almost twice as economical as a big box of soap, in hardest water!

And this smooth, gentle liquid is so kind to hands!

Handy bottle for bathroom for nightly washing of stockings and lingerie!

©1951, The Procter & Gumble Co.



That's me above, at three months, naked to the navel, apparently as bald as a billiard ball. My Aunt Marie staged this tableau at her Montgomery, Ala. home. That's me again in the center, aged 4. *Femme fatale!* My pensive mien hides the asp within. On the right is our heroine and, I hope, yours, at 15. From a



Washington seminary I forwarded this picture to a motion picture magazine beauty contest, furtively and without identifying myself. As the anonymous winner I was identified by Daddy, reaped the fruit of my plot through appearance with Tom Moore in my screen debut.

TALLULAH ON TALLULAH

OUR HEROINE LETS FLY WITH ITEMS FROM HER RICH AND ROWDY ALBUMS

Text by TALLULAH BANKHEAD

In my time—it's 48 years, dahlings, and if any cove contests it I'll part his hair with a polo mallet—I've been called a garrulous extrovert, a cello-voiced witch, a honey-haired holocaust, a heretic whose vitality, if harnessed and funneled into the Sahara, might transform that sandy waste into another Eden. It has also been said, my dears, that for 30 years I've been trapped in a legend, that in my dubious efforts to extricate myself from that ambush I've threshed around so violently and so vocally that I've only added to its dimensions. Now for a jigger of candor. It's true that I've never been one to hide my light under a bushel. The theater is a transparency. Those who work in it are the common targets of those cravens who would rejoice in a bender but shrink from it lest they have to get up too early or because they might be excommunicated from the

ladies' aid society. Me? Let me knock off two frozen daiquiris at lunch and it makes Page 1 in Cheyenne, Wyo. the next morning. Frozen daiquiris? Good for your gizzard!

I'm the only Bankhead who ever acted for a fee but many of them have given spectacular performances in one arena or another. My mother, born Adeline Eugenia Sledge, vivid Virginia beauty, died three weeks after my birth. My daddy, William Brockman Bankhead, was four years Speaker of the House, served in Congress for 25 years. My Uncle John served long in the Senate as did my Grandfather John, at least once garbed in his Confederate uniform. They were all bitter-enders, nonappeasers, Democrats to the core, all died in harness. Only once did Daddy upset me. He fanned three times in succession in a charity baseball game.



Mother at the time of her marriage to Daddy. Right out of Charles Dana Gibson. "As beautiful as Ada Sledge" was for two generations the scme of praise in the South, according to Critic Stark Young.



That's Daddy in 1902, chiseled features and with the look of eagles. What a leading man he would have made!

On my first and last marriage, to John Emery, Daddy (*center*) and his wife (*right*) tossed the rask pair a reception at their Alabama home in Jasper. That's Him behind me. It lasted four years (1937-41). He couldn't take Planters' Punches for breakfast. The rest are all Bankheads, among them four cousins and Uncle John (*left*).





Egged on by photographers I can spit like a puma to authenticate the current theory that, aroused, I am consumed by venom that is a distillation of all the evil

of the Medicis, the fires of hell, the furies of a woman who has run out of sleeping pills. Don't believe a word of it, duckies! On cue I can coo like a pigeon.

THE RUSES I PRACTISED AS I NIBBLED AT FAME



The screen was still mute when I appeared with Tom Moore in *Thirty a Week*, made at Astoria, L.I., my reward for winning that beauty contest.



Mary Pickford? No, sweets, that's me, 15, when I came to New York. I thought her success was due to her curls, tried to outcurl her.



I'd been in New York for two years when I got my first real part, in Zoo Akins' *Footloose* (1919). What am I promising Norman Trevor? Can't remember.



Taken by Alfred Cheney Johnston who used to inflame the peasantry with photographs of Ziegfeld beauties. Classic and classic, eh?

TALLULAH CONTINUED



Prone on the floor of the bathroom of Cecil Beaton's mother, before he became the pictorial pet of Lon-

don's *haut monde*. He took this with a Brownie, naturally went on to fame and fortune.

AS I WAXED, THE THAMES WANED

Four years and eight plays after my arrival in New York from Alabama, chaperoned to the heels, I took to the deep, on a cue from Sir Gerald du Maurier, for the next eight years raised such a rumpus in London that not infrequently the constables had to be summoned to subdue the ardors of my followers. I prowled through the Almanach de Gotha, gave vent to my enthusiasms, was identified on the hoardings with the

single word, "Tallulah." In my eight years in the West End I spent more than I made, won the friendship of Winston Churchill, Lloyd George and Lord Beaverbrook; rioted with Bea Lillie, had Ethel Barrymore as my house guest in Farm Street. Dahlings, it was all perfectly marvelous, perfectly thrilling. I survived quick fame and fortune and an uncommon thirst, and I have scars to prove it.



Here I am (right) serene in the company of a mess of upper-bracket gypsies at a London garden party.

I must have been feeling poorly. How else could that dame have grabbed off stage center?



Giving my doomed opponent the amorous works in *The Green Hat* in London, 1925. In this idiot I drove strong men to suicide.



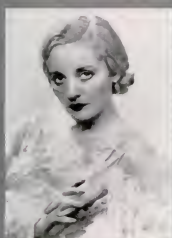
In *The Garden of Eden* (1927) I ripped off my wedding dress because my intended had bolted once he learned I was not a baroness.



The one in the beard is Augustus John, English painter. The oil once hung in the Royal Academy, London. Now it is on my bedroom wall.



Touring the provinces in *Her Cardboard Lover* in the role created here by the tragic Jeanne Eagels. The others? Robert Newton, Monica Morrice, Edward Scott-Gatty.



This is another Bankhead, chastened, shrived of her sins, her fires banked. Taken in London in 1929 when I was Wanda Myro in *He's Mine*.



Her eminence deigns to autograph the trophy book of an English private school boy—Tom Brown, *post-étre*.



I look down on Steve Donoghue, greatest English jockey. Steve, Winnie and I were the only three people known to every cockney by our first names.



Count Antony de Bosdari, only man I was ever formally engaged to, I felt obligated since he'd given me a diamond necklace. It curdled.



Still aprowl among the toffs, I go to Oxford for a balloon ascension on the lid of Sir Nigel Playfair. Both of us survived.

THE STAGE IS MY MUTTON. AND I'M ITS



Here I excite three U.S. Marines at Pago Pago after my return from England in 1931. In this revival of *Rain* I am the Sadie Thompson who seduces the preacher after he has tried to redeem me. Jeanne Engels had first done this trick, 13 years earlier.



As Muriel Flood in *Reflected Glory* (1936) I was an emotional actress torn between career and marriage. Author George Kelly made the right decision. I stayed single.



After seeing me in Shakespeare's *Antony and Cleopatra*, John Mason Brown wrote, "Miss Bankhead barged down the Nile last night as Cleopatra—and sank." That Octavius Caesar is the man I married, a case of double jeopardy.



Bulldozing one of my predatory brothers in *The Little Foxes*, a great play, while my stage sister-in-law, foxed by the bottle, cringes before our pitiless plotting. Left to right: Charles Dingle, What's-Her-Name and Patricia Collinge. I was a touch predatory, too. 1939-1940, New York.



What do actors do in the summertime? They either starve, take up smuggling or invade the citronella circuit in a beat-up revival. Here I'm Paula in *The Second Mrs. Tanqueray*, a Pinero relic that floored the peons back in the 19th Century. Pretty tame stuff now.



Here I am kiting the temperature of Freddie March in Thornton Wilder's *The Skin of Our Teeth*. In it I was Sabina, all-time busy, bingo-parlor hostess, winner of beauty contest. That awed young man on the left? Montgomery Clift.



In the late Philip Barry's *Foolish Notion*. The moppet? Joan Shepard, a retired Quiz Kid. Retired, but not retiring enough.



I'm tackled on my five-yard line by Donald Cook in Noel Coward's *Private Lives*, a toast to infidelity that gave me three years' employment and a lot of loot.

I TATTER A FEW PASSIONS ON THE SCREEN



The screen had just started to talk when I interrupted it. This was in 1931, after my return from London, when I succumbed to Paramount's promises. Above (at left) I'm up to some dark and devious doings with Fredric March in *My Sin*, while at center I'm the bride of Charles Laughton in *The Devil and the Deep*. At right, as a preface to a romantic seuffle with Robert Montgomery, I'm about

to dunk myself in perfumed waters. This aromatic ruse was part of the plot of *Faithless* and my last tilt before the cameras until *Lifboat*. The great Percy Hammond wrote: "... I revel in Miss Bankhead's smooth veneers and varnishes and agree... that she is as mysterious and as potent an influence on motion picture civilization as Will Hays or any of the Warner Brothers."



That tall tough-looking hombre barring my progress is Cary Cooper, who has since ridden many a range, rescued many a damsel in distress. The picture? *The Devil and the Deep*. A clinker, mate!



To humor Director Alfred Hitchcock's passion for reality I'm dampened down by a property man before facing the cameras in *Lifboat*, 1944. My contribution to this marine antic was voted the best screen performance of the year by the New York picture critics. An admirable verdict.



Above you will observe Paul Lukas frowning or crying or something on my shoulder in *Thunder Below*.

MY FEVERS? THOSE GIANTS! HOT LICKS! WHELPS!

My off-stage enthusiasms have cost me a pretty penny, have sometimes led to breaches of the peace but never a ride in a patrol wagon. Every time I see the New York Giants lose I go through an emotional wringer. Now and then I have a zoo complex. A monkey of mine once chewed up \$800 worth of furniture at the Ritz Carlton in Boston. My lion cub, Winston Churchill, was partial to the thighs of reporters; as he grew old he began to look hungrily at me. The dogs that range across my acres, 35 miles from New York as the Cadillac flies, are a luxury that may put me in the bread line. Then there's my swimming pool at Windows, my Westchester home

where I occasionally live. They had to drill down half a mile to strike water. It cost me as much as the Grand Coulee Dam. Then there are the swing musicians, those heretics who let fly with horns and reeds in defiance of all the laws of Bach and Beethoven. I take off like a kite on a windy day when Louis Armstrong lets loose delirious notes on his trumpet.

Last November I really went off my rocker. Lured by my enthusiasm for folding money I acted as mistress of ceremonies for NBC's *The Big Show*, an hour and a half radio show which permitted me to exchange insults and innuendo with the likes of Fred Allen, Jimmy Durante, Groucho



After two song recordings I'm down for the count of eight, frazzled by my own folly. But there's bounce in us Bankheads. I was up before the bell.



My caribou croon and Trumpeter Louis Armstrong's graveled baritone merge in *Melancholy Baby*. That Satchmo! His magic horns send me.



I'm a wreck after the Giants win a game at the Polo Grounds, a wreck in spades when they blow one. Stanky's just popped up with the bases full.



Christmas night in a New York hotel. My brief companion is Andrew Ratousheff, a fellow actor. He is a philosopher, wit, poet, for all his tininess.



I who fear nothing that walks or talks how to my better, the great Ethel Barrymore, at a shindig given by Heddah Hopper in Hollywood.



Miss Hopper's carnival gives me a chance to rub noses with the great pianist, Artur Rubinstein. That gal on the right? Deponent knoweth not.



Having twice failed to swim the English Channel, I conquered my Westchester pool aided and abetted by a favorable tide.



My lion, Winston Churchill, named for a chum of mine, was bought in Reno where I was being severed from Mr. Emery. I reared him on a bottle—the cub, not Emery—and he gnawed the hand that fed him.

AND PURSUING THE BUCK!

Marx, José Ferrer, Bob Hope, Ethel Merman, Charles Boyer. "One of the fastest and pleasantest 90 minutes in my memory," wrote the radio and television oracle, John Crosby. Who am I to contradict Mr. Crosby?

In a fit of lunacy I also agreed to make a lecture tour, again baited by wampum. After platform tumults in Dallas, Chicago and Wilmington, I was a litter case. But it's no easy trick to rein in your heroine. With Joe Bushkin at the piano—he's the grand lama of jazz—I recorded two songs, *You Go to My Head* and *I'll Be Seeing You*, for Columbia. My vocal range is that of a seal, but what feeling, what passion, what nerve!



Look as though I'm pacing off a 15-yard penalty for clipping? I'm really tailing Ethel Merman at a rehearsal of *The Big Show*, the Sunday-night radio carouse on which I've lately been running amok.



The three with their mouths shut are prize-winning Maltese at the Dog Show in Madison Square Garden. That's me making like a train announcer.

From a one-footed stance I face the flower of Texas womanhood in my latest career. At my first lecture 3,000 sat or stood for the confessions. (Scene: campus of Southern Methodist U.) When, in lecturer fashion, I sipped a glass of water, said, "I'll bet you think it's gin," they rocked the rafters. I held back a few tidbits from them—as I have from you.





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for date, time, and channel.*



1. Friendly Fred, a fisherman who dearly loved his hobby, Complete with rod and reel and fish strode into Statler's lobby. "Here's proof my luck's been good," he cried, "but, of all luck, the best Is staying at the Statler, where you really *are* a guest!"



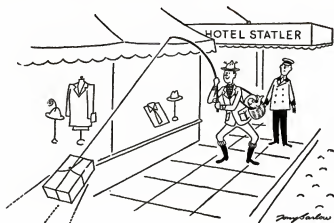
2. "Behold my spacious Statler room," the fishing expert said. "I like its quiet comfort—and I *love* that Statler bed! Eight hundred thirty-seven springs encourage pleasant dreams. I think I'll dream of catching trout in tumbling mountain streams."



3. "Some fishing tales," said Fred, "you'll find a bit exaggerated, But stories of the Statler bath I find are understated! Such generous stacks of snowy towels, hot water without fail, And lots of soap . . . excuse me while I imitate a whale!"



4. "As tempting lure attracts a fish, so Statler food lures me. They've everything I like to eat, all tasty as can be. Not only fish, but meats and soups, the coffee, pie, and cheese Are simply great. Oh waiter, wait! A second helping, please!"



5. "Just cast around from Statler's door," cried Fred, "and you'll find out That office buildings, shops and shows are gathered close about. So next trip, if you're fishing for the perfect place to stay, Catch any train or plane or bus that's headed Statler's way!"



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SEEN FROM AIR, PATTERN OF A BURIED ROMAN FORT IN FIELD IS CLEARLY DISCERNIBLE. DARK PATCHES ARE MORE VERDANT AREAS ABOVE EXCAVATIONS

PHOTOGRAPHING THE ROMANS

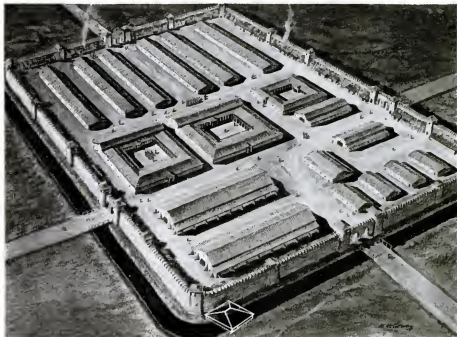
Startling aerial pictures reveal some archaeological treasures hidden for centuries under the fields and pastures of England



SEEN FROM GROUND FIELD REVEALS NOTHING

To the English farmer, looking over his acres from eye level, there seemed nothing unusual about the field (center, right) where he cultivated oats. But one day a Cambridge scientist, Dr. J. K. St. Joseph, flew over the field in an airplane and took an aerial photo which showed a startling pattern (above). To the trained eye of an archaeologist the pattern made exciting sense: under this seemingly ordinary expanse of oats lay the buried ruins of a Roman fort.

Aerial photography has been practiced for 30 years, but archaeologists only recently have begun to fully exploit its usefulness in turning up buried ruins. Just as submerged reefs cause visible markings on the surface of the sea, so do sunken structures leave permanent traces on the surface of the land. These effects are visible in the altered growth of the vegetation above the entombed masonry. Ancient walls near the surface stunt root growth, while tunnels give roots additional room, producing a more luxuriant crop. Sometimes, as with buried passageways, the scar is clearly discernible as a long white line. Often hidden treasures are found by following the altered pattern of fertility on the ground. When these pictures were taken, Britain was parched by the 1949 drought which emphasized variances in fertility. Long and careful study of the aerial photographs led to the interpretations on this page and the next.



DRAWING OF FORT built by the Romans during Second Century shows the kind of structures

that stood in the field above. Commandant's headquarters were at center. Barracks housed 500 men.



* Find your favorite drinks on the list below—then find how much better they taste made with Southern Comfort. Ask for FREE Southern Comfort recipe folder at your favorite package store—or write to address below.

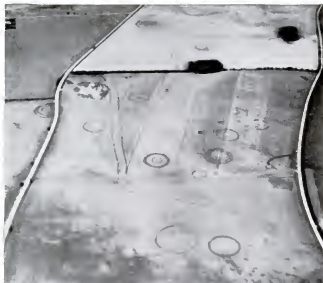
-  Old Fashioned
-  Manhattan
-  Daiquiri
-  High Ball
-  Champagne Cocktail
-  Sour
-  Scarlett O'Hara
-  Collins
-  Mint Julep
-  Canasta
-  Omar's Delight

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A ROMAN VILLAGE was disclosed by photographs of British pasture. The huts are adjacent to pens and paddocks. The community covered several acres.



PREHISTORIC CEMETERY was discovered under level field. Excavation (left, center) has begun on burial mounds revealed by the pattern of ditches.



A ROMAN TOWN lies beneath the fields outside Silchester, Hampshire. All that now remains of what was once a sizable city is the crosswork of streets.

CONTINUED ON PAGE 105

"SHINY FACE" IS FOR KIDS!

MEN!

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TALCUM
FOR MEN!



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If your doctor has told you to take off weight, ask him about the wonderful new R.D.X. Tablets and Reducing Plan. R.D.X. Tablets contain no harmful drugs.

Let The Scales Show You. You do want to lose weight, don't you? Then buy a package of R.D.X. as your druggist today and follow the R.D.X. Reducing Plan. You lose weight of money-back.



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with less bone, less fat,
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Pork Beef Lamb Ham Bacon Sausage Canned Meats

"But wives are more realistic about money than men, dear!"

DECLARED ELSIE, THE BORDEN COW

"**R**EALISTIC—that's a hot one!" sputtered Elmer, the R-hull. "The only thing a woman knows about money is how to spend it!"

"And where do you think this country would be," smiled Elsie, "if it weren't for the money that women spend for the things their families need?"

"I bet we'd be on easy street!" roared Elmer.

"That's very unrealistic!" exclaimed Elsie. "After all, the money a woman spends for her own family helps provide good jobs and incomes for lots of others.



Just look at this report that Borden's puts out each year and see how many, many families benefit from money that women spend for food alone!"

"Stick to the point, woman!" bellowed Elmer. "What has Borden's got to do with where my money goes?"

"One of the first places a family's money goes is for good food," Elsie pointed out. "And last year, Borden's provided folks with 631 million dollars' worth of fine, nourishing foods like milk and cheese and ice cream and lots of other useful products, too."

"At pretty prices, no doubt!" grumbled Elmer. "Why, when I was a boy . . ."



"I know," nodded Elsie. "When you were a boy, prices were lower! But don't forget that men had to work much longer hours and for only one-tenth the hourly pay they get today! Why, 40 years ago, milk alone cost 3 times what it does these days if you figure out how long a worker had to work to earn the price of it!"

"Don't confuse me," thundered Elmer. "I want to know who got those 631 million Borden bucks!"

"Nearly half of it," explained Elsie, "went to the farmers who supplied the milk and eggs and soy beans and other farm products that Borden's uses."

"I bet those farmers earned it!" brightened Elmer. "And I bet their wives didn't toss it away!"



"Farmers' wives want things for their children and homes, too," reasoned Elsie. "So the \$308,000,000 that Borden's paid to 55,000 farm families last year helped business in many rural communities."

"All well and good," persisted Elmer, "but it still leaves Borden's with plenty for themselves."

"Not so fast, pet!" coaxed Elsie. "It takes a lot of people to run Borden's. They have to be paid."

"A fellow has to be paid plenty," hooted Elmer, "at the rate you gals spread his dough around."

"Talk about spreading money around!" chuckled Elsie. "Did you know that there are men—and women, too, dear—working for Borden's in every one of the 48 states and Canada? The 113 million dollars that



Borden's paid in wages last year went to nearly 32,000 individuals from Maine to California."

"How come they're all over the place?" puzzled Elmer. "Why don't they stay put?"

"Borden people stay put!" laughed Elsie. "Most of them live right in the towns they grew up in because



Borden's hires local people, as a rule, to staff its plants and offices. Folks stay with Borden's, too. One out of seven employees have stayed at least 25 years!"

"Get back to the money, woman!" boomed Elmer. "How much of that stays with Borden's?"

"Besides farmers and employees," went on Elsie, "companies from whom Borden's buys things—and government—got a share of the money . . . about 30%



of every dollar. In 1950, Borden's spent 190 million dollars for operating expenses . . . to buy bottles and jars and fuel . . . to operate nearly 9000 trucks . . . to pay taxes . . . and cover depreciation!"

"Get on with it," prodded Elmer. "I'm interested in the profit!"

"Well, subtract all the money that went to the farmers, employees, and for operating expenses," fig-

ured Elsie, "and there's 20 million left. That's about 3¢ profit on every dollar's worth that Borden's sold."

"And who got that tidy wad?" needed Elmer. "That's the guy I want to know!"

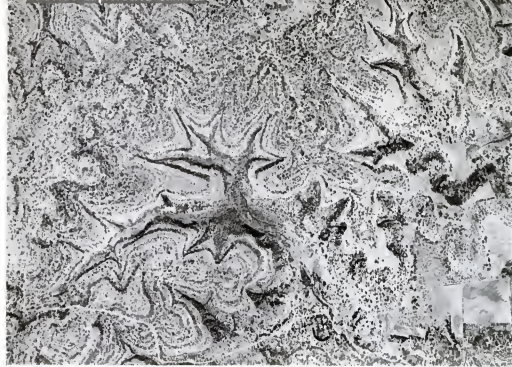
"Why, darling!" exclaimed Elsie. "I thought you knew that no one person owns Borden's—not even as much as 1% of it! The company belongs to 51,000 men and women who have put money into Borden stock and look to Borden's for a return on their savings."

"You mean to tell me," frowned Elmer, "that that 20 million gets split 50 thousand ways?"

"Not all 20 million, love," grinned Elsie. "About 12 million dollars went to Borden stockholders who received a dividend of \$2.80 for each share of Borden stock they owned. The other 8 million dollars went back into the business to keep it going and growing! After all, a good healthy company can't stand still and you know if it's Borden's, it's GOT to be good!"

©The Borden Company



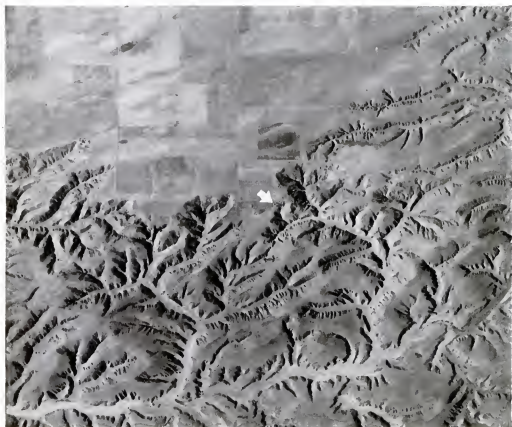


LAYERS OF ARID SHALE AND MOIST SANDSTONE CAN BE TRACED IN TEXAS HILLS BY THE PATTERN OF TREES

AERIAL "PROSPECTING" IS BOON TO GEOLOGISTS

Archaeologists are not the only ones to benefit from new advances in aerial photography. Since the war it has become an important tool of geologists. Uranium deposits have been detected from the air by the presence of yellowish earth. Diamonds and gold give telltale signs of their presence. Hidden water

sources can be "seen," and the progress of erosion can be forecast (*below*). The technique of interpretation has been so refined that even anthills can be spotted. Inasmuch as there are only 30 basic land patterns the world over, any area which can be photographed from the air can be interpreted by geologists.



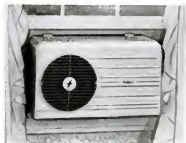
TREND OF EROSION WHICH HAS ENGULFED NEBRASKA FARMHOUSE (ARROW) IS CLEARLY SHOWN IN THIS PICTURE

Don't Melt



**HAVE REAL AIR
CONDITIONING
in your bedroom
or office tomorrow!**

BE happy, stay fresh in summer's steamiest heat... with a Fedders Room Air Conditioner! A real electrically refrigerated system! Cools and dehumidifies the air, filters out dust and pollen—a boon to hay fever sufferers—keeps rooms cleaner. This compact, handsome cabinet fits in your window sill, plugs in like a radio. No building alterations, no water connections. Exclusive fingertip control sends cool air in any direction... never a draft! Mail the coupon today for full facts.



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*Which girl has the natural curl ... and
which girl has the Toni?*



The Toni girl says: "All my Toni waves have been wonderful, but this new Toni with Permaflox is best of all. It's as soft and natural looking as naturally curly hair." Can you tell the naturally curly hair from the Toni? See answer below.

Gentle Toni with Permaflox guarantees a wave you
can't tell from naturally curly hair

Look closely! Compare the deep, soft, rippling waves and the natural-looking curls. Which is which? You just can't tell! No—you can't tell a Toni from naturally curly hair. That's because Toni Home Permanent has the gentlest waving lotion known . . . plus a new wonder neutralizer, Permaflox, that actually conditions your wave to the silky, natural softness you've always wanted.

More women use Toni
than all other home permanents combined

Discover why millions of women prefer gentle Toni to any other permanent. Have a Toni with Permaflox today, and tonight have a wave so naturally lovely, people ask you if you have naturally curly hair! And month after month your Toni will take no more care than naturally curly hair.

Remember Toni alone, of all home permanents, guarantees a wave you can't tell from naturally curly hair—or your money back. Beautiful Joan Tebbe, the girl on the left, has the Toni.



Hair styles by Shirley Collins.

Which Twin Has The Toni? Compare Barbara Dahm's Toni (on the right) with her sister Beverly's beauty shop permanent, and you'll agree that even the most expensive wave can't surpass the natural beauty of a Toni.

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You can't tell a **Toni**
from naturally curly hair!





HONORS FOR A PEACEMAKER

With a baker's dozen of honorary college degrees

Dr. Ralph Bunche is 1951's cap and gown champion

Ever since Dr. Ralph Bunche received the Nobel Peace Prize, American colleges and universities have been showering him with doctoral degrees. Collection of such honors usually is done in person at commencement time, and for the last month Dr. Bunche has been on the run. This has not interfered with his work at U.N., but it has kept him pretty busy. By last Saturday he had received 12 honorary degrees (above), all awarded since the first of the year, and the next day he got another (from Williams College). Dr. Bunche now has a total of 34 honorary degrees but is still far short of the all-time record set by Herbert Hoover (p. 108), who has 74.

No other way of shaving...
 no other shaving cream
 gives you closer,
 cleaner, longer-
 lasting shaves...
and is so good
for your skin!



TRY IT!



DID YOU EVER SEE
the inside
 OF A DIRTY ENGINE?



Sludge is caused by
 Crankcase Moisture

Because of the special moisture absorbing ability of the exclusive Laminar material, Walker Oil Filters do more than filter dust, dirt and other abrasives found in the oil stream. In addition, they provide extra protection from "crankcase moisture"—the major cause of sludge formation and corrosive, wear-producing acids. There is a Walker Oil Filter for your engine or a Walker Replacement Cartridge for your filter . . . and it costs no more.

WALKER MANUFACTURING CO., OF WISCONSIN

RACINE, WISCONSIN

Oil Filters • Exhaust Silencers • Jacks • Electric Lifts



Dangerous corrosive acids are
 created by Crankcase Moisture

WALKER
OIL FILTERS

WITH PATENTED *Laminar* CONSTRUCTION

DO MORE THAN PROTECT YOUR ENGINE FROM ABRASIVES
 THEY HELP CONTROL "CRANKCASE MOISTURE," TOO!



Honorary Degrees CONTINUED



OTHER RECIPIENTS include John Dewey (center), who got Litt. D. from Yale. Here Yale faculty member (right) steadies the 91-year-old philosopher.



BLISSFUL LOOK comes over face of Ambassador Warren Austin, the U.S. representative to U.N., as he receives L.L.D. degree from Syracuse University.

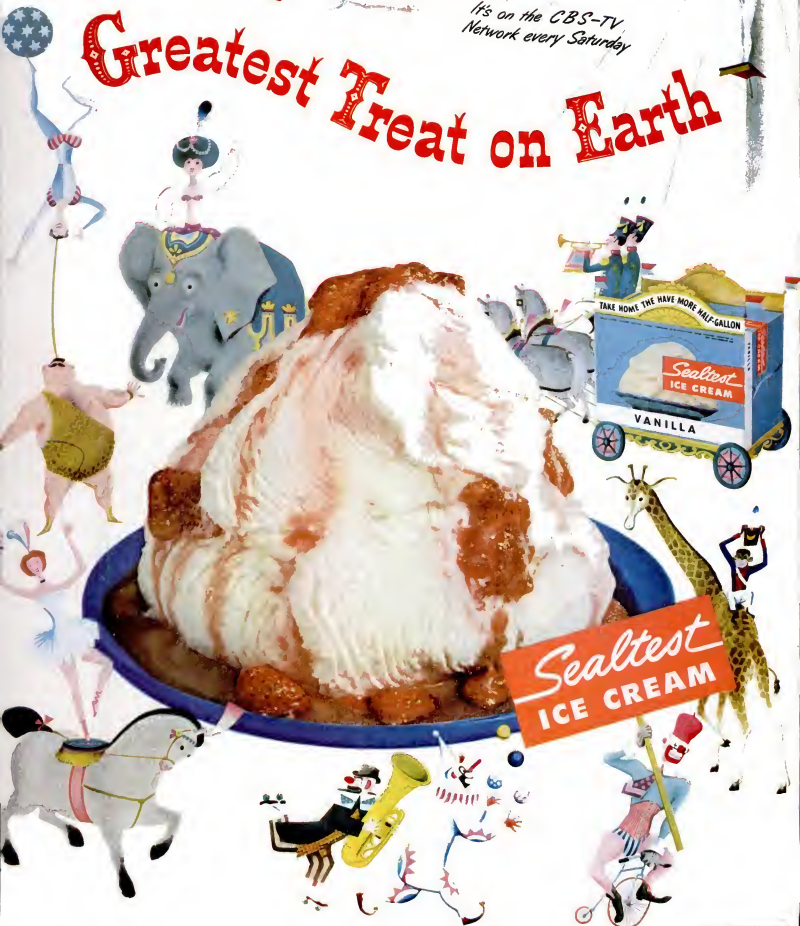


CHAMPION OF CHAMPIONS, Herbert Hoover is shown at the time of his last honorary degree in 1949. Of his degrees, 24 are from foreign universities.

Have you seen the
Sealtest BIG TOP
Television Show?

It's on the CBS-TV
Network every Saturday

Greatest Treat on Earth



Sealtest
ICE CREAM

TAKE HOME THE HAVE MORE HALF-GALLON
Sealtest
ICE CREAM
VANILLA



Col. Wm. F. "Buffalo Bill" Cody knew a good thing!

He Was The Father Of The Modern Rodeo

"Buffalo Bill" Cody knew he had a good thing when he saw the crowd's enthusiasm for his first Wild West show presented at North Platte, Nebraska, in 1882. The spectacle was a panorama

of life on the plains... complete with cowboys, Indians, cavalry, buffaloes, bronco-busters and pinto ponies. It was this show that set the pattern for today's popular rodeos!



If you know a good thing in whiskey...

you'll instantly recognize the superiority of **HUNTER**, long famous as America's luxury blend. Its flavor is so distinctive that no one has been able to copy it in over 91 years.



Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended Whiskey 86.8 Proof. 65% grain neutral spirits.



ENTRY BLANK IN MOUTH AND ENTRIES IN HAND, MRS. AGNES AMERMAN HURRIES INTO SHOWROOM JUST BEFORE JUDGES' ARRIVAL.

Life Goes to a Flower Show

HARD-WORKING JERSEY LADIES ENJOY A GOOD GARDENER'S REWARD

For amateur gardeners the most breathless moment of the year—even more thrilling than the first burst of *Dicentra spectabilis* after a long chill winter—is the frantic instant captured in the photo above. It shows a New Jersey sheriff's wife, one of the million enrolled members of U.S. garden clubs, rushing her group's last entries into place a few seconds before the judging in New Jersey's All-State Flower Show at Montclair. Mrs. Agnes Amerman's zeal was a factor that helped the Community Garden Club of Hunterdon County win 28 blue ribbons, 8 red ribbons and 9 yellow ribbons. On these pages LIFE follows the Hunterdon clubwomen from their planning stages to the final judging in the

state contest, whose theme was "June Jewels."

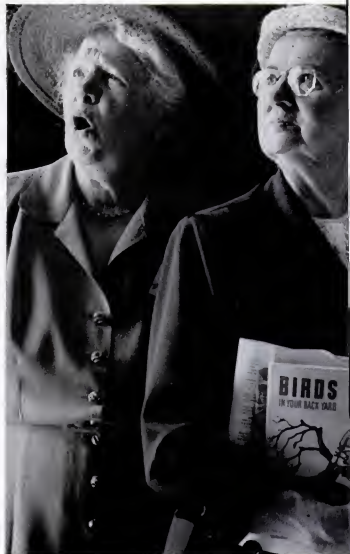
The Hunterdon club is not only one of the largest in the Garden State (100 active members, 15 associate and a waiting list of 20) but also one of its most public-spirited. It has planted a 15-mile stretch of U.S. Route 22 with dogwood, has organized bird walks and teaches flower arranging to inmates of the state women's reformatory. Its members range from farm wives to mistresses of mansions. Most of their husbands commute to work and most of their children are grown, leaving the women free to spend an average of 20 hours weekly studying manuals, planting, weeding and skirmishing with insect marauders. They invest anywhere

from a few dollars a year for seeds to \$5,000 a year for a gardener, landscaping and the subtest fertilizers.

This year the club was assigned to operate a "country kitchen" at the state show. It started early (p. 114), scoured the countryside for 250 pounds of chicken and turned its chure into a money-maker. The Hunterdon members were happiest of all over their prizes. They won a special silver bowl for distinction in horticulture. This so inspired them that, instead of taking the summer off like other competitors, they immediately repaired to their gardens to start work on their own fall show, which will feature September "jewels"—gladioli, dahlias and zinnias.



BAFFLED JUDGE TRIES TO MAKE UP HIS MIND AMONG THE ROSES



AT "BIRDIE'S BOWER" NATURE LOVERS STUDY SOME NEW JERSEY



LILY GROWER, Mrs. S. F. Skidmore, arrives late, carrying her entry in a milk bottle. Her lily was placed just in time to be judged, but it failed to win an award.



LECTURER on the propagation of violets, Miss Marie Kreyling, stands ready to answer technical questions of the visiting growers at a booth set up in one corner.



PEONY EXPERT, Ben Massey, a professional grower, makes notes on an entry of pyrethrum. All judges are unpaid, take part for the love of plants.



WILDLIFE AS MRS. C. BIRCH STONER LECTURES ON BIRD SONG



A FINAL TOUCH is placed on decorations for a country garden exhibit set up near the entrance to the state show, in Upper Montclair Women's Club. Fifty clubs took part in the two-day event and over 3,000 visitors attended.

New Shasta Cream Shampoo

Sparks your hair with
brighter, richer color ☆



Blonde hair gleams with bright gold ☆



Brunette hair dances with dark fire



Red hair takes on a burnished glory ☆



Gray/White hair shines with silver

Not a tint! Not a dye! But a super cleansing shampoo that makes even dull-looking hair sing with brighter color

WHAT A THRILL to see your hair shimmer with colorful beauty after a Shasta Cream Shampoo! New lanolin-enriched Shasta makes your natural hair color look brighter, richer. Makes it sparkle.

"SUPER" CLEANS HAIR: New Shasta contains an amazing sparkling cleanser that "super" cleans your hair. It leaves each strand so radiantly clean the natural color sparkles like sunshine streaming through a clean window pane.

SHASTA IS SAFE! Yet for all its color-sparkling magic, Shasta is safe. Lathers out color-dulling grime. Leaves in precious natural oils

needed to make your hair healthy and keep it soft and glamorous.

MAKE THIS CONVINCING TEST TODAY

BEFORE SHAMPOOING, snip off a lock of hair. Put this lock aside while you shampoo the rest of your hair with new Shasta.

AFTER SHAMPOOING, when hair is dry, compare the unwashed lock with your soft and radiant, Shasta-washed hair. If not convinced that new Shasta sparks your hair with brighter, richer color, return the jar and get your money back in full under Procter & Gamble's guarantee.

BIG ECONOMY JAR 89¢
ALSO 57¢ AND 29¢



NEW COLOR-SPARKING *Shasta* **"SUPER" CLEANS SAFELY**
DOES NOT ROB HAIR OF NATURAL OILS

Don't lose sleep tonight from **SUNBURN!**

Get Beach-Tested
NOXZEMA
for heavenly relief in 3 seconds!



It's Medicated—There's the secret!

● Don't spend a miserable night suffering from the torture of fiery sunburn. And don't experiment with unproved "remedies." You can get fast heavenly relief with cool, snowy-white Noxzema.

Noxzema is medicated—there's the secret. It helps heal as it soothes, cools. Relieves the agony of sunburn's fiery pain often in 3 seconds. And Noxzema is greaseless, doesn't stain clothing or bed linen.

Beach-tested Noxzema is used by more lifeguards, nurses—more men and women—than all other sunburn relief preparations combined. Get your jar of this wonderfully soothing, greaseless cream today.



1. COOLS! Glorious, cooling sensation almost instantly. Relief in 3 seconds.

2. SOOTHES! Noxzema is a greaseless oil and moisture emulsion—it feels so wonderfully soothing on your hot, parched skin.

3. HELPS HEAL! Noxzema is a marvelous medicated formula—it helps speed healing of scorched, damaged skin.

Greaseless. Doesn't Stain!
At all drug and cosmetic counters.
40¢, 60¢, \$1.00 plus tax.

Firecracker serving dish created in San Diego especially for Breast-O'-Chicken tuna.



LOOK IN- it's loaded with the best o' eatin'... a delicious sandwich spread made o' Breast-O'-Chicken tuna ...and your grocer's good, crisp, garden-fresh vegetables. Breast-O'-Chicken is young, tender tuna - light in color, delicate in flavor, solid in texture - premium tuna ... yet it costs you no more. Tomorrow - reach for that handsome Breast-O'-Chicken label. Do it and celebrate!

BREAST



ATTACHMENT OR A REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

O' CHICKEN

the brand that brings you only the
best o' tuna

FREE: for the best o' tuna dishes use your favorite recipe and Breast-O'-Chicken. Write for our FREE recipe book, too. Westgate-Sun Harbor Company, Dept. L 16 1995 Bay Front, San Diego 12, California.

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TUMS
EATS what he likes
NO FEAR OF
ACID INDIGESTION
HEARTBURN
Tums quickly neutralize excess stomach acids. Then gas, heartburn fade out fast. Tums are guaranteed to contain no soda. Cannot over-alkalize or irritate delicate stomach or intestinal lining. Enjoy fast, safe relief from distress of acid indigestion.
TUMS
GUARANTEED TO CONTAIN NO SODA.
FOR THE TUMMY

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST
SEE IF YOU DON'T FEEL BETTER

Flower Show CONTINUED

GOOD MIXER WINS A PRIZE



COLLECTING FERTILIZER on a friend's farm, Mrs. Priscilla Hilder, who calls herself "an apostle of manure," prepares to mix special blend for plants.



COMPOSING ENTRY for the contest, Mrs. Hilder tests the effect of sprays of orchids on an antler frame. The "spider webs" were created with catgut.



ANSWERING QUESTIONS about her arrangement (she finally used day lilies), Mrs. Hilder was popular favorite although she took only a second place.

CONTINUED ON NEXT PAGE

"PHOO ON GOO!"

says
BERT PARKS

—Star of TV hit, "Break the Bank"



"Posi-TV-ly sensational!" says Bert. "Video cameras don't miss an eyelash that's out of place. But even they can't find fault when my hair's groomed with amazing new VITALIS Hair CREAM!"

Lighter-bodied—not greasy, and no slick shine. Yet it keeps your hair groomed perfectly all day. Cleaner to use, too—rinses off hands and comb in plain water. Homogenized for easy flow, in handy shaker-top bottle. Try it today!

NEW! VITALIS Hair CREAM

—by Bristol-Myers, makers
of famous Vitallis



SAVE MONEY!
4oz size equals leading
2oz size cream all!



Never neglect a thumb blister

The tiniest injury can become infected. Never take a chance. Always use BAND-AID, the only adhesive bandage that gives you Johnson & Johnson quality.

Always look for the name on the box



100% STERILE

BAND-AID means MADE BY

Johnson & Johnson



HAPPY WINNER, Mrs. Anna Walsh, gets autograph of John Gambling of *Rambling with Gambling* radio show. When she won blue ribbon for arrangement, Mrs. Walsh, 65, chortled, "Whoopee! Just call me Grandma Moses!"



PLACID POETESS, Mrs. Louise Holton, surveys show from orchid bower. An ex-president of the Garden Club of New Jersey, Mrs. Holton writes poems about plants, dashed off a 36-line salute to a primrose for the show's opening:

... These *primula florindae* small are young but full of zip
And ought to grow to four feet tall with blossoms at the tip.
From far-off Yorkshire dales so fair the seeds to us were flown;
With every kind of loving care in Jersey they were grown. . . .

Heide
CANDIES

JUJYFRUITS

5¢

I'm a roolin', tootin' cowboy
And I'm ridin' hard and fast
To make it to the candy store
While the JUJYFRUITS still last

HENRY HEIDE, INC. NEW YORK, N. Y.

THE NAME FOR GAME

Marlin
Fine Guns Since 1870

THE MARLIN FIREARMS COMPANY
also makers of sensational new
magnetized MARLIN RAZOR BLADES

America's
Largest
Selling
Sloe
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OLD
Mr. BOSTON
SLOE GIN

60 Proof — Mr. Boston Distiller Inc., Boston, Massachusetts

The vision to duplicate nature

Science produces **CORTISONE**

formerly made

only by the body



The tiny adrenal gland—situated on top of each kidney—is shown in the magnified inset.



IT IS one of the miracles of modern science that physicians were able to start treating their patients with **CORTONE®** (Cortisone Merck) little more than a year after the first medical tests.

Accepting the challenge of duplicating nature by producing a substance formerly made only by the adrenal glands of the body, Merck chemists and engineers devised chemical manufacturing methods never before attempted. To convert the raw material, cattle bile, into precious quantities of Cortisone requires over thirty complicated and time-consuming steps.

Today, nothing is being overlooked to increase the output of **CORTONE** and hasten the day when physicians can explore on an even wider scale this new era in medicine.

This is but one of the many Merck endeavors in the relentless fight against disease. Vitamins, notably B₁₂ against anemias—Streptomycin against tuberculosis—now Cortisone for arthritis and other diseases—are milestones in a continuing Merck research and production program to help physicians in their efforts to bring better health and longer life to mankind.

*Research and Production
for the Nation's Health*



MERCK & CO., INC.

Manufacturing Chemists

RAHWAY, NEW JERSEY

In Canada: Merck & Co. Limited—Montreal



from LIFE, December 23, 1950, by David Douglas Duncan

WHAT'S IN A PICTURE . . .

"They walked with necks bent, shoulders hunched up, eyes almost closed to a kind of cold against which there was no protection . . . in which no clothes had warmth. So they just walked . . . carried their rifles . . . and froze.

"During the rest intervals fires were built alongside the road . . . Nor did the fires cause concern among the men . . . they had long since ceased to worry that they might be next to fall from enemy bullets . . .

"Dawn was just over the horizon. A Marine, perhaps younger, perhaps older than the rest—and it was impossible to say, for the cold had cut into his face and eyes until even the look of animal survival was gone—a Marine kept prodding with his spoon, trying to break loose a single, frost-coated bean from the others in his can. He could neither move it nor long continue holding the spoon between his gloved but almost rigid fingers. He found one, and slowly raised it to his mouth. He stood unmoving, waiting for it to thaw . . ."—From *"This Is War!"*, a book by David Douglas Duncan, based on his LIFE photographs of the Korean War.

...to see life...to see the world...to eyewitness great events

LIFE



Sign of a Good Host

© NATIONAL DISTILLERS PRODUCTS CORP., 1953

It takes but a taste to see how OLD TAYLOR honors the traditions of old Kentucky. Its richness, its smoothness, its flavor—all stem from the fact that OLD TAYLOR is the master achievement of master distillers. It's the *only* bottled-in-bond bourbon that bears the famous signature of E. H. Taylor Jr. & Sons. Serve OLD TAYLOR with pride. It's a hallmark of excellence that every guest recognizes. *The Old Taylor Distillery Company, Frankfort, Kentucky.*



Jackey hitching posts that invited guests to tarry are another old Kentucky tradition—another sign of a good host.

OLD TAYLOR *Signed, Sealed and Delicious*

KENTUCKY STRAIGHT BOURBON WHISKEY



Old Gold
CIGARETTES

*Made by Lorillard, a famous name
in tobacco for nearly 200 years*

Straight from the shoulder...

If you want a **TREAT**
instead of a **TREATMENT**

...smoke **Old Golds**