

LIFE



CRUCIAL SESSION
OF CONGRESS

SIX PAGES OF COLOR

SALTONSTALL, KNOWLAND
AND NIXON IN STRATEGY
TALK WITH PRESIDENT

20 CENTS

JANUARY 18, 1954



ACTUAL UNRETOUCHED PHOTOGRAPH OF DODGE ROYAL V-8 SPORT COUPE IN WILLOW AND BERSHIRE GREEN

Elegance ...with the greatest performance record of any American car!

In the clean-lined elegance of this glamorous style leader, there is a thrilling promise of flashing performance. You sense it in the eager sweep of its greater length, the bold distinction of gleaming chrome, the daring beauty of color-harmonized interiors with breath-taking Jacquard fabrics that rival the luxury of the most costly cars. The promise of action is there.

Then you take the wheel, and the promise is fulfilled. For this is the new '54 Dodge that shattered 196 official AAA records for performance, stamina and endurance on the Bonneville Salt Flats... topped all 8's in the Mobilgas Economy Run. Nothing on the road today can match the *proved performance* and *proved economy* of the 150 h.p. Red Ram V-8.

5 GREAT SERIES: ROYAL V-8—CORONET V-8 AND 6—MEADOWBROOK V-8 AND 6

Compare the unshakable luxury of exquisite Jacquard fabrics—another "first" in its field for Dodge.

Fully-automatic PowerFlite and full-time Power Steering—years at moderate extra cost.



Elegance in Action

DEPENDABLE

NEW '54

DODGE

Specs, features, equipment and prices subject to change without notice.

OUTDOORS A
Peach
 ...INDOORS A
Pest



Men found Sue extremely attractive in the clear, bracing outdoors where it* wasn't noticeable, but indoors where the air was heavier and contacts closer, her trouble became all too apparent. Admiration turned quickly to indifference . . . the penalty a girl usually pays when she is guilty of *halitosis (bad breath).

And one of the worst things about halitosis is that it is so easy to offend without even realizing it. Halitosis comes and goes . . . absent one day, present the next . . . and you may never know when. So why rely on lesser precautions when Listerine Antiseptic offers such a record of proven performance.

No Tooth Paste Kills Odor Germs Like This . . . Instantly

Listerine Antiseptic does for you what no tooth paste can possibly do. Listerine instantly kills bacteria—by millions—stops bad breath instantly, and usually for hours on end.

You see, fat and away the most common cause of offensive breath is the bacterial fermentation of proteins which are always present in the mouth. *And research shows that your breath stays sweeter longer depending upon the degree to which you reduce germs in the mouth.*



**Listerine Clinically Proved
 Four Times Better Than Tooth Paste**

No tooth paste, of course, is antiseptic. Chlorophyll does not kill germs—but Listerine kills bacteria by millions, gives you lasting antiseptic protection against bad breath.

Is it any wonder Listerine Antiseptic in recent

clinical tests averaged at least four times more effective in stopping bad breath odors than the chlorophyll products or tooth pastes it was tested against? With proof like this, it's easy to see why Listerine "belongs" in your home. Gargle Listerine Antiseptic every morning . . . every night . . . before every date.

Listerine Stops Bad Breath

4 times better than any tooth paste

Listerine . . . the most widely used antiseptic in the world

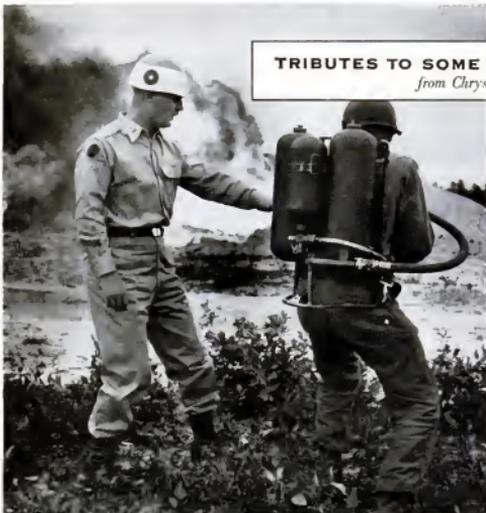
... and for **COLDS** and **SORE THROAT** due to colds . . . **LISTERINE ANTISEPTIC**

The same germ-killing action that makes Listerine Antiseptic the extra-careful precaution against halitosis, makes Listerine a night and morning "must" during the cold and sore throat season!



TRIBUTES TO SOME PEOPLE WE ALL LIKE:

from Chrysler Corporation



TYPICAL CAREER OFFICER is Captain Allen Snyder, U.S. Army. Snyder enlisted in 1940, served every enlisted rank, received a battlefield commission after heroic action on the island of Leyte in World War II. Now Faculty Chief of training, 9th Infantry Division, Ft. Dix, N. J., Captain Snyder here instructs a new recruit in the use of the flame thrower.



ACTING OFFICER OF THE DECK Albert E. Kizis, Lt. (jg) U.S. Navy, directs a change of course on the bridge of the U.S.S. Tarawa. Kizis, a graduate of the University of Scranton, Pa., attended Officer Candidate School at Newport, N. J. Currently on a two year tour of duty, Kizis can ship over for additional duty as he chooses.

PHOTOS BY PHILIPPE HALEMAN



BUCKLING ON GEAR AS HE GOES. Capt. Richard Davis races for his jet fighter during an alert "scramble" at McGuire Air Force Base. In two minutes, he'll scream into the air, carrying live ammunition just in case it's the "real thing." On the alert 24 hours a day, these skilled jet pilots are key men in the program of the Air Defense Command.



UNDER A BLANKET of heavy naval bombardment, Lt. Charles E. Mueller leaps from the mouth of an LVT amphibious landing craft, leading an assault against a fortified beach during air-ground problems at Marine Corps Schools, Quantico, Va. Only 23, Lt. Mueller is already a veteran of six years service, plans to do thirty.

THEIRS IS THE HARD-EARNED JOB OF COMMAND

The Regular Officer in the U.S. Armed Forces today serving at home or overseas is something unique in the military history of the world, and also in the history of his nation.

By birth and instinct a citizen of a peace-minded country, his is the task of command of the toughest and most technologically intricate warfare the world has ever known. His is the job of leadership in morale and in maneuver of his fellow citizens who join him in peace time training or war time urgency. His is often the job of civilian, military, and even diplomatic command in occupied territories far from home.

And of one thing you may be sure—whatever his rank and stage of command, he has come to it a hard-earned way.

There was a time when most officers were Academy graduates, undergoing four tough and strenuous years in training and education. Today, the great quad at West Point, the Academy Yard at Annapolis and the parade ground at the Coast Guard Academy still ring to the time-honored step of young officers at graduation time. These men are proud to carry on the tradition of over 100 years of high calibre military education.

But under today's massive require-

ments of military manpower, the traditional Academies are able to supply only 4 out of every 100 officers required to meet the needs of our modern fighting forces.

Of the rest, some come up through the ranks, earning their commissions in the mud of the battlefield, in the school of experience. For some, those bars were bought with the price of a bronze star or two, or a purple heart.

Others may enter Officer Candidate Schools, where they find the training long and vigorous, the competition keen, with plenty of washouts along the way.

And today, in a world of uncertainty, many young men in college elect to enter an ROTC training program which enables them to complete their education and still fit into the long range plan of American military preparedness.

Chrysler Corporation is proud to salute the Officers of the Armed Forces of America. Here they are on these pages, running your Army, commanding your ships, flying the missions that defend your shores. Take a good look at them. For they are the loyal men and women of America who help look after the hard daily business of guarding the country in which you live.



THE LIAISON OFFICERS for the defense advisory committee for women in the services leave the Pentagon with Lt. Col. Emily C. Gorman, deputy director of the WAC. Representing the Navy, Army, Marines and Air Force, these officers are typical of the many women who have voluntarily entered the armed forces, finding a rewarding career for themselves while making their special contribution to our defense.



FAST COAST GUARD RESCUE BOAT speeds victim to shore as Chief Bos'n John J. Gibbs, Commanding Officer of Rockaway Lifeguard Station in New York, supervises resuscitation. Under the Treasury Department in place, the U. S. Coast Guard performs many vital functions of rescue, patrol, and law enforcement on the high seas.

This message about people we all like is presented by your
PLYMOUTH — DODGE — DESOTO — CHRYSLER—
DODGE "JOB-RATED" TRUCK dealers, and

CHRYSLER CORPORATION

Enjoy "Medallion Theatre" . . . dramatic entertainment for all the family . . . every week. CBS-TV. See your local paper for time and station.

by EDGAR A. GUEST

*They are the ones, air, sea and land,
Trained to obey and to command;
Scholars of merit and degree,
Generals and admirals some to be,
Chosen as leaders, deserving trust,
Willing to die, if die they must.*

*West Point, Annapolis are schools
Where honor's held by rigid rules.
This their high purpose and their plan,
To train the boys to be a man.
That done, to serve his country's need,
His comrades he'll be fit to lead.*

*They are our nation's chosen best,
Tested by every human test
For knowledge, courage, strength of will,
Devotion, patience, judgment, skill.
At first cadets, but every one
Men to command as time goes on.*

*Admirals, generals, captains all
Ready to answer duty's call
'Til peace shall come and war shall end,
On them for freedom we depend.
Men (in salute I raise my hand)
Trained to obey and to command.*

If you would like a reprint of this poem, suitable for framing, write Chrysler Corp., Dept. R54, 341 Massachusetts Ave., Detroit, Mich. Copyright 1954 Chrysler Corporation

This One



2JCH-DPX-BWYP

Gone is the fear of Hurting the Hurt



Children really like



...it doesn't sting

At last—a powerful germ killer that doesn't sting, doesn't stain! When you use BACTINE, children welcome it for cuts, scratches, scrapes. BACTINE gets down into tiny cracks in the skin to kill germs on contact and so prevent infection. BACTINE is different! It's a crystal clear liquid with a fresh, clean odor. Discover the many uses for BACTINE from the folder in the package.

At all Drug Stores . . . 3 convenient sizes



LASTING GERM KILLING ACTION

Actual photograph through microscope showing colonies of staphylococcus aureus germs (gray oval). Clear space (arrow) is field where BACTINE was applied. The lasting germ killing action of BACTINE has kept area free of these infection-causing germs for 48 hours.



NOTE TO PHYSICIANS—BACTINE is more than a querterary. While BACTINE is an active germicide, additional fields of effectiveness make it unique among antiseptics. Write for professional literature containing basic research and clinical data.

MADE BY THE MAKERS OF ALKA-SELTZER
MILES LABORATORIES, INC. • ELKHART, INDIANA

FE

EDITOR-IN-CHIEF... Henry R. Luce
PRESIDENT... Roy C. Lichtenow
EDITORIAL DIRECTOR... John Shaw Billings

Edward K. Thompson, MANAGING EDITOR
Marjorie A. Eley... ASSISTANT
Robert T. Egan... ASSISTANT EDITOR
John R. Joseph, CAREER EDITORIAL WRITER
Charles Fuller... ART DIRECTOR
Philip H. Wootton Jr... SPECIAL PREPARATOR
Joseph Eastman... COPY EDITOR
Martin A. MacPhail, CHIEF OF RESEARCH
Ray MacLellan... PICTURE EDITOR
Hugh Moffett... NATIONAL ASSOCIATES
Gene Fawcett... FOREIGN EDITOR
William Jay Gold... ARTIST
Donald Brownstein... ASST. TO THE M. E.

STAFF WRITERS: Herbert Bryan, Fillmore Callahan, Robert Coughlin, Ernest Haveman, Emmett Hughes, John Calverley, Wilbur Neumann, Lou Sage, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-White, Cornell Capa, Edward Clark, Ralph Crane, Leonard French, John G. Harlan, David Douglas Duncan, Alfred Eisenstaedt, Eliot Elisberg, J. R. Eyerman, N. R. Farnham, Andrews Friedman, Albert Gerson, Fritz Goro, Allan Kohn, Yale Joel, Mark Kaufman, Robert W. Judd, David Keiser, Wallace Kirkland, Nina Leen, Thomas McAvoy, Francis Miller, Edith Meese, Carl Mydans, Gordon Parks, Michael Posner, Walter Sanders, Frank J. Scheraga, Joe Scheraga, George Silk, George Skladanow, W. Eugene Smith, Howard Sothmann, Peter Starobin, Hans Walter.

AMERICANITY: Frances Barrons; London: Wainwright; John Bryson.

FIVE FEATURES: Margaret Sarrent, Barbara Brewster, Alvinus Smith.

ASSOCIATE EDITORS: Oliver Allen, William P. Gray, Mary Hammond, John Jenkinson, Sally Kirkland, Kenneth MacLish, Tom Pridmore, Marshall Smith, Claudia Stubbins.

ASSISTANT EDITORS: William Brickley, Earl Brown, Robert Campbell, Gene Cook, David B. Drewson, Lee Edginton, Timothy Fontz, Nancy Grant, Marge Hall, Mary Leachman, John Lester, William Miller, Norman Ross, Roy Rowan, David Scherman, Dorothy Solteskin, Mary Lou Skinner, John Stanton, Marge Vaca, Valerie Vandenbush, Robert Weisick, Beth Wiselock, A. B. C. Whipple, Warren Young, David Zettin.

REPORTERS: Robert Altman, Shana Alexander, Mary Elizabeth Barber, Margaret Bowers, David Brunsell, Patricia Pizak, Margery Byers, Vivian Campbell, Barbara Dawson, Ann Deany, Boswip Deane, Terry Drucker, Laura Eger, Jean Ferriss, James Goodie, Gerry Green, Rossam Guerin, Terry Harman, Kay Henry, Alice Hegan, Judith Hedges, Bernard Hoover, Grover Horan, Melissa Horne, Patricia Hunt, Susie Jaffe, Leon Jardi, Patricia Johnson, Doris Kinney, Nancy Kinn, James Lipscomb, Lonnie Nelson, Susan Neilsen, William Pate, Eleanor Parish, Percy Parlin, Max Price, John Forrest, Henriette Rosenzweig, Virginia Steiner, Robert Stangorich, Kathleen Stewart, Galeleto Smith, Jeanne Stahl, Marion Strumman, Henry Stryker Jr., Larry Thomas, Alice Thompson, Virginia Ussell, Claire Walter, Margaret Williams, Louise Worcester.

COPY READERS: Helen Dettell (Chief), Dorothy Hines, Frances Hoyer, Alice Kellman, Clara Nichols, Virginia Sadler, Susanne Quinn, Rachel Turkman.

LAYOUT: Bernard Quist, David Stech (Assistant Art Director), William Gullagher, Blaine Aulderson, Matt Grosse, Earl Krutz, Fernando Martinez, Robert Patti, Antonio Solano, Alfred Zappala.

PICTURE BUREAU: Dorothy Hoover (Chief), Natalie Brock, Mary Carr, Betty Lyon, Margaret Goldsmith, Ruth Lester, Maudie Miller.

PHOTOGRAPHIC LABORATORY: William J. Smith (Chief), George Kama.

PICTURE LIBRARY: Alvin Epstein (Chief), Jerome Hart, Doris O'Neil.

U.S. AND CANADIAN NEWS SERVICE: Lawrence Laybourne (Chief of Correspondents), Irene Miller, Tom Carverhill, Marshall Linton, Honor Fitzpatrick, Jean Suss, Beresna—W. OUTRIGGER: James Bierley, George Hertz, Mary H. Gusselwater, Helen Fennell, William Grottsch Jr., Will Lane, James Leitch, Curran; Sam Wells, Ralph Graves, Robert Drew, Jane Kates, Richard Strayman Jr., Los Angeles: Byron Bohner, Frank Caproni, Stephen Frank, Virginia Holbe, Philip Kaufman Jr., Frank Ferman, Arthur C. Williams, New York: Hamilton Brown; Jeff Wylie, George Shulz, Dallas: William Johnson, Don Latta; Houston: Wilford C. Rapley Jr.; Detroit: Ed Ode; Charles Channing; Detroit: Fred Collins, Edward Korn; San Francisco: Alfred Wright; Richard Pridgen; Illinois: Mace; Seattle: Robert Schuchman; Ottawa: Merrill Whitton; Hong Kong: MONTREAL: William W. Miller; Toronto: Robert W. Glasgow.

FOREIGN NEWS SERVICE: Maudie Gutzfield (Chief of Correspondents), John Boyle, John Calverley, Beresna-Linton, Andrea Lagerosa, Donald Burke, Ruth Lyman, Louis Mulliken, Pauline Ward, Faye Fritzsche, John Thorne, Milton Oshelsky, Madeline Cannan, Nathalie Krichinsky, Joann McQuiston; Bonn: Frank White, John Miller; Rome: Robert Neville, Enzo Brelvi; Madrid: Fern Saborido; Johannesburg: Alexander Campbell; Mexico: Ernest Jones; Bell: New Delhi: James Bower; Singapore: John Downing; Hong Kong: John McNeill; Tokyo: Dwight Martin, Donald Willard; Mexico City: Harvey Rosenzweig; Rio de Janeiro: Cranston Jones; Buenos Aires: Russell MacFar.

PUBLISHED... Edward Heikelt
ADVERTISING DIRECTOR... Clay Burkhead

If his birthday is between Jan. 21 and Feb. 19

He's guided by Aquarius—patient, intelligent and fond of the finer things. You know he'd prize this 19-jewel Elgin Baker with 3 smart Roman numerals and expansion band. It has Elgin's renowned Dura-Power Mainpring. \$71.50

Pub. Tan, Inc.

He'd like an ELGIN "19" BAKER 9710

Finest facial quality tissue in Colors

YELLOW GREEN PEACH BLUE WHITE

Test Mark. DoubleDown Tissue

FACIAL TISSUE QUALITY

Peach

TESTED PAPERS OF AMERICA INC., CHICAGO 1

Would you "give away" this masterpiece just because it created a scandal?



"A STUDY in human degradation, male and female!" This is how one outraged critic attacked the Degas masterpiece *Absinthe* when it was shown in London for the first time in 1893. And though a few artists and critics did leap to the defense, Victorian London was aghast at what it considered the utter depravity of an alcoholic debauch. Degas must have been surprised at such English vehemence, especially since the "depraved" models were friends of his, an actress and an artist whom he had posed on the terrace of a respectable and popular cafe in the Place Fieffe. But the damage was done and the corner of the painting, a Scottish collector, was so distressed by the public scandal that he hastily disposed of the treasure at a price which even on those days was a "give away."

Today, of course, *Absinthe*, the most famous of all Degas' masterful cafe scenes, is recognized for precisely what it always was—a brilliant Impressionist's "slice of life," painted with extraordinary sensitivity and deftness.

ABSINTHE (1876)

... is but one of the many 11" x 15" framing-size full-color reproductions which your family will receive as part of the unique art education program described below.

We invite You to Accept for only \$100

Both of these Portfolios—32 Paintings by

Rembrandt and Degas

Faithfully reproduced in full color—All prints extra-large framing size 11" x 15"—ideal for walls & portfolio display!



Now You Can Collect the Best-Loved Paintings of Rembrandt, Van Gogh, Picasso, Cezanne and Other Great Artists at a Fraction of the Usual Cost!

As an introduction to the program of ART TREASURES OF THE WORLD we invite you and your family to examine two beautiful collector's Portfolios by Rembrandt and Degas—32 paintings reproduced in exquisite full color, 30 of which are mounted on 11" x 15" ready-to-frame mats. Each Portfolio is handsomely bound with a full-color illustrated cover and covered with acetate. Although these Portfolios are sold to subscribers at \$2.95 each, you may have both the Rembrandt and Degas Collections for only one dollar!

Landscapes, still life, nudes, religious themes and portraits that have brought pleasure to countless art lovers, students and children can now be framed and interchanged freely according to your mood, since all the reproductions are identical in mat size (11" x 15"). The radiant beauty that draws millions of people to see these masterpieces in museums and art galleries can now fill your home with glorious color and design.

AN ART EDUCATION AT YOUR FINGERTIPS

Perhaps you have always wished that you really understood the fine points of painting; to know how to judge a picture, why it was painted and how to get at its real meaning... ART TREASURES OF THE WORLD makes this possible for you in two ways:

1. Members will receive a course on Art Appreciation. With every Portfolio a treatise on such subjects as Color, Composition, Technique, Distortion, Abstraction and Symbolism will be sent to you.

2. Each Portfolio contains a brief biography of the artist plus simple and clear commentaries on the color reproductions. These texts are written by experts on the particular painter.

HOW THIS COLLECTOR'S PLAN OPERATES

Mail the coupon at once, together with your dollar, and we will promptly send you your Rembrandt and Degas Portfolios and a free copy of the first treatise of your Art Appreciation Course. In addition, we will be happy to extend to you the courtesy of an Associate Membership. Associate Membership does not obligate you to purchase any additional Portfolios ever! However, each month as each new Collection is released, it will be announced to you in advance for the special member's price of only \$2.95. If you do not wish to purchase any particular Collection, simply return the form provided for that purpose. A section from the Art Appreciation Course will be included free with every Portfolio you accept.

Because of the infinite care required to produce these matchless reproductions, the supply is necessarily limited. Mail the coupon, with your dollar, for the Rembrandt and Degas Collections—now!



FREE COURSE

The monthly Art Course is a handsome brochure measuring 7" x 10" and filled with famous paintings to help you to better understand and appreciate art.

Art Treasures of the World, Dept. 910 L-1
100 Avenue of the Americas,
New York 13, N. Y.

Please send me the Rembrandt and Degas Portfolios of 32 full-color, framing-size reproductions, plus the first treatise from your Art Appreciation Course, for which I enclose \$100. Each month, as an Associate Member in Art Treasures of the World I will receive advance notice of the new Portfolio of reproductions by a famous painter, including a new section from the Art Appreciation Course, which I may purchase at the special member's price of only \$2.95 for both, plus delivery charge. However, I may decline to accept any or all the Portfolios offered to me.

Membership is limited to one subscription to any family or household

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Canadian Address: 1184 Centennial Ave., Toronto 10, Ont.

Art Treasures of the World, 100 Avenue of the Americas, New York 13, N. Y.
Canadian Address: 1184 Centennial Ave., Toronto 10, Ontario



← WAFFLES are eyed happily by Mrs. John Vuolle of Calumet, Mich., facing her first breakfast in bed since birth of last baby 19 years ago. "Very elegant," she decided, "but I feel I ought to get up and go."



SPEAKING OF PICTURES...

Prize bakers stay abed to enjoy someone else's breakfast cooking for a change



← GRAPEFRUIT is tasted by Mrs. Hugh Estell, who rarely has it at her home in Jackson, Miss. Delighted with her first breakfast in bed, she concluded, "I must tell my daughters this is how to serve it."

← EMPTY PLATE is returned to Wablorf waiter by Mrs. Elmer Houser as she finishes coffee. Wife of a retired postal clerk in Knoxville, Tenn., she thought waiter for breakfast the height of luxury.



←ORANGE JUICE on ice delights Jamie Chisam, a 20-year-old Northwestern University junior. Enjoying the luxury for the first time in her life, she decided that breakfast in bed was "certainly leisurely."



COFFEE starts the meal → for Virginia Maxwell, the 18-year-old daughter of a rancher in Gazelle, Calif. Overwhelmed by this experience, Virginia, a secretary, gushed, "Gosh, it's just like being royalty."

For nearly a hundred American women the nicest compliment they could get about their cooking was an invitation last month from Pillsbury Mills to compete in its fifth annual baking contest, the Grand National Bake-off. They came to New York for cash prizes totaling \$45,000 and all kinds of honors. But they also got an unexpected luxury—breakfast in bed at The Waldorf-Astoria. Photographer Suzanne Szasz wandered through

the bedrooms to record the women shown here, none of whom were top prizewinners, enjoying this rare treat which Pillsbury thoughtfully provides as a special fillip to the contest. But since they became good cooks in the first place by not staying abed in the morning, many of the women soon found themselves growing restless. "I'll be glad to get back to normal," said a mother of 10. "Three days of such pampering is enough."



ORCHID COBSAGE, a → Pillsbury gift included on breakfast tray, is pinned on nightgown by Leaning Mrs. Claude Jones of Panama City, Fla. Not to be outdone, The Waldorf also gave out red roses.



FOR BEAUTY CARE



RED CROSS Cotton Balls



Ideal for
applying home permanents



removing nail polish



wet applications for the eyes



sterile
Johnson & Johnson

No connection whatever with American
National Red Cross

LETTERS TO THE EDITORS

COVER

Sizes:
Congratulations on your magnificent Christmas cover (LIFE, Dec. 28). In the face of such confident dignity and placidity all the Santa Clauses, reindeer and jingling bells are swept aside and the true, eternal and only meaning of Christmas is unequivocally stated. Your cover seems to say, "This is Christmas, whether you believe in it or not. Take it as such, or leave it, all else is but adornment."

BENNETT HILL

Wynnewood, Pa.

FOUR GREAT CHURCHES

Sizes:

As an added joy for my first Christmas in the U.S. I found your beautiful pictures of European cathedrals ("Four Great Churches," LIFE, Dec. 28). My old home is in Riedlingen on the Danube, 40 miles west of Ulm, and on clear days one can see Ulm's 161-meter-high spire. However Ulm is not located in Bavaria but is a part of the state of Württemberg (now called Baden-Württemberg). We Schwaben feel as fiercely about our state as do your Southerners.

We get second hilling most of the time to our Bavarian brothers and their beer, *Leibschwaen* and *Schulspizeler*. So let us have our cathedral, anyway.

MARIELENE MURPHY

Seattle, Wash.

Sizes:

... Ulm, by the way, is the town in which Albert Einstein was born.

EMIL HELB

Los Angeles, Calif.

Sizes:

Ulm's 528-foot spire is not the highest in the world, as you state. The title belongs to the 568-foot spire of our own Chicago Temple (Methodist). With its Chapel in the Sky 400 feet above the street, it also claims the highest manned place of worship in the world.

MRS. G. W. GERANT

Dixon, Ill.

● The Chicago Temple spire is disqualified because it is perched on top of a 22-story business building.—ED.

Sizes:

Moses' horns on the Ulm statue do not belong to a "headress," as you state, but to Moses himself. How get them in an interesting story of the Bible translation. Aquila's Greek version of the standard Second Century Hebrew text confused the Hebrew word *qaran* or *qarn*, which means "shining," with the Hebrew word *qeren*,

which means "horn." This was picked up by Jerome in his Latin translation, the Vulgate, which became the only authorized version in the Western Church in the Middle Ages. Thus the later Douay English version of the Vulgate translated Exodus 24:29: "And when Moses came down from the mount Sinai, he held the two tables of the testimony; and he knew not that his face was *hewed* from the conversation of the Lord." But with the Renaissance came a return to the Hebrew original, and the King James version, for example, gives the correct reading: "... Moses *was* [knew] not that the skin of his face *shone* while he talked with him." As far as I know, all modern translations have some form of this correct reading. . . .

DAVID C. FOWLER

Seattle, Wash.



● Michelangelo, using the Vulgate Bible, also represented Moses with horns in his famous statue in the church of San Pietro in Vincoli in Rome (above).—ED.

PLYMOUTH'S WHALE

Sizes:

You reported that we failed at burning up our stranded whale (Life on the Newsfronts of the World, Dec. 28). This picture of the remains (*below*) will show ours was not a "hiprotop" whale." On the theory that anything will burn if sufficiently heated long enough and using a fire truck's 400-gallon tank and pump, we kept a stream of fuel oil on the fired whale. Early spectators, including reporters, jumped to the conclusion we had failed because immediate results were not apparent. They did not realize the whale was a solid 120,000 pounds of flesh that had to be heated throughout before it would be combustible. This point was reached in five hours, but a rising tide forced operations to stop. They were resumed and completed the next day. A total of 18 hours and 4,200 gallons of fuel oil was required. The heat was a 15-year-old finback female, weighing a minimum of 60 tons, not 10 as you reported. Its

mate is still swimming around in Cape Cod Bay. Their appearance has been due to warm winters which have kept the plankton supply, on which they feed, at a high level. . . . We ask that you publish this correction as other localities may have a stranded whale problem and our successful experience may help them.

PAUL W. BERTINGER

Commissioner

Commission of Public Safety

Plymouth, Mass.

EDITORIAL

Sizes:

Clear and constructive thinking on the place of and truth about religion is still something of a rarity these days. Editorials such as "The Uses of Piety" (LIFE, Dec. 28) are like fresh breezes. To me there is but one small silver lining in the utterly dark cloud of that New Jersey supreme court's decision against giving a Bible to someone who asks for it: such indefatigable reasoning will stimulate the slowly growing movement toward a vital Christian piety.

G. AIKEN TAYLOR

Minister

Northside Presbyterian Church

Burlington, N.C.

Sizes:

... An answer to your condemnation of the decision is found in these excerpts from a 1943 decision of the United States Supreme Court (West Virginia State Board of Education vs. Barnette, 319 U.S. 624):

"Free public education, if faithful to the ideal of secular instruction and political neutrality, will not be partisan or enemy of any class, creed, party or faction. If it is to impose any ideological discipline, however, each party or denomination must seek to control, or failing that, to weaken the influence of the educational system. . . ."

As a former chairman of the New York State Senate Committee on Public Education, I fully realize the importance of religious training in the educational process. However, I believe our doctrine of freedom of religion as embodied in our Constitution can best engender in our citizens that true piety so eloquently proclaimed by Philosopher George Santayana, whom you quote.

BENJAMIN AXTELL

New York, N.Y.

Sizes:

When the Rutherford decision was handed down, there was a lump in my throat. The spirit of Caspar Milquetoast seems to have pervaded even our courts. More power to your ability to spotlight the seemingly insignificant in order that all may behold their dread-ful and ultimate content.

STONEY A. PEARSON

West New York, N.J.

Please address all correspondence concerning LIFE editorial and advertising matters to: LIFE, 12 Rockefeller Plaza, New York 20, N. Y.

Please address all subscription correspondence to: J. K. Rine, Gen'l. Manager, LIFE, 246 N. Michigan Ave., Chicago 11, Ill. Changes of address require four weeks' notice. When ordering change, please enclose magazine and furnish address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without old as well as new address. Deadline point each number.

Time for advertisement rates: PUBLISHER, ARCHITECTURAL FORM and HOUSE & HOME, Chairman; President, Roy B. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Sullivan; Vice President and Secretary, D. W. Brant; Editor, View President, Bernard Barnes; Allen Grover; Advertising Manager, James A. Lison; Ralph D. Payne, Jr., P. I. Printer; Comptroller and Assistant Secretary, Arnold W. Carlson.



COMBUSTED REMAINS OF PLYMOUTH'S STRANDED WHALE



Your face has never felt so smooth...

When you first feel New Woodbury's mild, creamy lather on your skin you'll think it came from a jar of costly face cream. And you'll be almost right! For New Woodbury Soap is enriched with seven face cream oils and emollients, intended to help replace natural oils you usually wash away. Even if your skin is naturally dry—you'll find your complexion glows with that face-cream smoothness every woman wants, and every man admires. Try New Woodbury Soap in the luxurious big bath size, too—for loveliness head to toe. Always use Woodbury "for the skin you love to touch"!

New Woodbury Soap is enriched with 7 face cream oils

For Peace of Mind

insure with



- ★ The Continental Insurance Company
- ★ Fidelity-Phenix Fire Insurance Company
- ★ Niagara Fire Insurance Company
- ★ American Eagle Fire Insurance Company
- ★ The Fidelity and Casualty Company of New York

LETTERS TO THE EDITORS CONTINUED

Sirs:

Your editorial could not have been more well-intentioned—and more mistaken! The sources of America are in religion, but the sources of religion are not in the public schools. Our churches and synagogues will be dead as a doornail if they do not learn the lesson of religion's decline in Europe. The sure way to blunt their initiative and make their members more complacent is to surrender their spiritual functions to secular agencies. All religious groups in America should thank the New Jersey supreme court for a decision which helps preserve their independence. Thank God for a "separation" that spells freedom. . . .

RABBI JOSHUA O. HAREKEMAN
Trenton, N.J.

WIZARD OF OZ

Sirs:

Thanks for resurrecting "The Wonderful Wizard of Oz" (LIFE, Dec. 28) for a new and disenchanted generation. My own copy of the "now rare" 1900 edition is faded, frayed, backless, deckle-edged and two pages are missing—but I wouldn't give it up for more than \$500.

POLLY JAMES
Hollywood, Calif.

Sirs:

Your article pleased me very much. My father, Dr. O. C. Snyder of Chicago, was William Denison's family physician. On the flyleaf of our 1900 edition of the *Wizard*, which is inscribed, "To our doctor, Omer Snyder from Den, Sept. 20, 1900," is this little drawing by "Den" (father) of my Dad feeling the pulse of the Tin Woodman. . . .

MARJORIE SNYDER CONNELLY
St. Paul, Minn.



Sirs:

I have never looked forward to or enjoyed an article so much. It was a wonderful present. I have been reading *Oz* books since I was seven, and

now that I'm almost 14 I realize what an adventure that was.

JOAN SHINBERG
Washington, D.C.

Sirs:

It so happens I have been reading the story to my 6-year-old granddaughter and now here comes your reevaluation. It couldn't have been better timed. It was the first book I read from cover to cover myself.

WESTWORTH PARKER
Terre Haute, Ind.

GOLDEN RULE AID

Sirs:

"A Golden Rule for Foreign Aid" by Chester Bowles (LIFE, Dec. 28) in such a sane, logical method of fighting Communism that it should be required reading for every member of Congress and the State Department.

ALEX KLEIN
Mount Vernon, N.Y.

Sirs:

One wishes Chester Bowles's article could be read by every literate person in America and pondered by every member of Congress—where I fear an attempt will be made in the next session to reduce appropriations for effective anti-Communist activity of the type Bowles describes.

PALMER VAN GUNDY
La Canada, Calif.

Sirs:

I was delighted to read Mr. Bowles's article. I come from India where I served as state senator of Travancore-Cochin state. I can well appreciate what he had to say about Communists in India and particularly in my state, where I lost my seat to a Communist candidate during the last general elections. May I congratulate LIFE for going a long way in clearing up what little misunderstandings this country may have with mine.

GEORGE K. ALAPATT
St. Louis, Mo.

Sirs:

I was very happy when I found a new use for LIFE yesterday. I taught my Sunday school lesson out of it. The superb pictures and text on cathedrals fitted in so well with Christmas, and the following article by Mr. Bowles gave me a practical illustration of the Golden Rule.

Mrs. WILLIAM R. SUTTON
Blountsville, Ala.

PLEASE REMIT (CONT'D)

Sirs:

We have received a number of letters from bankers protesting the treatment accorded them in "Please Remit" (LIFE, Dec. 21). Banks were alluded to as "old geezers" who violate the confidence of their depositors and compare with Benedict Arnold. Of course, banks do cooperate to a certain extent in the exchange of credit information. But such cooperation carefully avoids any possible violation of confidence. In the case of deadbeats, check forgers, etc., banks that help protect society from fraud perform a constructive service. The crack that made some bankers particularly sore was the allusion to Benedict Arnold. . . .

LESTER SHINBERG
The American Bankers Association
New York, N.Y.

Please send **LIFE**



to _____

ZIP _____

ONE YEAR \$6.75 (in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is. (1 year at the single copy price would cost 194 \$10.00))

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 340 N. Michigan Ave., Chicago 11, Ill. (L-3460)



"Science, as well as everyday experience, proves that proper Surround Light on an object you view—such as this printed page or a television screen—contributes measurably to eye comfort and enjoyment."

Matthew Luckiesh

DR. MATTHEW LUCKIESH, eminent authority on illuminating engineering and consultant on lighting and visual environment.

SYLVANIA Makes the Only Television Sets that Give Your Eyes the Comfort of "SURROUND LIGHTING"

This Exclusive Use of
SURROUND LIGHTING
is Called

HALOLIGHT

HALOLIGHT is a translucent frame around the TV screen that is softly illuminated from the back by a specially designed fluorescent light.

HALOLIGHT makes the picture look larger and clearer. It reduces the sharp contrast between the bright screen and the surrounding darkness. The result is wonderfully restful and pleasing to your eyes.

A great step forward in viewing comfort—and only Sylvania TV has it. Another Sylvania first!



The STRATFORD—Beautiful 21" Natural Blonde Korina Console with HALOLIGHT. Also in Mahogany. Sylvania Television sets are priced as low as \$179.95. Slightly higher West and South.

SYLVANIA TELEVISION

HALOLIGHT is a Sylvania Trademark

Sylvania Electric Products Inc., 254 Reno Street, Buffalo 7, New York • RADIO • TELEVISION • LIGHTING • ELECTRONICS

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1954 BY TIME INC.

THIS IS THE WAY WE CHOOSE OUR SCHOOLS

There are 7.3 million secondary school students in the U.S. and we've been getting letters from a lot of them lately. They want to know how we select the schools for stories on secondary education. This week, as we publish the

second in the series, Nat Farman's picture essay on Central Catholic High School (pp. 63-70), it seems an appropriate time to tell how we make these choices.

Almost a year ago prominent educators all over the country were asked to set down what they considered the most important criteria for the six kinds of schools we were going to photograph. Among others, we queried Dean Francis Keppel of the Graduate School of Education at Harvard, Magr. Frederick G. Hochwalt of the National Catholic Education Association and the superintendents of several state educational systems. The questions covered academic standards, faculty salaries, extracurricular activities. In each category we were looking for one institution typical yet somewhat above the national average. Once we had established a workable set of standards, we asked correspondents for specific suggestions from their areas. In some cases our final choices



LUNCH HOUR—DAVENPORT, IOWA

were made after considering as many as 20 schools which seemed to fit the specifications for the series. At times spot checks by photographer-reporter teams were necessary before we could decide which school to photograph.

Between now and the time schools let out in June we plan to publish four more articles. One, which we are in the process of shooting, will be on a boys' preparatory school. Another will show a girls' preparatory school. A third will portray a military academy and the fourth a public vocational school.

Of course, because there is a basic vein of liberal arts present in most of these institutions, similarities of one sort or another are bound to keep cropping up. The picture at left, for example, appeared in the Davenport (Iowa) High School story (LIFE, Dec. 14). When the same situation, a student-teacher talk in the lunchroom, cropped up at Great Falls, Photographer Farman shot it (right). These repetitions might seem to pose problems but they really don't. We can omit the second picture because our main purpose is to show LIFE readers, high school and otherwise, the characteristics which differentiate each of these schools from the others.



LUNCH HOUR IN GREAT FALLS

CONTENTS

COVER

THE EISENHOWER STRATEGY MEETING (SEE PP. 14-23)

THE WEEK'S EVENTS

THE PRESIDENT TAKES CHARGE	14
CITY IS LOST IN A PACIFIC FOG	15
CHEERS ACCOMPANY THE ELOPMENT OF A TIN HEROISS	16
\$100,000 RAID ON THE TREASURY	17
A PRECIOUS LADY SWIMMER	18
ITALIAN PREMIER GOES SKIING	30
DEATH VALLEY LEGEND DIES	31
LIFE ON THE NEWFRONTS OF THE WORLD	32

EDITORIALS

FROM EREHWON TO SOMEWHERE	24
FREEDOM TO TAKE THE INITIATIVE	25

PHOTOGRAPHIC ESSAY

SECONDARY EDUCATION. PART II: PAROCHIAL HIGH SCHOOL	53
PHOTOGRAPHED FOR LIFE BY NAT FARBMAN	

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND

ARTICLE

"I'M CAR: THREE YEARS OLD AT BIRTH, BY HERBERT BREAN	50
--	----

SPORTS

WORLD'S TALLEST BASKETBALL PLAYER	57
-----------------------------------	----

MODERN LIVING

SLUBS AT HOME	64
---------------	----

MOVIES

ENTER THE HEROINE—ON WATER SKIS	72
THE DAY THE MOTORCYCLES GAVE	95

THEATER

THE CORPSE IN HER EXCELLENCE'S BEDROOM	75
--	----

OTHER DEPARTMENTS

SPEAKING OF PICTURES: PRIZE BAKERS STAY ABEO TO ENJOY SOMEONE ELSE'S BREAKFAST COOKING	6
LETTERS TO THE EDITORS	8
LIFE GOES TO A BUSINESSMEN'S LUNCH	10
MISCELLANY: ROADSIDE STAND	102

IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indicated to several

COVER—MARK KAUFFMAN

17—NORMAN STAZZ
7—CULVER—RANDALL W. ABBOTT
12—STANLEY H. W. BEANLOW
10—TALIE JOEL, H. W. FARMAN
11—MARK WALKER
12—MARK WALKER
12—MARK KAUFFMAN, MARK WALKER—MARK KAUFF.
12—MARK KAUFFMAN
12—MARK KAUFFMAN
12—MARK WALKER

12—MARK KAUFFMAN

12—LES BRIDGMAN (IN OREGON JOURNAL)
12—SIMPSON (LONDON DAILY HERALD; LONDON DAILY EXPRESS; PARIS MATCH—LONDON EVENING STANDARD; LARRY HERRING)
12—JOHN DUNN (7); JOHN WIDDON—LT. CARL MYRANE
12—LONDON DAILY NEWS
12—JOHN DUNN (7); JOHN WIDDON—LT. CARL MYRANE
12—STANDARDS
12—HARRIS (NY); ROBERT PHILLIPS (PH. A.S.—A.P., ROBERT PHILLIPS (PH. A.S., MARK WALKER—TOWARD CLARK

sources, credit is recorded picture by picture (left to right, top to bot-

tom) and line by line (lines separated by dashed) unless otherwise specified.
16, 17—11 A.P.; 18 JOE SCHENKEL—NYT
18—MELUDES—PULCHIFOTO
18—R. S. LOWME DEAN, PHOENIX—A.P., LOWME DEAN
42—L.P.—JOHN REICHEL, PHOENIX AND GENERAL FARM
42—W. E. FARBERMAN
48—HIT FESLER, BRUNNE MATCHES
58, 59, 60—LARRY FENN
60—COLUMBIA PICTURES INC. (NY); M.G.M.—NY
72, 73, 74, 75—GREGORY HAYES
75—NYT
75—NYT
75—NYT

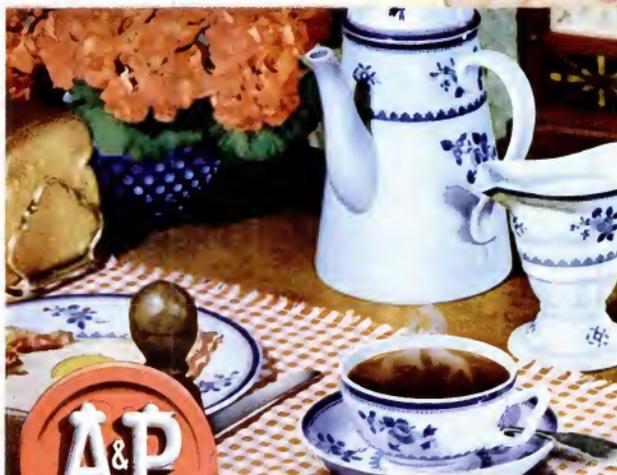
82—ST. CECIL PETER STACKEHL
82—ORIENTAL 6 IN STYLING SECTION
82—NYT; SEE OVERSEAS
82—PETER STACKEHL
82—CHARLEY FRED MOTOR CO.—BOB STEVENS, CORN.
82—VEY CHRYSLER CORPORATION
82—TALIE JOEL (LONDON); HENRY FRANCIS CHROMO-CLE COLUMBIA PICTURES—ALLAN CRANT
82—COLUMBIA PICTURES FOR THE ALLAN CRANT
82, 83, 84—NYT—GREGORY HAYES PHOTO S.S.
82—NYT
82—NYT

GOLDWYN MATHEW. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPRODUCTION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

see *the difference*

smell *the difference*

taste *the difference*



You see your choice of bean-fresh EIGHT O'CLOCK, RED CIRCLE or BOKAR COFFEE Custom Ground before your eyes exactly right for your coffeemaker. You *smell* the stimulating *real-coffee* fragrance that's half your coffee-drinking enjoyment. And you *taste* the wonderful difference in flavor that comes only from coffee that's freshly roasted, freshly ground, freshly made.

Is this coffee different? Try it. You'll see!

EVERY CUP OF CUSTOM GROUND A&P COFFEE COSTS YOU LESS*... YET THERE IS NO FINER COFFEE IN ANY PACKAGE AT ANY PRICE.
*You save up to 12¢ a pound compared with like-quality coffees.



Sold exclusively at
A&P Food Stores



Mild and Mellow



Rich and Full-Bodied



Vigorous and Wincy

ONLY REAL COFFEE TASTES LIKE COFFEE!





STRATEGY HUDDLE with President Eisenhower brought Republican leaders to the White House for intensive talks before Congress reopened. From left to

right: Senators H. Alexander Smith, Eugene Millikin, Homer Ferguson, Senate Majority Leader William Knowland, the President and House Speaker Joe Martin.

THE PRESIDENT TAKES CHARGE

The second session of the 83rd Congress got under way last week. But for Republican leaders who face a critical test of their ability to run the country the session really started in the White House some time before the speaker raised his gavel. A feeling of urgency dominated the series of unprecedented secret strategy huddles which the President held in the Cabinet Room of the White House (*above and on cover*) and carried over into the long hours of preparation and conferring which went on at the Capitol. The news photographs published here in color give a new look to the scenes of government in action and, by depicting their backgrounds in full fidelity, add an intimate sense of the drama that pervaded the Capitol as the crucial session of Congress opened.

What emerged from these conferences was the fact that the President

had taken charge of the party and his program in a new and decisive way. The White House huddles began each morning promptly at 8:30 and the legislators left in the evening, rumpled, bleary-eyed but greatly impressed by the President's performance. "He was magnificent in those meetings," one of Eisenhower's associates confided. "They saw a different kind of President from the one who was in the White House a few months ago. He knows where he is going and he intends that the legislators will fall in behind him whether they want to or not. For the first time he looked like a man who enjoys being President." Pressed by the President, the legislators, like Senate Majority Leader William Knowland (*opposite page*), went back to long hours of work at their offices, preparing to implement the program set down in Eisenhower's opening message to Congress.



BIRTHDAY PARTY in the Capitol for Senator Herman Welker, 17 (standing), gave lawmakers of both parties an opportunity to meet informally before Congress opened. Around the table from left to right are: Senators Schoepel, Edwin Johnson, Watkins, Ferguson, Welker, McCarthy, Olin Johnston and Knowland.



FISHING PARTY in Florida gave the Democrats a chance to plan their strategy. Left to right: Clements, Symington, Russell, Lyndon Johnson and Smathers.



IMPROMPTU REPORT on outcome of the pre-session meetings is made by Nixon as he leaves the White House. He returned from his 70-day round-the-world trip just before these conferences began.

FRIENDLY INTERLUDE, STRONG-MINDED MEN

Despite all his pro-session conferences and patiently worked out strategy, President Eisenhower needed good-will get-togethers, like those shown opposite and below right, along with the strong-willed efforts of loyal supporters, like the Vice President, to overcome opposition from both within and without his party. House Minority Leader Sam Rayburn (right), after recently recalling how often Democrats had voted for Republican measures, sternly warned, "Our backs are getting pretty sore" at accusations of softness toward Communism. Republican Ways and Means Committee Chairman Dan Reed (below), who last year lost a bitter intraparty fight for tax reductions, now demands immediate cuts in corporate and excise taxes by April.

The task of Republican Senate leaders Nixon and Knowland and Democrat Lyndon Johnson will be to prevent promised political debates from deteriorating into a political war of attrition. Johnson has promised, "The Democrats will give the President's program careful study item by item." But he is also under pressure from his own supporters to adopt a more anti-Administration tactic. Although Eisenhower did call Democratic leaders before Congress opened to brief them on his State of the Union message, his quite understandable failure to consult them on its policies irked some Democrats. One of them testily recalled a familiar phrase, "We want to be in on the take-offs as well as the crash landings."



OPPOSITION LEADER, Sam Rayburn, was invited to White House day before Congress reopened.



AMIALE RIVALS, Republican leaders Nixon (right) and Knowland (center) and Democratic Senate leader Johnson, josh each other at social gathering in exclusive F Street Club.

BALKY SUPPORTER, Republican Dan Reed, is eyed by Senator Milliken outside White House. Inside they heard an advance explanation of Eisenhower's State of the Union message.



UNUSUAL LISTENER. Soviet Ambassador Zarin, enters House, first Russian to go in years.



ATTENTIVE LISTENER. Senator McCarthy, hears Ike propose convicted Reds lose citizenship.



COURTEOUS LISTENER. Senator Saltonstall, gave seat to diplomat, stood through entire speech.



DELIVERING MESSAGE. President stood at a specially built lectern in alignment with TV cameras

so viewers would see more of features, less of bald spot. During speech he was applauded 44 times.

A PROGRAM AND THE WILL TO EXECUTE IT

By the time it was ready to be delivered to Congress, the President's State of the Union message had gone through 20 drafts and been whittled from 15,000 to 7,000 words. Like himself worked and reworked the speech, scribbling notes in the margins. Hunched over the draft, he would bark at his speech-writers, "What are we trying to say here?" When the discussions rambled into confusing technicalities, he would stop the talk with "O.K., let's quit picking nuts with boxing gloves."

Then, in the early afternoon of Jan. 7, the President's voice—in turn friendly and stern—dominated the assembly of senators, representatives, Cabinet members and diplomatic officials as they gathered in the chamber of the House of Representatives to hear him read the message. These are the highlights:

FOREIGN POLICY should advance the course of freedom everywhere. More aid should go to the French in Indochina; a mutual security pact with the Republic of Korea should be ratified. Prospects of a European army should go forward, and we must create a "healthier and freer" system of international trade.

STRONGER DEFENSE is our hope for continued peace [\[see Editorial, p. 24\]](#).

INTERNAL SECURITY must be won by greater vigilance. Already 2,200 questionably loyal employes have been fired from government jobs. The Congress should pass legislation that would take from a convicted Communist conspirator his rights of citizenship.

STRONG ECONOMY is a primary objective. The Administration hopes to reduce government spending levels by \$12 billion. The new budget provides for lower taxes, but now there is need for more revenue. So the corporation income

and excise taxes should be maintained and the debt limit increased.

FARM PROSPERITY is vital to 160 million people. Today the production of many crops exceeds the demand, and the government, bound by an inflexible price support system, is compelled to buy the surpluses. What is needed is a judiciously flexible form of support to stimulate consumption.

SOCIAL SECURITY should cover an additional 10 million persons and unemployment protection given to 6.5 million more.

SUFFRAGE should be extended in three ways: 1) District of Columbia residents should be given the vote; 2) Hawaii should be admitted to the Union as a state; 3) 18, not 21, should be the minimum voting age.

The President's message had something to offer all phases of congressional opinion. Consequently there were few immediate objections from both Republicans and Democrats of all casts. But the trouble will come when the details are spelled out as they will be in a series of specific messages which the President will send to Congress.

To push through his program the Presidential strategists plan to use their most forceful weapon: Eisenhower's popular leadership. With elections coming next autumn they plan to carry their program to the voters by television. In addition the Citizens for Eisenhower will electioneer for the Republican members of Congress who go along with Eisenhower—but not for those who don't. And as the Congress labors over its immense and controversial task, the President will exert no restraint on adroit political maneuvering and intelligent compromise to put his policies into law.



RAPT ATTENTION is given by Cabinet Members Dulles, Humphrey and Wilson as the President starts delivering his anxiously awaited State of the Union

message. Major contributors to the content of the message, each one will be affected greatly by the way Congress responds to the new legislation it proposes.



President Takes Charge CONTINUED



PLAYFUL CHAIRMAN of Senate Foreign Relations Committee, Alexander Wiley, opens meeting, tapping gavel on Senator H. Alexander Smith's bald head.

EBULLIENT SPEAKER, Joe Martin (pointing), entertains three fellow Republicans, Representative Arends (left) and Senators Dirksen and Bricker, at a party.

SIX EAGER FRESHMEN AND SOME OLD CUT-UPS ON CAPITOL HILL

Mingling with the old congressional hands were six freshmen. The veterans found time for a bit of horseplay (above) as they opened committee hearings and settled down to their familiar routine. But the newcomers were plainly awed by their new responsibilities. Their presence in the 83rd Congress was prompted by death and retirement between the two sessions. Two Republican senators, Tobey and Taft, had died. Another Republican, Robert Upton, was appointed to Tobey's place. But a Democrat, Thomas Burke (below, right), the former mayor of Cleveland, was named to succeed Taft. This gives the Republicans 47 seats to the Democrats' 43, but in organizing the body the C.O.P. will have the vote of maverick Republican Wayne Morse, who labels himself an independent. In actual voting Vice President Nixon, Senate president, would break a tie.

In the House of Representatives the Republican majority was cut to a slim 219 to 215 margin. There, Democrats Williams and Johnson (opposite page) both succeeded Republicans after winning hard-fought off-year elections. There was no party change in the other two seats left vacant. They were filled by Republican Lipscomb (opposite page) and Democrat Natcher (below, left).

For new Congressman William H. Natcher of Bowling Green, Ky. election came as no great surprise. He ran unopposed. But last week, as he faced Speaker Martin to be sworn in, Natcher was thrilled. "It was the most exciting moment of my life," he said. Less impressed by the occasion was another arrival, new Congressman Williams' stepdaughter Nancy (opposite page). "It's all right," she shrugged, "but sort of boring."



NEW ARRIVALS, Democratic Representative William Natcher (left) beams with his wife and daughters, Louise and Celeste. Robert Upton (center), new



G.O.P. senator from New Hampshire, takes oath in Nixon's office. New Democratic Senator Burke sits before Ohio seal with daughter Jo Ann, wife Josephine.



NEW JERSEY DEMOCRAT, Harrisou Williams, 33, is shown with wife and stepdaughter, Nancy. He won House seat from man for whom he used to baby-sit.



WISCONSIN DEMOCRAT, Lester Johnson, 52, again has the support of his 19-year-old twin daughters, Jane (*left*) and Jone, who stumped for him last fall.



CALIFORNIA REPUBLICAN, Glen Lipscomb, 38, used an Eisenhower banner, Nixon's campaign manager and his own infectious smile to win election last

November (*LIFE*, Nov. 23). In Washington for first time, his wife Virginia and his daughters Diane, 12 (*left*), and Joyce, 10, are already homesick for California.





← **HOUSE IN SESSION** was photographed while the Republicans, seated on the left side of the chamber, were joining their Democratic opponents across from them in paying a special tribute to former Speaker, Sam Rayburn of Texas, on his 72nd birthday. He has now served in the House without interruption for 41 years.

REVERENT ATMOSPHERE of Administration is typified by President, who is entering the National Presbyterian Church for special early morning service the day Congress opened. Here, with other officials, including Vice President Nixon and Chief Justice Warren, he sought God's guidance in the affairs of government.

FROM EREHWON TO SOMEWHERE

Now that the President has delivered his State of the Union message, what were some of his so-called friends squawking about? "Ike personally is all right," they were saying, "but his administration hasn't done much and it doesn't know where it is heading."

Some talk could have been put down to plain dumb ignorance. No one any longer has an excuse for not knowing what Eisenhower & Co. are up to. His television chat and the message to Congress spell out a very broad program of human welfare as well as national and international policy.

In his first year the President said "real momentum" has developed towards a goal in which each citizen has "bold hope." The momentum is tremendous. Inflation has been stopped. Government expenditures have been cut by more than \$12 billion. Bureaucracy, the universal curse of the age, has been curbed here—and nowhere else in the world. We have taken the initiative in foreign affairs and put ourselves in a position to talk with the Russians without too much risk of being skunked.

Despite all this accomplishment there are still a few head-waggers and doom-sayers who impress ignorant people by saying "the Washington mess is worse than the public ever knew." In the manner of ham actors they weep tears over something called the "tragic plight of Dwight Eisenhower."

If there is anything amusing about all this, it is that most of the wails come from Republicans—from a handful of reactionaries or demagogues. What they want is not just liquidation of the mess in Washington. What they really want is the liquidation of modern America. They would like an America where there were no more taxes, where every man and woman was free to starve. They would like all the rest of the world to go away. And it might be nice (except for the reactionary columnists)

if the printing press were abolished and nobody could read a book. Democracy of course is a terrible mistake.

To say that these Republicans want to go back to McKinley is to underestimate them. They want to go back to Erewhon (spelled backward). They would like to abolish history.

Ike, on the other hand, is coping with history. He's doing fine. He's feeling fine. He faces—with full knowledge, and neither fear nor illusion—the most dangerous and most complex period in man's history. By hard-working, conscientious and intelligent coping we shall win through to an era of less danger and of greater opportunity than man has ever known. America will do its full part toward that certain goal. That's Ike. That's America. That's the great majority of the American people.

It's also, we think, good Republicanism. It is the Republicanism of Abraham Lincoln (who saved the Union) and of William McKinley (an advocate of world trade) and Theodore Roosevelt (advocate of conservation, public works and social reform) and Elihu Root and William Howard Taft (advocates of world institutions under law), and Robert A. Taft (advocate of responsible labor unions and good labor relations and federal concern for medical care and housing).

Ike is in the great Republican tradition—but up to date. However, the great majority of the American people don't care too much about Republicans (or Democrats).

It's time these Republican reactionaries (many businessmen among them), who are trying to make a god of what they think is the Republican party, were told that the American people don't give a damn about *that* god. And furthermore that their god never existed.

The Republican party will succeed if it does right—and Dwight D. Eisenhower has got a wise and healthy and courageous notion of what's right.

FREEDOM TO TAKE THE INITIATIVE

There is no greater opportunity for accomplishment by the Administration than in creating a real policy for national defense. Apart from the fact that survival always takes precedence, defense will dominate the budget for years to come, controlling the ebb and flow of our lives from service in youth to taxation until death. What the President hopes to do in this field has been defined in his State of the Union message.

By so defining it, the President sharply breaks with the past. Mr. Truman, as we have often said, responded to crises with courage. But essentially his policies were improvised rather than planned or projected for a long pull. The Truman administration's defense policy alternated all the way between reductions for economy's sake to full mobilization just short of war. As the Administration oscillated between crises so did the Pentagon planners. The result was a continuing and frustrating compromise by which the three services roughly divided up whatever money Congress appropriated. Because of the dogfights that arose out of constant squabbling for the dollar, each of the services seemed often to plan to fight future wars as if the other arms did not exist. Some planning took little or no account of the new and developing nuclear weapons; other planning concentrated exclusively on atomic Armageddon.

Mr. Eisenhower has begun to pull them all together.

Now that the Korean war has ended, the President—the natural man for the job—has asserted firm civilian command over the Pentagon. He has done this by raising the National Security Council (a civilian body) to its rightful position of Supreme Authority in matters of strategy. The strategy is to avoid limited wars with their wasteful drain on manpower and money for nothing more decisive than what happened in Korea. The strategy is also to persuade the Communists' leaders they invite disaster if they provoke war.

If war must come, we plan to use nuclear weapons, terrible as they may be, everywhere they serve a useful military purpose—from infantry assault on battlefield to strategic bombardment. But the most important part of the strategy is the President's decision to disengage our manpower wherever possible and to concentrate it in a central mobile reserve. Such a policy not only conserves our most priceless asset—men—but it gives us freedom to take the initiative rather than to conform to that of the enemy. Necessarily this means giving more dollars to the Air Force and less to the other services.

Ultimately the decisions already taken should result in a firm and consistent projection of American policy that will dissipate the climate of crisis.



THE LOST CITY

The people of Portland, Ore. are used to looking out of the clear valley in which their city lies and seeing the distant peaks of the Silver Star Range obscured in fog. Recently the fog,

held earthward by a warm air mass, did a flip-flop. The peaks 35 miles away in Washington were clear, but the city itself was lost in a fog thickened by creamy puffs of factory steam.



PATINO FAMILY looks up to Simon (left), who ran \$250 Bolivian tin mine into a fortune, died in



1947. His son Antenor married Princess Cristina de Borbón of Spain (third left). Their daughter Cristina



eloped but was recaptured. Isabella attended (above, right) Cristina's later marriage to a French prince.



HEIRESS ELOPES

All-night dash by millionaire father

PAPA PATINO SEARCHES CITY FOR ELOPING HEIRESS

NOTHING WILL ALTER MY LOVE FOR JIMMY

The British cheer on a young beauty as she flees rich Bolivian father to elope with an Englishman

Ever since the coronation last June when they met in a London nightclub, 20-year-old James Michael Goldsmith, scion of British wealth, and 18-year-old Maria Isabella Patiño y Borbón, descendant of Bolivian superwealth, have been "a thing." They seemed like a good thing. Their union would unite the proud blood of the Andean Indians and a long line of Spanish kings to the House of Rothschild and some solid beef-eating English families. But the prospect did not please Isabella's father, Don Antenor Patiño, a terrible-tempered tin magnate whose outbursts of fury at his wife and progeny have shaken two continents. Rather than Jimmy Goldsmith, it was said, he preferred any one of five European princes, each one with his own castle.

Jimmy persisted and followed his dark-eyed love to France. When he tried to see her in

Avignon, one of a squad of chaperons Don Antenor hired to keep track of the girl reported on him. In Nancy, where next he came view-hallooing, her brother-in-law, Prince Marc de Beauvau-Craon, took him aside, had a manly chat with him, told him to shove off. Even Don Antenor himself had the boy in, warned him to stay away from Isabella.

Jimmy pressed on. He called in lawyers, talked things over with adventurous chums. Don Antenor could guess what was coming. Like a frenzied chess player trying to save a beleaguered queen, he moved Isabella from Paris to Morocco. She slipped back to Paris. Jimmy was in Casablanca, haunting the hotels for his beloved, when in Paris his friend and business associate, Michael Mordaunt-Smith, suddenly saw a chance to flummox Isabella's chaperon, the Princess of Windsch-Graetz, a

cousin of Queen Elizabeth. He deceived her into letting him have the girl's passport, had it properly stamped and hustled Isabella to England where Jimmy joined up. They drove on to Scotland, land of true liberty, where a girl can wed at 16 without her father's consent.

With 21 days to catch up—15 days while the pair established legal residence in Scotland and six more while the bans were posted—Don Antenor made a valiant try. Establishing headquarters in Edinburgh, he sent detectives ranging in all directions, tried to tie the runaways up in Scotch tape. But now the newspapers were roaring out the story in headlines such as those from the London *Daily Mirror* (above). Scores of reporters were confusing the scent. Don Antenor was desperate and the couple, cheered on by the whole country, scurried from hiding place to hiding place.



ELOPEMENT CAR which took couple north was Rolls-Royce rented from man named William Penn.



ISABELLA'S REFUGE during her first 15 days in Edinburgh was the house of Lawyer James Mounsey.



JIMMY'S REFUGE during the first 15 Edinburgh days was Lawyer Charles Sinclair's modest house.



GOLDSMITH FAMILY, headed by Jimmy's father, Major Francis (left), has interests in hotels all



over Europe, including London's Savoy and the Carlton in Cannes (on wall). His mother Marcelle



(center) is French. His brother Edward—with Jimmy (above, right)—married Jill Pretty, Dior model.



IN LOWLANDS' HIDE-OUT, where they fled when discovered dining in roadside pub, Jimmy and

Isabella walk on the estate of Captain C. K. Adam, a retired naval officer and a friend of Jimmy's lawyer.



BAFFLED FATHER, Don Antenor returns to Edinburgh hotel after consulting officials on wedding.



RETIRING MOTHER, in an effort to talk reporters, moved about, drives with lawyer in Edinburgh.



SEEKING A NEW HIDING PLACE, elopers leave for Prestonfield, fearful that neighbors, who had spotted them out in a car, might divulge their whereabouts. Although many people identified them, they eluded their pursuers.



IN THEIR LAST STOP couple spent anxious hours reading and playing cards. This is historic Prestonfield near Edinburgh where Mary Queen of Scots and Bonnie Prince Charlie had stayed. Elsewhere lawyers settled fate of the runaways.

JOURNEY IN PIG VAN ENDS WITH WEDDING

Don Antenor got a temporary injunction against the marriage. But when he discovered that he could not make the injunction stick, he withdrew his objections on condition that Isabella have one last talk with her mother. The run-away couple came to this rendezvous in Kelso, which Sir Walter Scott once called "the most beautiful if not the most romantic village in Scotland," in a light truck used for transporting pigs to market. In 25 days of flight they had lived, always with great circumspection, in 9 hotels and 25 private homes and the bride-to-be had a nasty cold. While everyone waited for the marriage license to arrive from Edinburgh, Isabella and her mother had the talk Don Antenor insisted upon and cried. Then the mother left with her husband and returned to London, and Jimmy and Isabella were married.



TO FOX REPORTERS the couple enters the pig van with their host, the Prestonfield farmer, for ride to Kelso and meeting with Isabella's mother.



INSIDE THE VAN, Jimmy and Isabella sit on folding chairs. Now fairly assured of final victory but still wishing to take no chances of a last-minute

slip-up by appearing in public, they wrapped themselves in warm blankets, cheerfully endured the last cold and uncomfortable journey of this elopement.



BEFORE HEARING OF VICTORY Jimmy pulls cork on a luncheon bottle of Beaujolais at Prestonfield, which was just 10 minutes from papa's hotel.



IN THE MOMENT OF TRIUMPH Jimmy and Isabella watch Registrar James Marble check marriage forms. Marble, who reopened his office after

hours of working, did not remove overcoat. At right are Jimmy's lawyers: Ian Smith of Edinburgh, once a famous Rugby player; Edward Doughty of London.



MARRIED AT LAST the bride, with her wedding ring on finger, and bridegroom turn happily away from registrar's desk after the wedding ceremony.

DEFEATED PARENTS, their faces studiously blank, leave their train at London, completing first stage of the long retreat from Edinburgh to homes.



VICTORIOUS GESTURE by Montauk-Smith signals triumph as wedding is taking place behind closed door. He played a major role in elopement.





IN BUREAU VAULT Associate Bureau Director Henry J. Holtzclaw holds the "regular" wrapped package in right hand, unwrapped dummy in left. In switching packages Landis transferred labels with serial numbers from regular to dummy.



DISCOVERERS of phony bundle were Scwell Davis (T-shirt, foreground) and Paul Coskley (right). While working in this money-storage vault, Davis noticed that the package was light and handed it to Coskley, who ripped off the cover.

RAID ON TREASURY

Handyman is captured after stealing \$160,000

In its bustling Bureau of Engraving and Printing, the government prints \$63 million a day and stacks the packages of money on vault shelves like boxes of cereal in a grocery. One of the money-handlers was a \$58-a-week handyman, James Landis, who in the course of pushing billions around developed a yen for money and what it might buy, specifically cruises, yachts and cars. Sometime shortly before New Year's, Landis switched dummy packages of blank paper for two packages containing \$160,000 in \$20 bills and got the money through the supposedly steel-tight security of the bureau. The theft was discovered by chance when a worker, lifting a dummy package, thought it felt light and became suspicious.

Before dawn next day a Virginia state trooper got a telephone call from a trembling-voiced butler on an estate near Middleburg. Hurrying to the butler's house, the trooper was shown a tool box containing thousands of new \$20 bills. The night before, explained the butler, his son-in-law, James Landis, had come there with his wife and a friend and made him keep the money after the friend shoved a gun in the old man's stomach. Later that morning Landis was back working in the very room where he had stolen the money when Secret Service men arrested him for one of the greatest money-lifting jobs in the history of the U.S. government.



ACCUSED THIEF, James Landis, consoles wife after their arrest. He said that she didn't know of theft and she was released on bail.



HIDING PLACE for money picked by Landis after he read bureau had discovered loss was 340-acre estate in Virginia. Owner, William A. Phillips, bank executive, was in Florida at the time.



RECOVERED LOOT is shown by Secret Service Chief; \$92,772 in box and sock found on estate; \$32,000 in bag hidden in bureau.



15 Garden Vegetables *in a Hearty Beef Stock*



... bring you a taste of Summer

What better time than now to serve up steaming bowls of this homey vegetable soup! You'll find your family's winter appetites will welcome it every time—and ask for more. Have you some on hand?

EASIER PASSING—ALL-NEW V-161 ENGINE—You feel safer, are safer when the two extra barrels of Mercury's 4-barrel carburetor cut in automatically, by vacuum, to give you the surging power you need for passing, for emergencies.



EASIER TURNING—BALL-JOINT, FRONT-WHEEL SUSPENSION—first in its field—gives you new handling ease and safety. You have matchless hug-the-road stability on curves, a new feeling of sure control *always*.



New 1954 Mercury with Entirely New Overhead-Valve 161-Horsepower V-8 Engine





EASIER ON THE EYES—RICHEST INTERIORS IN ITS FIELD—Stunning new colors inside and out; rich new fabrics, leathers, and plastics in dazzling new combinations. And Mercury looks longer, lower, wider than ever before, with far-advanced new styling front and rear,



EASIER VISIBILITY—AMERICA'S FIRST TRANSPARENT TOP CAR—Mercury proudly presents its newest model, the "Sun Valley." The tinted Plexiglas lets you see *all* the scenery—gives you a wonderful, restful new experience in driving.

Smart new styling matches exciting new power in the 1954 Mercury—the car that makes *any* driving easy

Now—the type of engine that engineers agree is the most efficient of all is put to work for you in the new 1954 Mercury. This completely new 161-horsepower, overhead-valve V-8 wasn't built for brute power alone. It is specially designed to give you an effortless new kind of power—power that makes *any* driving easy.

It's a livelier, far-quieter engine—that turns horsepower into action more quickly, more efficiently. You get a safe, instant response that's

welcome in emergencies. And, for all its power, it's a more economical engine. You get 28% more power for your money than with last year's model—yet it gives you even more miles per gallon.

This new power and Mercury's ball-joint suspension make driving almost effortless. Passing, cornering, hill climbing, threading through traffic, parking . . . all take on a new freedom from tension—all are accomplished with greater safety.

And for the ultimate in driving ease, Mercury offers you these 5 optional power features: 1) 4-way adjustable power seat, 2) power steering, 3) power brakes, 4) Mere-O-Matic Drive or Touch-O-Matic Overdrive, 5) electric power windows.

No other popular-priced car can make your driving so easy. Come in. Try it. See for yourself.

MERCURY DIVISION • FORD MOTOR COMPANY

NEW 1954 **MERCURY**

A new kind of power
that makes any driving easy



When I'm eating Jell-O
I wish I were a pelican

...because then I could show everyone how Jell-O fills
the bill when it comes to delicious desserts!



Now's the time for



JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORP.

Copyright 1964, General Foods Corp.



NAPPING, Julie is held by her great-grandmother as her mother, 21-year-old Patu Sheldon, looks on.

A PRECOCIOUS LADY SWIMMER

At 9 weeks, baby goes 10 feet

Although she generally looks and acts like just another tiny blue-eyed baby, Julie Sheldon has one remarkable difference. At 9 weeks old, she is the world's youngest swimmer. Coached by her grandmother, Mrs. Jen Lovén, a children's swimming instructor, Julie practices once a day, faithfully following her morning nap with a 20-minute dip in the Lovéns' outdoor pool in Los Angeles.

Released face downward in the 90° water, she instinctively holds her breath, flails her tiny arms and legs and paddles forward for distances up to 10 feet until Mrs. Lovén, walking closely behind, snatches her out of the water. Julie, who took her first lesson when she was 10 days old, shows no signs of infant rebellion—not yet, that is. But inevitably she will learn about her cousin, Sherry Lynn Whitford, who was taught to swim at 7 months (LIFE, April 5, 1948). Today, at 6, Sherry doesn't live near a pool and doesn't have to swim much anymore.



SUPPORTED in arms of her grandmother, Julie begins her daily lesson with slow immersion in pool.



SUBMERGED just below surface of the water, Julie paddles toward camera, which took this picture

through an underwater window of the pool. Mrs. Lovén walks behind, hands ready to pick up baby.



IMPERIAL CRUSH Beginning at 9 a.m., more than 400,000 loyal Japanese crossed over Nijubashi Bridge into the Imperial Palace grounds

to cheer the emperor and empress and wish them a happy new year. At 3 p.m. when guards tried to close the gates, a crowd of 50,000, pressing the wind out of each other, was still

trying to squeeze in (*above*). Trying to get past the guards, the crowd became hysterical, trampling underfoot those who fell. Kikuko Yokozawa, 15, said afterward, "My feet began



floating in air. I heard someone say, 'Namu Amida Butsu [Pray to Lord Buddha],' then I fainted." When police finally brought the mob under control, 16 persons lay crushed dead.



SECOND CHOICE Corporal Claude Batchelor of Kermit, Texas, a PW who reneged and chose to stay with the Reds, reneged again. He asked for repatriation, soon embraced his Japanese wife in Tokyo. Batchelor was the Corporal "B" mentioned by a returned PW (LIFE, Sept. 7) as a leader of the pro-Reds in prison camp.

COMMON GRAVE In one grave in New Zealand 21 caskets were buried with unidentified dead taken from the wreckage of a train which had plunged into a flooded river. Many passengers were going to see Queen Elizabeth; 119 died. As an archbishop read the service, the Duke of Elinburgh stood behind with head bowed.





AFTER HIS RESIGNATION EX-PREMIER PELLA BOARDS SLEEPING CAR IN ROME TO VISIT MOTHER IN NORTHERN ITALY, SAYING, "NOW I CAN DO SOME SKIING"



LEADER of revolt against Pella (right) was Aminore Fanfani, who was Pella's minister of interior.

A PREMIER GOES SKIING

Italy's Pella quits in the climax of a crisis months in the making

Italy last week was plunged into its most serious postwar crisis as Premier Giuseppe Pella resigned. The superficial cause was Pella's determination to name as minister of agriculture a monarchist sympathizer unacceptable to many in his own party, the Christian Democrats, who feared he would scuttle the land reform.

But the crisis went back to last summer's elections when the Christian Democrats won 265 of the 590 parliamentary seats. Pella provided what looked to the world like a stable government, but he needed help from both the monarchist right and a left-of-center group, which proved practically impossible to get. Yet the Christian Democrats are the only possible

base of a non-Communist government in Italy.

The Christian Democrats' strongest new personality seemed to be Land Reformer Aminore Fanfani, 45, minister of agriculture in former Premier Alcide de Gasperi's cabinet. But he too would need votes from the left and silent assent from the right, so Communist Boss Palmiro Togliatti looked unusually happy. His Reds thrive on confusion, and with Trieste still unsettled Italy now looks like NATO's soft underbelly. As an ironic footnote there were indications last week that a fair count last summer would have given the Christian Democrats 65% of the seats in the chamber of deputies and given Italy a stable government.

What makes people fat?

People get fat simply because they overeat

Why do they overeat?

Because they're hungry

Why are they hungry?

One of the reasons in healthy individuals is because their blood sugar level is low

What is the fastest way to raise the blood sugar level and help keep from overeating?

Sugar and the good things containing it!



Nutritional research has taken a new look at our number one health problem and discovered how sugar helps keep your appetite and weight under control

There is a new nutritional term that you will soon be hearing a lot more about.

It is your "blood sugar level."

Research scientists at one of our leading universities have discovered that your blood sugar level plays an important role in determining how hungry you are.

Nature's "Hunger Thermostat"

When your blood sugar level is *low* you are "hungry as a bear." When it is *high* the healthy person finds it easier to turn down the extra helpings of food that mean extra pounds. It turns your appetite on and off in much the same way that a thermostat regulates the heating system in your house.

If you are watching your weight, this is important news—you can raise your blood sugar level, *tame your runaway appetite* any time you want to. Just eat or drink something with sugar in it.

Sugar is assimilated into the blood stream and used as energy faster than any

other food. It satisfies your craving for food faster than any other thing you can eat, because it *almost immediately* raises your blood sugar level.

That is why an 18-calorie spoonful of sugar in your coffee or tea may make it easier for you to cut 100 or more calories from your diet.

That is why, when you round off a small meal with a simple dessert you get as great a feeling of satisfaction as you would from a much larger meal providing far more calories.

That is why something with sugar between meals not only revives your energy, but helps you to keep your *appetite within bounds* at the next meal!

Sugar Substitutes Not Effective

Naturally you cannot expect the same help from chemical sweeteners which have no effect on your blood sugar level. Since they do nothing to curb your appetite, you may find that, by using them, you are eating *more calories* than they save you.

The best way to get the protein, vitamins, minerals and energy we need is in a well-balanced selection of foods that nature made us like.

Nature is sugar's best salesman. Sugar must be one of our most needed foods—that's why we like it so much.

SUGAR INFORMATION, INC.

New York 5, New York

18 CALORIES

Surprise you that there are only 18 calories in a standard level teaspoon of sugar? Folks we asked guessed anywhere from 50 to 600. You'd have to eat 140 to 300 spoonfuls of sugar to get your day's needs of calories!



All facts in this message apply to both beet and cane sugar.



SCOTTY, HIS CIGAR—AND HIS STETSON



SCOTTY'S CASTLE was never his. It was built by Johnson for \$2 million, left to a church group.



SCOTTY'S SHACK is where he stayed to avoid tourists, whom he branded "damn immigrants."

DEATH VALLEY LEGEND DIES

Scotty's estate consists of hat

Death Valley Scotty died last week on the road from his fabulous Moorish castle in the California wasteland to the hospital. The legendary prospector, who in palmer days used to come out of the hot Panamint Hills loaded with gold he would toss around on tumultuous binges, had sworn he'd live to be a rich 100. But he died broke at 81. Teen-age Walter Perry Scott came out west in the '80s. He drove mule teams, hung around mine camps, joined Buffalo Bill as a roper and turned up later as a prospector. In 1905 he blew into Los Angeles with a wad to choke a horse and chartered a Santa Fe train which he ran to Chicago in 44 hours and 54 minutes, a record that stood for 30 years. But in 1930 he confessed the "gold mine" he had been bragging about had been an eccentric Chicago insurance executive (*below*) who had allegedly backed Scotty to the tune of \$500,000 "just for laughs."



SCOTTY'S "GOLD MINE" was the late Albert Johnson who got fun out of Scotty's shenanigans.



SCOTTY'S STETSON, dipped in glue and then smothered in gold petals, rests by rocky grave which

castle employes took eight hours to dig. Scotty had promised to come back and haunt the place.

Are You Satisfied With The Beer You've Been Drinking Lately?

There's no substitute for Schlitz

People are proud to be seen drinking or serving Schlitz. It speaks well for their good taste. It indicates that they are real connoisseurs when it comes to beer.

Schlitz is one of the finer things of life that everybody can afford. When you order Schlitz, you know you are getting your money's worth.

You can't get your money's worth from something "almost as good."

Always ask for Schlitz, the greatest name in beer.

Your retailer will be happy to serve you when you ask for Schlitz because he knows that there is nothing more valuable to him than a satisfied customer.



©1954—Joa. Schlitz Brewing Co., Milwaukee, Wis.
Breweries at Milwaukee, Wis., and Brooklyn, N.Y.

The Beer that Made Milwaukee Famous

LIFE ON THE NEWSFRONTS OF THE WORLD

Arrests in the Reuther shooting, new prestige for the French government and puppies for Checkers

For a while Detroit police were sure they had the 1948 shooting of Walter Reuther solved. They had one of the plotters in custody, a pug named Ritchie who had named the triggerman, and were after seven accomplices. They quickly caught two men, found a third was behind bars for counterfeiting and started hunting for the other five, one of whom, they revealed, was a wealthy gang leader named Sam Perrone. The other four were not named immediately for fear they would escape or be killed.

But Ritchie, being held in a hotel suite, got restless. He turned on a noisy shower, walked out of one room while his police guards sat inattentively in another. Police launched a frantic hunt for Ritchie, both because his testimony was vital and because they were convinced that the Detroit underworld would be hunting Ritchie too. If they found him first they would doubtless leave him dead.

Australians, who thought they had solved the menace of their millions of hungry wild rabbits by spreading a deadly rabbit disease (LIFE, Jan. 19, 1953), resumed worrying. A new strain of "super-rabbits" is on the increase, descendants of the hardy few animals immune to the germ warfare attack.

Premier wins a gamble

French Premier Joseph Laniel made a daring gamble to shore up his wobbly political position before the Big Four talks in Berlin. He resigned, saying that unless the volatile French assembly gave him a vote of confidence now he would not presume to represent the republic. He won his vote by a surprisingly big majority, 319 to 249, and the French government thus gained badly needed prestige at a critical time.



SLICES FROM STUMP AND STOLEN LOG MATCH

Forest rangers around Tacoma, Wash., could never control thieves who "poached" logs on federal land for they could not prove where logs came from. But the FBI finally caught and convicted a poacher by matching up telltale "log prints" (above)—slices of wood from stolen logs and denuded stump that revealed the case.



PLANE POKES SNOUT INTO ATTIC

Twenty-year-old Ronald Neece was worried when the engine of his Aeronca coaxed out over Muncy, Pa. and the plane headed for a slate-roofed house. But it merely crashed through the roof and lodged in the attic. Ronald, only scratched, stepped out, walked downstairs and joined a startled family of strangers on the ground floor.

Hero dies a hero's death

Sgt. Leonard Moran of South Boston, Mass. had saved a soldier's life three years ago in Korea by throwing him to the ground, shielding him with his body as bullets whined overhead. Last week at Fort Dix, N.J. 22-year-old Sgt. Moran was showing a rookie how to throw live grenades when the private lobbed one too weakly and hit the edge of their protective pit. As the loaded grenade dropped back at the rookie's feet, Sgt. Moran tried to kick it out of the pit, at the same time shielding the other soldier's body with his own. When the grenade went off the rookie was only slightly injured, but the self-sacrificing sergeant was killed by the flying fragments.

The MIG turned over to the U.N. by North Korean Lieutenant Noh (LIFE, Oct. 5) is coming to the U.S. for tests after all. The U.S. offered to return it "to its owner." But Chinese and Korean Reds, fearful of openly admitting Soviet supply, failed to claim it.

Sainthood for a gentle pope

During his reign as Pope between 1903 and 1913, Pius X was credited with miraculous powers of answering prayers and healing the sick. But to many people the greatest miracle

seemed to be that quiet, unassuming Pius X became Pope at all. Born in a peasant family, he gave away all possessions so as to stay poor, had played with fellow cardinals not to make him Pope because he thought himself unworthy. Last week in the Vatican Pius XII announced that the humble peasant Pope who was beatified in 1951 (LIFE, June 18, 1951) will be canonized a saint May 29, the first Pope since St. Pius V in 1712 to achieve sainthood.

Five fuzzy pups of mixed lineage were born last week in the Vice President's basement. Their mother is the Nixons' cocker Checkers, who rose to a fame rivaling Fala's when her master explained to a 1952 nationwide TV audience how she had been given to him for free. The puppies' father, who is unknown, met Checkers while the Nixons were away on their globe-girdling trip.

Acid opinions from a U.S.-batter

Britain's Nye Bevan turned up in Tel Aviv and announced, "America's false assumption that Russia plans aggressive war is the fault of U.S. generals. I have no respect for U.S. generals. Americans were unable to stand up to North Koreans. The U.S. would like to see Britain out of the Suez so as to step in herself." The Israelis were not impressed. "Few of us share your views," they told Bevan bluntly.

Russia's state publishers sent out a new insert for the Soviet Encyclopedia—an article about Historian Friedrich Bergholtz and some pictures of the Bering Sea. This, said directions, was to replace four pages on L. P. Beria, which was now to be torn out.



EX-ROYALTY WEAR SPACE SUITS IN LONDON

Every visitor to a "time-space-space" show put on for London schoolboys by electrical companies was lent a bubble-headed space suit to wear, then was conducted on a mythical journey through space and time. Two of the plastic-suited visitors had famous faces, Yagolovtsov's ex-king Peter and his son, 8-year-old Prince Alexander.

Now...Palmolive Soap Is Proved *Better for Complexion Care*

than any Leading Toilet Soap...Floating Soap...or Cold Cream!



**9500 Skin Tests Prove Palmolive the Mildest Soap of All
to Help You Guard That Schoolgirl Complexion Look!**



100% MILD PALMOLIVE

*Proved Far Milder than America's
Other Leading "Beauty" Soaps!*



100% MILD PALMOLIVE

*Proved Much Milder than America's
Leading White "Floating" Soaps!*



100% MILD PALMOLIVE

*Proved Even Milder than America's
Leading Cold Creams!!!*



Skin Specialists Agree: Milder Cleansing is Better for Your Complexion!

Now—Palmolive Soap is proved 100% mild! Yes, doctors and skin specialists compared Palmolive with America's leading "beauty" . . . "floating" . . . "deodorant" . . . and "castle" soaps—even leading cold creams! After thousands of skin-irritation tests on women of all ages, they reported: Palmolive is **MILDEST** of all leading soaps—milder even than costly cold creams!

Why Palmolive is Better for Complexion Care
The less your skin is irritated—and the cleaner it is, the lovelier it will be. Palmolive treats skin *far more gently* because it's the mildest soap of all! What's more,

hundreds of tests have proved that Palmolive's Beauty Plan gets skin *far cleaner* than just average care with any leading soap or cold cream.

So Change Today to Palmolive's Beauty Plan . . .
Gently massage Palmolive's 100% mild, pure lather onto your skin for 60 seconds, 3 times a day. Rinse with warm water, splash with cold, and pat dry. You'll discover for yourself that Palmolive is the *mildest* soap of all—far better for your skin. Yes, in 14 days or less, see if you, too, don't have *softer, smoother, brighter* skin—that Schoolgirl Complexion Look!



PALMOLIVE SOAP IS 100% MILD—BETTER FOR YOUR COMPLEXION!



Eat your way to health each day with fresh Florida oranges or grapefruit—and with fresh or canned grapefruit sections. No matter how you slice them, you're rewarded with flavor at its plumpest, juiciest peak!

EAT... DRINK...

Here's delicious protection against colds and flu!

• Naturally, we can't guarantee health—but we can say this: *Florida Citrus fruits have 3 to 5 times the natural Vitamin C of non-citrus fruits. And "C" is the golden vitamin that helps build resistance and fight infection.*

Holds at least 100 chemicals

How can anything taste so good and be so good for you? Actually, vitamin C is only part of the answer. Listen to what the U. S. Department of Agriculture has to say about

the orange: "One might almost stock a drugstore with the vitamins, enzymes, proteins, fats and carbohydrates found inside . . . altogether there are probably at least a hundred chemicals in the average orange . . ."

Ask your family doctor!

Just ask your doctor why Florida Citrus fruits are so important to your family in the cold and flu season—how they help keep resistance high. He'll tell you:

They help maintain alkaline reserve. • They supply the extra liquids you need. • Their fruit sugars multiply your energy. •

FLORIDA Oranges

Florida Citrus Commission, Lakeland, Florida



Drink your way to health with a big, full daily glass of Florida orange juice, grapefruit juice or a happy blend of the two (all available fresh, frozen or canned). And how you'll love Florida oranges and grapefruit!

and be **HEALTHY!**

They stimulate digestion and regularity. • They're a storehouse of vitamin C—one all-important vitamin your body can't store up yet needs every day!

And how's this for perfect timing? The Florida Fruit season is at its luscious *peak* during the cold and flu months!

So, when others are picking up colds, you pick up a big bagful of fresh oranges and grapefruit next time you shop. They are economical. For instance, canned or frozen orange and grapefruit juice now costs no more than most artificially flavored drinks—and you know they're so much better for you!



So good for you! So good so many ways!
Keep ready-to-serve canned juices on your shelf, and fresh Frozen Florida orange juice, grapefruit concentrates in the freezing compartment.

and Grapefruit

As you like them—fresh . . . frozen . . . canned!

GOOD COOKS,
 This Beef Stew could
 make you FAMOUS

Thanks to —



Beef Stew
 Hunt Style

Stew can be "just another dish"—or it can be this kind—a savory, flavory family favorite...

The delicious difference is Hunt's Tomato Sauce—the spicy, all-tomato cooking sauce that's America's largest-selling brand. It's really wonderful!

So, mother—get famous for your stews! Your family will really appreciate this recipe...

2 lbs. lean beef 2 tbsp. flour 2 tbsp. fat

Cut meat in pieces, roll in flour, brown in fat in heavy skillet or saucpan. Then add the following (and here's where Hunt's rich, all-tomato flavor really goes to work):

1 can HUNT'S TOMATO SAUCE
 2 tsp. salt 1/4 tsp. thyme 1/2 a bay leaf
 2 cups water 1/4 tsp. pepper

Cover tightly and cook over low flame until almost tender—about 1 1/2 hours. Then prepare and add:

6 onions 6 carrots 6 potatoes*

Cook about 30 to 45 minutes longer, till vegetables are tender. If desired, add a cup of green peas just before vegetables are tender. *One small can of Hunt's New Potatoes, drained, may be used in place of raw potatoes, adding them 5 minutes before serving time.

Your wonderful stew will serve six lucky people. And you'll know why Hunt's Tomato Sauce brightens up the flavor of many recipes—meat loaf, casseroles, spaghetti, rice, gravies.

Get several cans real soon—for your family's enjoyment! For a few cents a can!

For breakfast or dessert—
HUNT'S HEAVENLY PEACHES



Hunt-for the best

Hunt Foods, Inc., Fullerton, California

WORLD'S TALLEST BASKETBALL PLAYER

7-foot 3-inch 'Swede' Halbrook
finds size a help and hindrance

Wade ("Swede") Halbrook, 19, stands 7 feet 3 inches tall in his stocking feet and he hasn't stopped growing yet—he added five eighths of an inch to his height in the past year. Sometimes this is very inconvenient, as when he has to talk with ordinary people (right). But on a basketball court, where size is as precious as talent, Swede Halbrook is a coach's dream.

A sophomore at Oregon State College, he is the tallest man ever to play basketball, topping Oklahoma A & M's overtime giant, Bob Kurland, by a good three inches. Despite his size Halbrook is not what is known in the game as a "goon." He is well coordinated, moves and defends adequately, and when he gets the ball he just bounces up and dunks it for a basket (next page). His team's high scorer, he has averaged 23.7 points a game.

With Halbrook bringing the average height of the team up to 6 feet 3 inches, Oregon State upset top-ranked Indiana (LIFE, Dec. 21) before being cut down to size by Duke and Tulane. The team travels in a sleeper especially built by the Union Pacific. At college Swede sleeps in an eight-foot-long bed and pals around with 6-foot 8-inch Ted Romanoff. "He doesn't make me feel so conspicuous," says Swede.



LONG LEGS of tall Oregon State basketballers block conductor's way in lounge car traveling east.

TOWERING STAR Swede Halbrook looks down from distant height on a fellow Pullman passenger.



BETTER THAN BEER?



can it be?



Try Carling's Red Cap Ale



... and see!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide! They call it the "light-hearted" ale.

Tonight, why not try it? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!



CARLING'S
Red Cap Ale

© BREWING CORP. OF AMERICA, CLEVELAND, OHIO



WAITING TO PASS, Halbrook holds ball high out of reach of Duke defenders who dance helplessly around him.



COLLECTING REBOUND with short jump, Halbrook reaches higher than basket as Duke foe makes futile grab.



TO STOP THE GIANT in the Dixie Classic at Raleigh, N.C., Duke players keep close defense on Halbrook, giving

him free throws with fouling tactics rather than field goals. They held him to 23 points and won game 71-61.

CONTINUED ON PAGE 58

Here is proof of the greatest scientific discovery
 in toothpaste history—proof that Colgate Dental Cream
 with Gardol, Colgate's exclusive, new, miracle ingredient,
 gives lasting protection against tooth-decay enzymes!



NEW COLGATE DENTAL CREAM
OWNS THE CLINICAL PROOF
 that brings new hope to millions for

Lifetime Protection Against Tooth Decay!

Actual use by hundreds of people has proved the long-lasting protection of New Colgate Dental Cream with Gardol! Tests supervised by leading dental authorities—for a full year—proved this protection won't rinse off, won't wear off! Proved just daily morning and night use guards against decay-causing enzymes every minute of the day and night!



A JURY OF DISTINGUISHED DENTISTS HAS EXAMINED THE EVIDENCE! Documented facts, recently published in an authoritative dental journal, have convinced these dentists that Colgate Dental Cream with Gardol is far more effective against decay-causing enzymes than any other toothpaste. And because Gardol is the *only* long-lasting anti-enzyme ingredient with clinical proof, these dental authorities agree that New Colgate's with Gardol gives the surest protection against tooth decay ever offered by any toothpaste.



Cleans Your Breath
 While It
 Cleans Your Teeth!

No Other Toothpaste
 Offers Proof
 of Such Results!

SAME FAMILIAR PACKAGE! SAME LOW PRICES! Large Size 27¢ Giant Size 47¢ Economy Size 63¢

For LIFETIME PROTECTION AGAINST TOOTH-DECAY ENZYMES

Tallest Basketball Player CONTINUED

Why wind up?

Get an electric alarm clock!



STARTER

only **\$3.98***



The new G-E Starter Electric Alarm has a soft, friendly hum that wakes you gently from sleep. Gets you up on time. No noisy "ticktock" during the night.

Never needs winding. Always accurate. Ivory-colored plastic case lends a smart note to night table or dresser. Big, easy-to-read numerals. Red sweep-second hand. Luminous model, \$4.98.*

General Electric Company, Small Appliance Division, Bridgeport 2, Conn.



WHY WIND? Get a GE Electric Alarm \$3.98* to \$18.95*

GENERAL ELECTRIC

*Manufacturer's recommended retail or Fair Trade price, plus applicable taxes.



CONSOLATION KISS by Dixie Tournament Queen Pat Gibson soothes Hallbrook, after loss. She is being held up by teammate Ted Romanoff (left).

Rich, Tender and Triumphant ... Pillsbury (the leading cake mix)

puts the choice, wholesome, country-fresh eggs right in the mix for you. Milk is all you add to make a big, fresh, moist, beautiful cake like this.

Complete...Milk is all you add



These are complete cake mixes ... really complete. All the good things it takes to make fine cakes are right in the mix (except milk). Finest cake flour

sifted more than 40 times, special shortenings, special granulated sugar, superb ingredients right down the line, including choice, wholesome, country eggs.

Fresh, moist and beautiful, made from Pillsbury, the complete cake mix, that women have made their first choice.

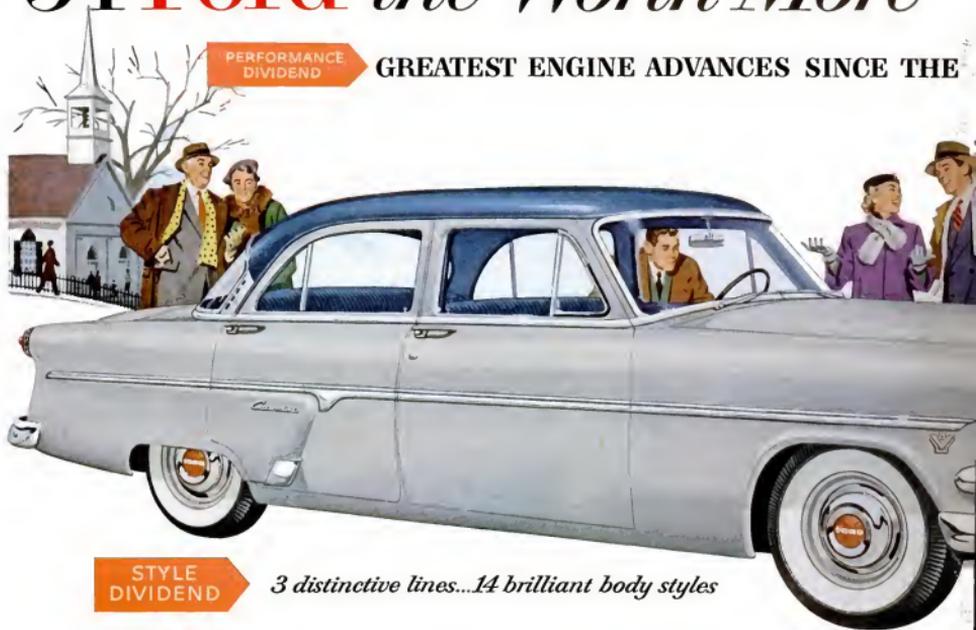
Pillsbury Cake Mixes

WHITE · CHOCOLATE FUDGE · GOLDEN YELLOW · SPICE

'54 Ford the "Worth More"

PERFORMANCE
DIVIDEND

GREATEST ENGINE ADVANCES SINCE THE



STYLE
DIVIDEND

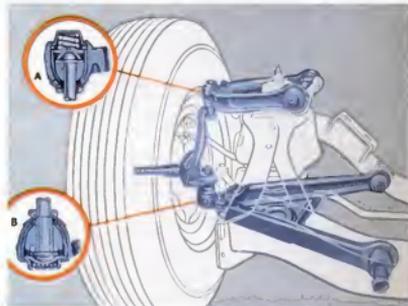
3 distinctive lines...14 brilliant body styles

Ford, long known as the "Worth More" car, now brings you even more value. You get the dividends of exciting new styling, inside and out... smoother, more agile performance... a revolutionary new suspension... and many other new, fine-car advancements. And all for far less than you might expect to pay for a car of such superior quality and distinction.

Then, too, as an additional dividend, Ford makes available *all* the fine-car power assists.

Thus, with Ford's 28 brilliant models from which to choose, you can have the exact car to suit your tastes and requirements... a car that's basically fine in quality, a car that's truly modern.

And once you Test Drive the Ford of your choice, you'll want to drive it home.



RIDE
DIVIDEND

New-Ball-Joint Front Suspension. This revolutionary new suspension allows front wheels to "step over" bigger bumps for a smoother ride. And it keeps the wheels in true alignment for consistently easy handling. Movement of the wheels is about ball joints (see A and B) whether in up and down motion, as wheels travel over rough spots, or in steering motion as wheels turn right or left. Ball joints are sealed against dirt. Lubrication points are cut from sixteen to four.

car declares a dividend

ORIGINAL FORD V-8

New 130-h.p.

Y-BLOCK V-8

The Y-block V-8 engine has an extra-deep skirt extending well below the crankshaft. The greater rigidity that this gives, results in far smoother and quieter operation... adds to engine life.

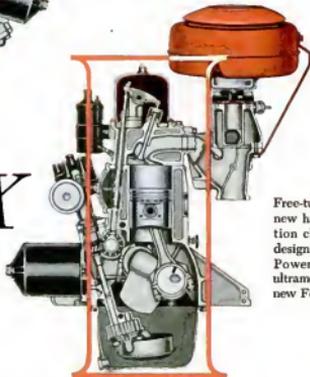
Free-turning overhead valves, Double-Deck intake manifold and high-turbulence combustion chambers give new responsiveness to your every demand. These, plus low-friction design and Automatic Power Pilot, give you the advantages of 18% more power and even greater over-all economy.



New 115-h.p.

II-BLOCK SIX

Like the new Y-block V-8, this new Six has an extra-deep block for greater rigidity... smoother, quieter performance... and longer engine life. It's the industry's most modern Six.



Free-turning overhead valves, new high-turbulence combustion chambers, low-friction design and Ford's Automatic Power Pilot are among the ultramodern features of this new Ford Six.

DIVIDEND IN DRIVING EASE

Ford offers five optional power assists* you might find only in America's costliest cars



Master-Guide Power Steering cuts steering effort up to 75%, yet it gives you complete "feet" of the road on straightaways.



Swift Sure Power Brakes cut braking effort up to one-third. Here's a feature that gives you easier control for greater safety in traffic.



Power-Lift Windows raise or lower at the touch of a button. There's a master control on the door next to the driver for all four windows.



4-Way Power Front Seat goes up and down, forward and back, at a touch of the controls. Gives most comfortable driving position.



Fordomatic Drive alone in its field combines fluid torque converter smoothness and the "GO" of an automatic intermediate gear.

*At extra cost.

'54 FORD

Now more than ever it's
THE STANDARD for THE AMERICAN ROAD

No other cigarette gives you this assurance...this smoking pleasure



Only one cigarette...
PHILIP MORRIS... is made
with "Di-GL"*... the great
scientific discovery that
protects you from certain
harsh irritants found in
every other leading cigarette

• • •

*No other cigarette...
with or without filters...
can remove all these irritants*

**The exclusive, modern ingredient "Di-GL" for gentler
smoking that has always been used in Philip Morris.*

Other important refining steps
add greatly to the **mildness... aroma...
richness** and **rare smoking pleasure**
of Philip Morris!

All the rich flavor and aroma are yours... *without the
need for taste-destroying gadgets or filters.* Only
Philip Morris offers you this record of safety. For your
pleasure... for your protection... try a carton!



CALL FOR PHILIP MORRIS

America's Finest Cigarette... Make It Yours!

RUBBER AT HOME

Liquid synthetic is a help
as a patch and protection

Having already produced such things as precut wallboards, ready-pasted wallpaper and knock-down furniture, U.S. industry is now providing do-it-yourself householders with a brand new material. This is a liquid synthetic rubber called Gaco N-700, which will do everything from protecting garbage cans against rust and rattle to waterproofing roofs. Unlike ordinary natural or synthetic rubber, which cannot be readily used for home repairs, this new liquid spreads on like paint and rubberizes quickly at normal temperatures. Leftover will keep in a closed can for nine months.

Developed from the DuPont synthetic rubber, Neoprene, and used industrially since 1950, Gaco N-700 forms a tough, flexible film that adheres firmly to almost any surface, can be built up to any thickness and can be painted over. It will not crack or chip and resists the elements so successfully that rain gutters coated with it in tests three years ago are still as good as new. Produced by the Gates Engineering Company of Wilmington, Del., Gaco N-700 comes in black and gray, costs \$8.98 a gallon.



PRACTICAL USE is as coating for garbage pails to protect them and to make them easier to clean.

← **PLAYFUL USE** of strong, elastic N-700 is shown by a 100-lb. girl, dangling from some that is cured.

No other type of tooth paste protects against tooth decay every minute of every day!



LISTERINE ANTIZYME TOOTH PASTE . . . with the anti-enzyme, sodium dehydroacetate, found in no other tooth paste . . . gives you continuous protection against tooth-decaying acids.

The Reader's Digest reports that Listerine Antizyme Tooth Paste has the continuous action anti-enzyme, sodium dehydroacetate, found in no other tooth paste. It tells you how this invisible ingredient is actually absorbed, as you brush, onto the surfaces of the teeth. For 12 to 24 hours after each brushing, Antizyme's continuous action stops the enzymes that make tooth-decaying acids. Laboratory tests have proved this in 9 out of every 10 cases tested.



Reader's Digest points out that other types of tooth paste are only effective temporarily... sometimes for less than half an hour. Acidometer tests (electronically measuring decay acids on the teeth) made 30 minutes after brushing with ordinary tooth paste, showed "dangerous decay acids", in most every case.



In tests using Antizyme Tooth Paste, the Acidometer showed "no harmful decay acids on teeth" for 9 people out of 10 . . . even though more than 12 hours had passed since the last brushing. Don't let your children go another day without this new protection, morning and night.



No other type of tooth paste protects against tooth decay every minute of every day!



PROTECTING AIR CONDITIONER, a suburban homeowner brushes on N-700, two coats of which will prevent rain and sun damage for several years.



CONSTRUCTING ROOF, liquid rubber is applied to plywood. In combination with Neoprene putty used to butter joints it will make roof waterproof.



REPAIRING GUTTER, which was badly eroded, screen wire is imbedded over holes in a coat of N-700, then outer coat of N-700 is brushed over patch.

CONTINUED ON PAGE 38

"Don't Be Overweight!" says Mrs. Bob Hope



"Here's How You Can Lose Weight Easily and Pleasantly!"

No Drugs . . . No Diet . . . Results Guaranteed! Excess weight may ruin your health and your looks, too. Lovely movie stars lose weight the Ayds way—why not you? In fact, you must lose pounds with the very first box (\$2.98) or your money back!

Proved by Clinical Tests. With Ayds you lose weight the way Nature intended you to—without dieting or hunger. A quick natural way, clinically tested and approved by doctors, with no risk to health. With the Ayds Plan you should feel healthier, look better while reducing—and have a lovelier figure.

Controls Hunger and Over-eating. When you take Ayds before meals, as directed, you can eat the foods you like. No starvation dieting—no gnawing hunger pangs. Ayds is a specially made, low calorie candy fortified with health-giving vitamins

and minerals. Ayds curbs your appetite—you automatically eat less—lose weight naturally, safely, quickly. It contains no drugs or laxatives.

New Loveliness in a Few Weeks. Users report losing up to ten pounds with the very first box. Others say they have lost twenty to thirty pounds with the Ayds Plan. Get a box today!



Mrs. Bob Hope with her pet cocker spaniel, Princess. "Ayds has done just wonderful things for my figure," she says.



Mrs. Hope is an ardent golfer. She says: "You can lose weight easily and pleasantly if you follow the Ayds way."

Lovely women everywhere, including many Hollywood stars, follow the Ayds way. Get Ayds at your drug or department store.

My friends called me a
"MARTINI WIZARD"
 The very first time I made one!



STIR . . . SERVE . . . A HIT!



YOU, TOO, CAN SERVE PERFECT COCKTAILS IN JUST 14 SECONDS!

(even if you never made a cocktail in your life!)

At last . . . you can be a cocktail "expert"—without having to mix ingredients or take even minutes away from your guests!

This miracle is possible with Heublein's Ready-to-Serve Cocktails. You just pour into a cocktail shaker or pitcher with ice . . . stir . . . and there you are! The most perfect cocktails ever . . . and any kind you wish to serve!

Heublein's contain finest liquor and other ingredients—blended with the "know-how" of a professional bartender. Ask for Heublein's (pronounced Hugh Bline's) at any liquor or state store. G. F. Heublein & Bro., Inc., Hartford 1, Conn.

NIBBLERS, ATTENTION!

QUICK DIP: Blend 2 (3 oz.) pkgs. of cream cheese with 3 tbsp. cream and 2 tbsp. grated onion. Serve in bowl surrounded by potato chips and fries for dipping. Also serve salami rolled into cornucopias, fastened with toothpicks—and filled with cream cheese (seasoned with horseradish). Accompany with slices of dill pickle, stuffed olives.



HEUBLEIN'S

Ready-to-serve
COCKTAILS

* **KINDS:** EXTRA DRY MARTINI (75 proof), GIBSON—very, very dry Martini (75 proof), VODKA MARTINI—very, very dry (75 proof), MANHATTAN (65 proof), DAQUIRI (60 proof), SIDE CAR (60 proof), WHISKEY SOUR (60 proof), OLD FASHIONED (70 proof), STINGER (60 proof),

RUBBER AT HOME CONTINUED



LAYING CORK TILES on 20-by-20-foot concrete cellar floor, householder uses six gallons of N-700, which is an easily applied adhesive for any type tiles.



COATING EXHAUST PIPE of car, housewife applies N-700 with a paintbrush to prevent rust. Material will also waterproof worn tops of convertibles.



WATERPROOFING PANTS, man brushes two coats of N-700 on outside of pants, making them good for duck hunting or wet, messy household chores.



TELEPHONES ... and
things we can't
talk about

We at Western Electric don't like to be secretive ...

But at the present time we're working on some of Uncle Sam's newest electronic weapons of defense. Radar systems — guided missile control systems — special military communications equipment — things about which, naturally, we can say little or nothing.

In the past 72 years as manufacturing unit of the Bell Telephone System — Western Electric has developed unique skills and manufacturing techniques that fit us for the important defense work we have been called upon to do. We're going full speed ahead on it along with our regular job. That job is to make dependable telephone equipment that will help your Bell telephone company to serve you well, at the lowest possible cost.

PAUL
RABUT

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1862

Announcing The New

... 1954 Models Now On Display



America's Newest Medium



■ If you plan to spend as much as \$2500 for a car—be sure to see and drive the '54 Packard CLIPPER—America's newest medium-priced car.

News snowballs! Something happens. It gets into print. It travels by word of mouth. In the case of an automobile, you can see it happen, too—right on the roads you drive!

■ A year ago the new Packard CLIPPER was introduced as America's newest medium-priced car.

■ First, automobile men looked it over. Reporters then looked it over. Columnists looked it over. The motoring public looked it over—and the news started! And this was the news: "That's a lot of car for the money!"

■ And it *was* a lot of car for the money. And it *is* a lot of car for the money. Because Packard builds it. Packard-built quality is traditional in the automobile world.

So the news spread!

■ People all over America saw and drove this newest and most glamorous addition to the medium-price field—and bought it.

■ People who had driven other makes for years switched to the new Packard CLIPPER. It was a fine year.

■ So for 1954 the new Packard

Packard CLIPPER



The new Packard CLIPPER Panama Hardtop! Sportiest car in the new CLIPPER line.

-Priced Car! Luxury at a lot less... because Packard builds it

CLIPPER brings you fine-car luxuries, fine-car power, fine-car ride... (the high-price features everybody wants) . . . and yet at a popular, medium price!

■ We have built a finer car for '54 because our experience with the 1953 CLIPPER proved that there are many thousands of Americans who want a true luxury car in the medium-price range.

■ Most cars in the medium-price field are simply big brothers of smaller cars made by the same company. These cars may offer the mod-

ern gadgets and the smooth look of the big car, but in most cases their basic engineering and production is still small-car engineering anchored in years of small-car thinking.

"Packard-built" makes the difference

■ No feature or claim will ever give you a more powerful reason for buying a CLIPPER than the name Packard. Packard knows quality like a banker knows bonds.

■ Packard started building quality

into automobiles more than half a century ago. Of the more than fifty cars displayed at the first automobile show in Madison Square Garden in 1903, only Packard survives!

■ You'll find the reason when you take command of a Packard CLIPPER and put it through its paces over a road of your own choosing. Make that date with "Packard-built quality at a popular, medium price" very soon . . . won't you?

■ You'll get luxury for a lot less in a Packard CLIPPER.



Since you can't test the new Packard CLIPPER at the famous Packard Proving Grounds, get the CLIPPER STORY, fact by fact, on the pocket proving ground at your dealer's. But don't stop there! For the real thrill, drive a CLIPPER.

Samsonite, World's Strongest Card Table...at \$13.95



"Aces" with millions of players!

Make "game night" all fun and no fuss with Samsonite—the party-pretty table you don't have to worry about. Switch from cards to snacks, no cloth needed—Samsonite's upholstered top is that beautiful. Easy to care for, a damp cloth wipes spills away in a flash.

It's a lot more card table than \$13.95 usually buys. Matching chairs with upholstered seats, contour backs—\$6.95 each.

And look at all of these exclusive Samsonite features: Tubular steel frame and legs electrically welded—for extra strength • Satin-smooth baked enamel finish—protects nylons • Legs open easily and stay open because of exclusive Samsonite locking device • Rubber-tipped legs on chairs won't mark floors • Hinges won't nip children's fingers • 6 smart color combinations—plus new Black Modern!

**MATCHING
FOLDING
CHAIRS**
\$6.95
EACH



**STRONGEST
... LASTS
LONGEST**

"HOW TO SAVE MONEY ON PUBLIC SEATING"

is a free booklet available to anyone interested in chairs for group seating. Samsonite chairs and banquet tables for institutional use, churches, schools, etc., are recognized as the best and strongest available. Write Dept. L-14, Shwartz Brothers, Inc., Detroit 29, Mich.

Samsonite
CARD TABLES AND CHAIRS
BY THE MAKERS OF SAMSONITE LUGGAGE





SISTER MARGARET OF PROVIDENCE, STANDING IN HABIT AND LAB APRON BEFORE TABLE OF ELEMENTS, CONDUCTS CHEMISTRY CLASS

SECONDARY EDUCATION, PART II

PAROCHIAL HIGH SCHOOL

In it, Great Falls Catholics get a fourth 'R'—Religion

PHOTOGRAPHED FOR LIFE BY NAT FARBMAN

In Great Falls, Mont., a copper refining and farm center of 40,000, there are two high schools. One is Great Falls High, a public school where 1,600 teenagers get secondary education in a comprehensive program (like that described in *LIFE*, Dec. 14). The other is a school which serves 355 teenagers—Great Falls Central Catholic High, one of 2,600 church-supported secondary U.S. schools, most of them popularly called parochial schools. Both Great Falls schools have first-rate facilities, enthusiastic student bodies, much the same academic courses. But though they coexist as friendly neighbors, there is a basic difference between them.

Great Falls High, by law, is barred from teaching religion. Central Catholic is set up for the sole purpose of combining religion with education. The coexistence of two such schools is the source of one of the most

persistent arguments in U.S. education. In its simplest form the controversy is between those who oppose use of public funds for any religious education and those who want, in addition to tax exemption church schools already enjoy, support from public funds. The argument grows because parochial school enrollment is growing. Many religions besides the Catholic support their own schools. Denominational high school enrollments total 750,000—one of every 10 secondary students and double what it was in 1941. Of these, 600,000 attend Catholic high schools.

What the parents of the 355 students of Great Falls Central Catholic High seek when they send their sons and daughters there and what the students get that they would not get in a public institution is shown in this article, the second of *LIFE*'s series on U.S. secondary education.



CENTRAL CATHOLIC HIGH IS A 31 MILLION LIMESTONE-AND-BRICK BUILDING

STUDY AMID A STRONG FAITH

It was the work of six parishes that made it possible for Great Falls Catholics to open the gleaming school above in 1950. Central Catholic represents a new trend—a diocesan school drawing on several parishes in the diocese for support instead of one, and on several teaching sources. The 15 nuns who teach there are from three orders, Sisters of Holy Humility of Mary, Sisters of Charity of Providence and the Ursuline Nuns. All are charged with the purpose of Catholic education cited by their principal, the Rev. Harold Arhanas, "to teach children to evaluate their own natural endowments; to develop their talents, control emotions and train the will; to appreciate their culture and apply its Christian principles to their personal, social, economic and national life."

Though church law requires Catholics to send their children to church schools whenever available, about as many Catholics go to Great

Falls public high school as to Central Catholic. Yearly charges of about \$80 a student almost cover the school's budget, mostly because the faculty—which in public schools represents about two-thirds of the budget—is not paid. Instead the school pays \$50 a month for each teacher directly to the convents where they live. Any deficit is made up by diocesan funds.

Permeating the entire atmosphere of the school are expressions of Catholic faith. Every student, even the 12 non-Catholics, attends a required daily class in religion where Catholic philosophy, history, prayer and liturgy are interpreted. Sometimes boys are instructed (*opposite page*) in how a priest administers the last sacrament and even in how Baptism is offered a non-Catholic on his deathbed. In the hallways, in the chapel, in every classroom, students turn frequently toward the crucifix and the other symbols of their faith (*following pages*).



AT FACULTY MEETING in school library nuns and priests confer on course work with Father



LANGUAGE INSTRUCTOR Sister Mary Joseph teaches Spanish (*left*), Latin, speech, dramatics.

DOMESTIC INSTRUCTION by Sister Leonie is like home economics courses in most high schools.



Arbanas (right), who himself is a product of Great Falls public high and was a state figure-skating

champion before he entered priesthood. All of the teachers are college graduates, six have advanced

degrees in their fields. Only layman on the staff is Athletic Coach Charles Kranz (far end of table).



RELIGIOUS INSTRUCTION uses playlet to show how Extreme Unction is given to the dying.

GEOMETRY INSTRUCTOR, Sister Mildred Marie, also teaches biology and girls' religion course.

CONTINUED ON NEXT PAGE





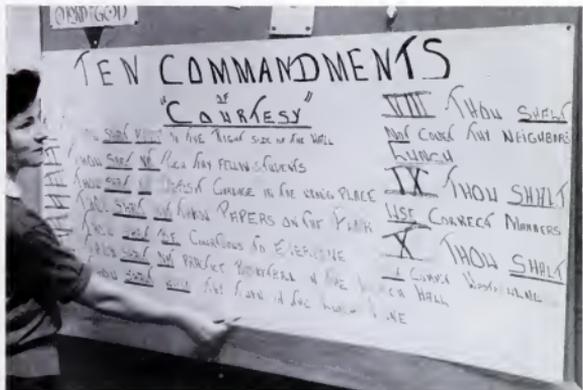


A PAUSE FOR PRAYER marks the start of each period of school day. Here a junior class in English,

...facing Sister Dorothy and crucifix on her desk, silently beseeches success for the school functions.



HOMAGE to Virgin Mary is offered by Mary Claire Thompson, lighting candles at statue near the gym.



← CONFESSION IN CLASSROOM is made by Mary Naughton, who kneels at closet where priest sits behind portable confessional. Students are notified by "Confessions Today" sign in trophy case.

COURTESY COMMANDMENTS, worked out by students as part of stress on code of conduct, are posted on bulletin board, on which, at other times, signs summon "cool cats" to school parties.



OPINION of formal dress for a date is sought by Karen Hoyt of Sister Mary Josephine at convent.



TEACHING 'TWIRLING TRICKS to baton-wielding girls of Pep Club, Sister Dorothy lends to demonstrate precisely the movements she wants girls to learn.

When working on drum majorette's strut which she learned at college, she waves hands, executes march steps with pointed toes, and declaims, "Like so, like so!"



HEAVY GLOCKENSPIEL of Phyllis Fryett rests on Ellen Martin's head at Pep Club band rehearsal.

SOCIABILITY—WITHIN LIMITS

Discipline at Catholic Central is strict. Minor infractions can bring long sessions in detention hall. But Central Catholic students get as much enjoyment as teenagers anywhere out of classroom high jinks (below). They are more than ordinarily respectful to the teachers, but there is sociability too. Some, crediting last season's football successes to the Reverend Patrick Donovan's attendance at every game,

nicknamed him "Lucky Donovan." All have a special fondness for Sister Dorothy, who is as eager to discuss English III as to demonstrate how to step off on a dance floor. Modern parochial school authorities, like those at Central Catholic, far from looking on this as unseemly, encourage servants of the Church to be thus adaptable, better to serve the young people to whose training they have dedicated their lives.



LOUD LAUGHTER of Sister Joseph and students rewards Dean Smith, probing "wishing well" in an

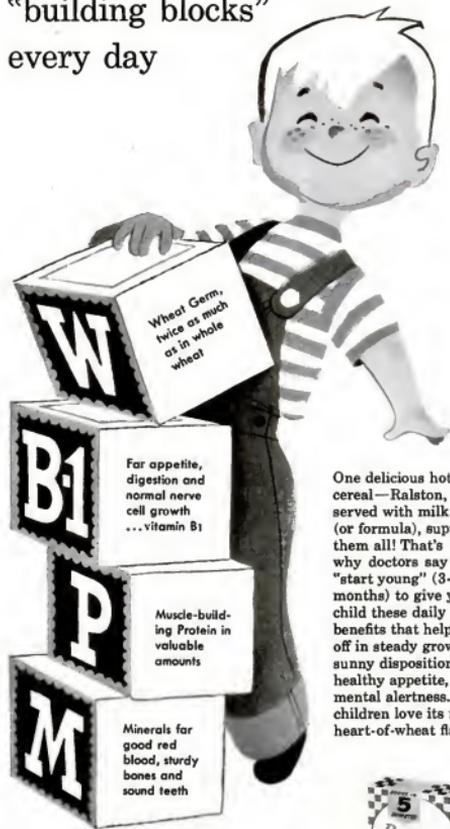
improvised dramatics class skit. "Your head is too big," the girl says. "It is a small well," Dean replies.



DANCING IN A CLASSROOM, Sister Dorothy, one of the most popular members of the faculty, gives after-school lessons in ballroom technique, often,

as here, whirls a fast round or two with one of the students. "When these boys and girls go out to the proms," she says, "I don't want them to be wallflowers."

Easy way to be sure
your child gets
all these healthful
"building blocks"
every day



Wheat Germ,
twice as much
as in whole
wheat

B-1
Far appetite,
digestion and
normal nerve
cell growth
... vitamin B1

P
Muscle-build-
ing Protein in
valuable
amounts

M
Minerals for
good red
blood, sturdy
bones and
sound teeth

One delicious hot cereal—Ralston, served with milk (or formula), supplies them all! That's why doctors say "start young" (3-6 months) to give your child these daily benefits that help pay off in steady growth, sunny disposition, healthy appetite, mental alertness. And children love its rich heart-of-wheat flavor!

Every spoonful contains a
double helping of wheat germ... and

Instant Ralston

cooks in 10 seconds... good news for busy mothers!



RALSTON PURINA COMPANY, ST. LOUIS, MO.

HIGH SCHOOL CONTINUED

ORIGINS AND DEBATE ARE BOTH HISTORIC

AN OLD TRADITION Academically as well as religiously the Great Falls Central Catholic High School is part of America's oldest traditions. From the earliest days of the Spanish and French explorers of the New World, the land that is now the U.S. has never been without religious schools. The philosophy of church-dominated schools was reinforced by the Puritans of the Massachusetts Bay Colony where the first laws establishing compulsory education stated that the purpose was "to read and understand the principles of religion" and to battle "ye ould deluder, Satan."

As the Colonies grew, moves to secularize the schools spread amidst much controversy and during the 19th Century nonsectarian education, free to all, became widely accepted. In the 1850s, when a great wave of Irish Catholic immigrants poured into the U.S., the church school issue flared anew. To preserve the faith of the immigrants, Catholic authorities in the U.S. stepped up the building of their schools.

THE PROS AND CONS Today's argument over parochial schools hinges on the First Amendment to the Constitution which states, "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof. . . ." It is interpreted differently by advocates and opponents of public aid to denominational education. Their protests and pleas boil down to three principal points. Some contend that since nowhere in the Constitution does the phrase "separation of Church and State" actually appear, denominational schools should receive full tax support. Their point of view was stated by the Reverend Gerald C. Treacy S.J., in a comment on an encyclical of Pope Pius XI now regarded as a basic document. Referring to the "unjust burden" which Catholics bear to support their schools (i.e., their taxes support public schools even though their children do not attend them), he declared, "Even in a nation where there are different religious beliefs there is no need for the neutral or mixed school. Each religious group can have its own schools aided by the state. . . ."

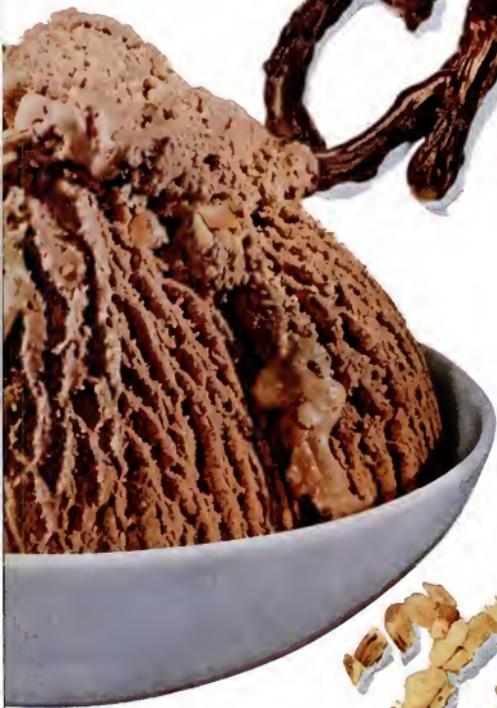
A second point of view is held by those who believe that, though direct aid to church-controlled schools is contrary to American policy, indirect aid to their students is permissible. The Supreme Court has upheld this, sanctioning use of public funds to transport pupils to denominational schools and the supply of free secular textbooks.

The third point of view is held by those who oppose aid of any kind to denominational schools or introduction of any religious ceremony or teaching in a public school. People of this latter view recently won a New Jersey decision enjoining the Gideons from giving Bibles to children through the public school system. (See Editorial, LIFE, Dec. 28.) This issue is almost sure to go to the U.S. Supreme Court, which six years ago in a case of somewhat similar origin but not altogether parallel outlawed use of public school premises for religious instruction of pupils released from other classwork for this purpose.

EXPANSION OF PAROCHIALISM In recent years parochial school enrollments have gone up—mostly because of the growth of the Catholic systems. Today one pupil of every six in the nation's grade school enrollment of 26.9 million attends a denominational school. Of these 4.4 million children, Catholics outnumber all others 2 to 1. In denominational high schools Catholics outnumber all other religious groups 4 to 1. After the Catholics, the next largest group is the Protestant Episcopal secondary schools with over 11,000 students. Next in order, with varying degrees of church support, are the Seventh-Day Adventists with 10,400, Lutherans with 6,600, Reformed with 4,500, Baptists with 4,200 and Methodists and Presbyterians with 4,000 each. The rest of the secondary enrollment is in schools operated, among others, by Jews, Quakers, Mennonites, Moravians, Unitarians and Universalists.

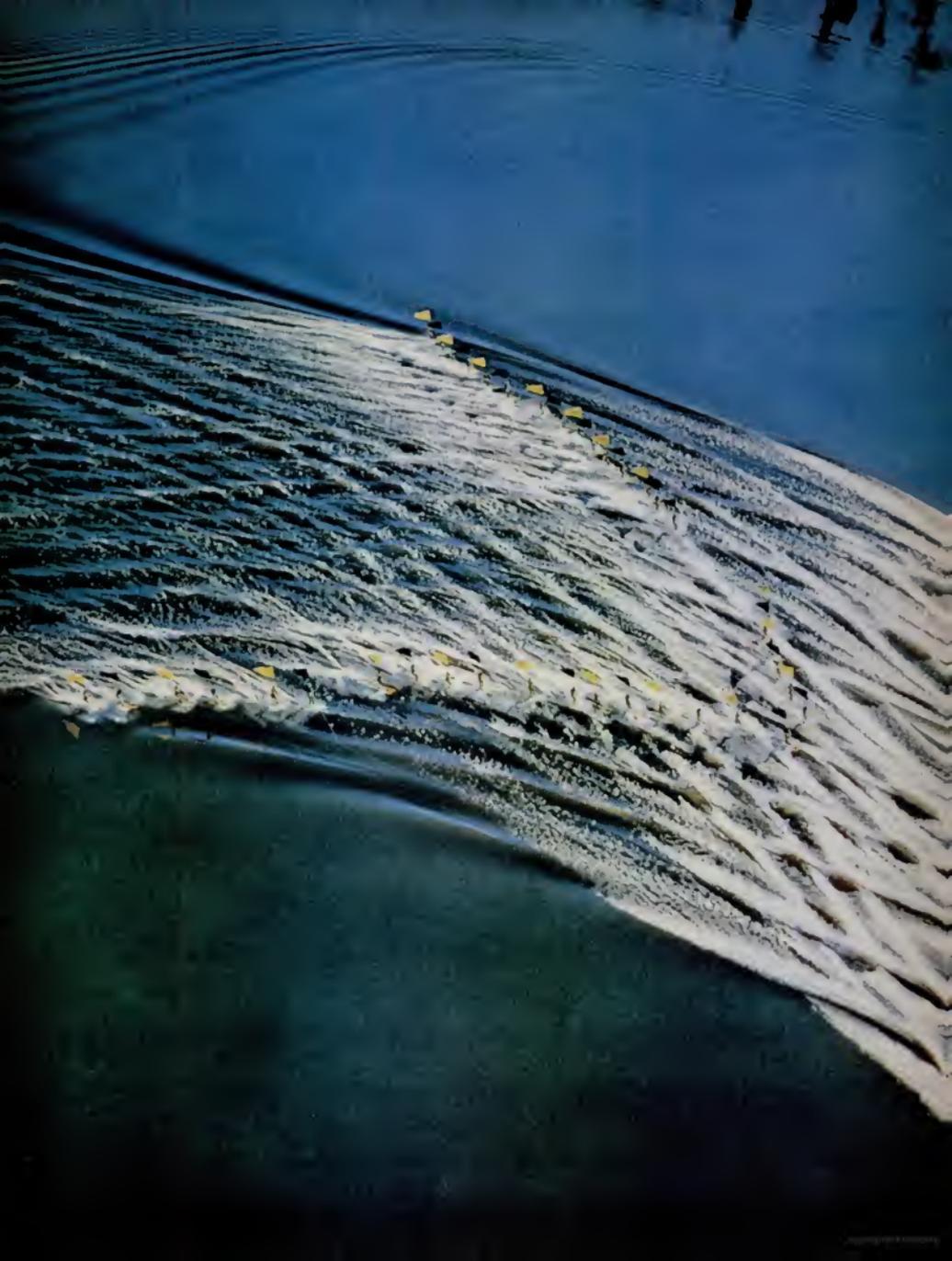
A PROTESTANT POSITION The relatively small numbers of non-Catholics in denominational schools is of almost no concern to many Protestants whose point of view is summed up largely in these words of the National Council of the Churches of Christ in the U.S.A.: "We believe in our public school system. It is unfair to say that where religion is not taught in a public school, that school is secular or godless." Elaborating, the council has stated, "We defend the right of all religious groups to carry on church-related education at any level. . . . But while we defend the right, we do not believe it should be widely exercised at the elementary and secondary levels. . . . We do not believe parochial schools are the Protestant answer."

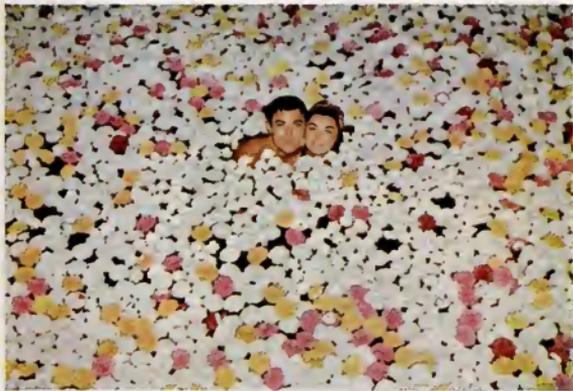
a new **taste** **sensation!**



Sealtest
ICE CREAM

It's new! It's different! It's Choc-o-nut—a special Sealtest blend of rich full-flavored chocolate ice cream and crunchy almond nuggets roasted in fresh country butter! Extra creamy! Extra chocolaty! Extra, extra good!





WATER-BOUNE WILLIAMS, who never looks so well as when her face is covered with droplets,

smuggles with John Bromfield in a nest of 25,000 tinted wax flowers kept afloat with a porous plastic.

Enter the Heroine— on Water Skis

ESTHER IS TOWED TO SPLASHY FILM FINALE

During the past 10 years Esther Williams has been put through just about every naturalistic antic possible short of swimming the side stroke in a pickle jar. She has swam under water in a flowing nightgown, been dunked in a carnival tank by customers who threw baseballs at her and has even done a swimming trio with a cartoon cat and mouse. In her latest splash-and-bubble opera, M-G-M's *Easy to Love*, Esther follows her usual and highly

profitable course, swimming her way through the usual plot—chasing, losing and catching her man—to the accompaniment of some new tunes, jokes and highly ornamental swimming scenes. But she also does something she has never done before: she water skis. This big switch comes in the finale, which is so colossal in scope (*left*) that it had to be filmed from a helicopter flying 150 feet high over Cypress Gardens in Florida where the picture was made.



WATER-BOUNE WILLIAMS waves from top of 50-foot tower surrounded by geysers of water sprayed

in time with the music from half-inch jets around its base. Huge pennants were also waved in rhythm.

Rita Hayworth
 starring in
MISS SADIE THOMPSON*
 A Beckwith Production
 A Columbia Picture Color by Technicolor



RITA HAYWORTH says, "Yes, I use Lustre-Creme Shampoo." In fact, in a mere two years, Lustre-Creme has become the shampoo of the majority of top Hollywood stars! When America's most glamorous women use Lustre-Creme Shampoo, shouldn't it be *your* choice above all others, too?

For the Most Beautiful Hair in the World 4 out of 5 Top Hollywood Stars use Lustre-Creme Shampoo



Glamour-made-easy! Never was hair care easier or more rewarding. In hardest water, Lustre-Creme Shampoo foams into lavish, deep-cleansing lather that actually "shines" as it cleans . . . leaves hair soft and fragrant, gleaming-bright, free of loose dandruff.



Will not dry hair! Wonderful Lustre-Creme doesn't dry or dull your hair—even if you want to shampoo every day! Lustre-Creme is blessed with *Natural Lanolin* to make up for loss of protective oils . . . bring out glorious sheen and sparkling highlights in your hair.



Makes hair eager to curl! Now you can "do things" with your hair—right after you wash it! Lustre-Creme Shampoo helps make hair a joy to manage. Even flyaway locks respond to the lightest touch of brush or comb. And this, without any special after-rinse!



Pour it on . . . or cream it on! . . . Either way, have hair that shines like the stars! Lustre-Creme Shampoo in famous Cream Form—27¢ to \$2, in jars or tubes. In new Lotion Form—30¢ to \$1.



AT A RUSSIAN'S MERCY, U.N. delegates from Pakistan, France and England stand behind U.S. delegate Mary Prescott (Katharine Cornell) in whose

bedroom a Czech Communist has just died. The Russian delegate at phone, lying on Mary's behalf, tells his headquarters that the Czech was never there.

The Corpse in Her Excellency's Bedroom

The most embarrassing moment, politically and personally, in Mary Prescott's life occurs when a former lover, a Czech turned Communist, stalks into her bedroom and drops dead from heart failure. This calamity takes place early in *The Prescott Proposals* by Howard Lindsay and Russel Crouse, and from then on the problem is to pull Mary out of hot water.

Acted by Katharine Cornell, Her Excellency Mary Prescott is engaged in delicate dealings with five nations, including Russia, which the U.S. hopes will promote world peace. When

the corpse turns up, Mary—like any good maiden in distress—appeals to the gallantry of delegates from England, France, Russia and Pakistan. But one of them betrays her shamefully.

The Prescott Proposals is the first melodrama ever set against a United Nations background. When it is content to be melodrama, it is good theatrical fun. When it takes itself too seriously as a preachment for international amity, it gets pretty dull. For entertainment, a sober U.N. meeting could never compete with a corpse in a beautiful woman's bedroom.

CORPSE of Mary's ex-lover is dragged from her apartment, supported between the French and British delegates.

CONTINUED ON NEXT PAGE





*"It's not just famous
...it's fabulous!"*

No other whiskey is gaining
so many friends so fast!

Proof that **SCHENLEY**

is the best-tasting
whiskey in ages



NOTE: Enjoy the same fine whiskey in the famous round bottle or the fabulous crystal-bright decanter.

BLENDED WHISKEY, 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., NEW YORK, N. Y. © 1954.

CORPSE IN BEDROOM CONTINUED



SUSPICION sweeps over delegates after the news has leaked out concerning the death in Mary Prescott's bedroom. They suspect taciturn Pakistani of having broken their secrecy pledge (below).



OATH of secrecy was taken by delegates who knew that Mary was blameless in Crech's death. Mary, held by Frenchman, watches while the Russian and Briton seal oath with handshake in front of her.

REMORSE overcomes Russian, who had broken oath, as he starts to expose Mary at U.N. meeting. While she waits tensely, comforted by a friend, Russian shows a streak of humanity and clears her.



*"It's not just
famous
...it's fabulous!"*

No other whiskey is gaining
so many friends so fast!

Proof that **SCHENLEY**

is the best-tasting
whiskey in ages



NOTE: Enjoy the same fine
whiskey in the famous round
bottle or the fabulous crystal-
bright decanter.

BLENDED WHISKEY, 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., NEW YORK, N. Y. © 1954.

RCA VICTOR announces the
in 21-inch TV... *at the lowest
price in history... only \$199⁹⁵*

The new "MASTER 21"



Outperformed 9 other leading makes. According to recent independent published reports, RCA Victor 21-inch table model TV, selling for \$239.95, rated higher in both distance and near-by reception than *all other* 21-inch table models tested—some costing as much as \$40 more. Now, in the new "MASTER 21" you can get this famous 21-inch RCA Victor chassis—with the *same* powerful picture—for only \$199.95!

The "master" set of all 21-inch TV! The biggest TV maker now concentrates its mass production facilities on one great quality set, to bring you the master 21-inch value of all time! For only \$199.95, you now get every advance that has made RCA Victor the most-wanted and highest-rated picture in 21-inch television. See the new "MASTER 21" now—at your RCA Victor dealer's.

**Nationwide survey by the Elmo Roper research organization shows RCA Victor the television most people want, most people have bought, and having bought want to buy again.*

WITH the new "MASTER 21" you get the *screen size* that outsells all others 3 to 1. You get the *brand* that leading dealers report is worth more on trade-in than any other make. For only \$199.95, it's *today's soundest TV buy!*

• You get the famous "Magic Monitor" Circuit System. It screens out static,

steps up power, locks finest picture with finest sound—all *automatically!*

- You get "Golden Throat" Fidelity Sound from an exclusive RCA Victor balance of amplifier, speaker and cabinet.
- You get famous "Rotomatic Tuning." More to see—less to do. For UHF areas, you can get an all-channel UHF "Clutch Action" tuner at moderate extra cost.

Every year more people

most-wanted* picture



To complete your enjoyment, you get the thrilling realism of RCA Victor "GOLDEN THROAT" FIDELITY SOUND—the finest in TV! See it now—the new "MASTER 21", Model 21S348, in striking ebony finish; also available in maroon finish, slightly higher.

- You get famous RCA Factory Service (optional, extra), TV's finest installation and maintenance. Available in almost all TV areas—only to RCA Victor television owners. Ask your dealer for details.

Do you realize more than \$1,000,000 in TV entertainment comes your way every twenty-four hours? Too good, too

much to miss! Now, for the lowest 21-inch price in RCA Victor history, this thrilling entertainment can be yours to enjoy on a full-size screen in full detail.

Switch on the new "MASTER 21" at your RCA Victor dealer's this week. Judge its performance for yourself. You'd be wise to use this quality set as your standard in considering any TV today!

Other RCA Victor sets, 17", 21", 24", 27", from \$179.95 to \$855. Suggested list prices shown, subject to change without notice. Federal Excise Tax and full-year picture tube warranty included. Some models slightly higher in far West and South.

See Dennis Day on the RCA Victor Show, NBC-TV.
See Your Show of Shows, NBC-TV.
Hear Phil Harris and Alice Faye, NBC-Radio.
Consult your newspaper for local time and station.

buy RCA VICTOR than any other television

Tels. ©

Division of Radio Corporation of America



'54 CAR: 3 YEARS OLD AT BIRTH

Here is how this model was created by men to whom the only new auto now is the '57

by HERBERT BREAN

THE heady scent of new automobiles is once more abroad in the land—a seductive aroma compounded of glossy enamel, untried upholstery and newly machined metal to which the American citizen is peculiarly responsive. Americans sensed it first with the introduction of new Chrysler lines early in the winter, followed by the new Ford lines and small General Motors cars earlier this month and, now, by three completely new, redesigned GM cars—Cadillac, Buick and Oldsmobile.

But to the men chiefly responsible for the appearance of the 1954 models these cars are old stuff. The '54s had their origins at the time when General Dean had just vanished and was presumed dead in Korea. Eisenhower was still mum on whether he might run for President and Harry Truman was just apologizing to the Marines—in other words, in the late summer of 1950. To a car designer a "new car" right now means the model that will appear in 1956 or '57.

In American culture the automobile has not merely replaced the horse; it has in some degree replaced the home, at least as the most important carlet of social and economic position. (Groups of small-wage-earners have been known to pool their resources and buy one new big car, each driving it one day a week, rather than buy the used cars they could afford on their own.)

In auto sales, appearance is everything, or almost everything. It is certainly the most important single factor in a customer's decision to buy this or that make. In this article, therefore, LIFE tells how a new car—in this case the Buick for 1954—got its new look. Buick was selected because it is one of the few cars to have undergone complete redesign this year. It is also in the remarkable situation of being in the middle- and upper-price brackets and yet ranking fourth in sales, just behind low-priced Chevrolet, Ford and Plymouth.

Moreover, the new Buick symbolizes something even more important—the beginning of the greatest automobile-sales race in history. For this is the year when Chevy and Ford are each spending

hundreds of millions in expansion. Chevy in the hope of keeping No. 1 place and Ford in the hope of regaining it. Buick is determined to crowd Plymouth out of No. 3 spot in the buyers' market ahead. Thus its tremendous spending of \$45 million on its new lines is, in a sense, the opening shot of a battle of titans. What follows tells how Buick's part of the battle was planned.

Getting the go-ahead

IT was on July 10, 1950 that the top executives of the Buick division of General Motors Corporation formally requested the Buick design studio to begin pulling together ideas for a completely new line of Buick auto bodies to be produced for 1954. That gave the designers, engineers and production men a head start on the 21-month-plus "lead time" which is General Motors' minimum for development of new body lines, delivery of the dies to stamp them out and retooling of the assembly lines to make the new cars.

Buick's designers began by asking two questions: 1) What had been found to be wrong with the present car? 2) How could its good points be further improved? In arriving at answers to No. 1, they had considerable help. General Motors maintains a widespread intelligence network it calls C.R.—Customer Research. C.R. sends out hundreds of thousands of questionnaires, makes tape-recorded interviews with outlookers at auto shows, scouting both General Motors' and its competitors' exhibits. In addition, any GM division seeking objective information on whether the public would like a bumperless automobile, a bigger steering wheel or the return of flower vases can ask C.R. to find out. And so C.R., plus Buick's own volume of owner-mail and reports from dealers, gave the design staff a great many specifics on which to start their work.

For example, the public felt the car could stand more room above the "belt-line." (In auto-design parlance, where terms date back to



THIS IS A BIRTHPLACE OF NEW AUTOMOBILES: THE



BUICK STUDIO WHERE MODELER (FOREGROUND) IS GIVING A REGULAR 1954 BODY AN EXPERIMENTAL CLAY FRONT END. BACKGROUND: A RENDERING OF NEW WILDCAT II

the infancy of auto-making, the "belt-line" is the line running around the car below the lower edges of the windows. The portion of the car's body above the belt-line is the "tumble-home," that below the belt-line is the "turn-under." The joint between fender and hood is the "catwalk," and independent springing for the front-end is occasionally called a "Johnson bar.")

Because of a body recess above the fender line, the Buick tumble-home was narrower than the turn-under. As a result, passengers had more hip room than shoulder room. Widening the tumble-home would fix that and also allow more headroom in the corners. That would satisfy one of the perennial aims of the auto designer—to find more room inside the car without increasing the outside size or bulk.

So much for one complaint. There had also been complaints about ventilation. The air intakes for previous Buicks were behind the grille near the bumper and often breathed in the exhaust of cars ahead.

More visibility, especially of all fenders, is a chronic demand from automobile owners and has been a goal of designers ever since the end of World War II. Other goals are to lower the car's center of gravity and give it a longer, hence smarter, look, while at the same time providing more step-in headroom, which makes it easier to get in and out. It is important also to do everything possible to increase the owner's sense of luxury during the time he spends in his vehicle.

The company's design staff, headed by 37-year-old Ned F. Nickles, soon came to certain conclusions about their current automobiles. They knew that by 1954 the Buick appearance would be almost monotonously familiar to the public, and accordingly would require noticeable smartening. Yet it could not undergo too radical a change, for that would eliminate its "road value," or recognition, which identifies the brand. Too radical a change would also make previous models look old-fashioned and alienate their heretofore loyal owners. However, the instrument panel, whose basic design had not changed since 1946, would be overdue for drastic change in the '54s.

Furthermore, since the belt-lines of virtually all postwar cars of all makes had been horizontal and monotonous, there was room for revision there. And finally, the postwar public had a fondness for the sporty look of buglike sports cars, standard convertibles and the new "hard top." This trend would have to be taken into account.

Buick had been making a few gradual "face-lifting" changes year by year. It had been raising fender lines and changing, by a degree or two at a time, the angle of its steering-wheel post from the jutting, semihorizontal position of a race car's to the more vertical position used in buses, which more people seem to like today.

Appearances are deceiving

GIVING the public a car it will like is not as easy as it might seem. Asking people what they like can boomerang. Car designers like to recall a double survey made on this subject some years ago by Ford. In the first part of it hundreds of motorists were asked simply what they wanted most in an automobile. The commonest answers were "dependability" and "safety." Exterior appearance was far down on the list in eighth place. Now the pollsters asked a second, similar group the same question but in another way: "What, in your opinion, does *your neighbor* most want in a car?" This time the answer "flashy appearance" moved into second place. The public was an accurate judge of the public; it was only when each individual was asked what he himself wanted that he substituted how he thought he should feel for how he really felt.

Similarly, when Cadillac introduced its fish-tail rear fenders in 1948, owners wrote to complain about the unconventional appearance. But after the cars had been on the highway for three months, some of the same owners wrote to tell how much they liked the new fenders. The famous Buick portholes (officially "ventiports"), introduced in 1949, met snide references to three- and four-holers. But



1903



1916



1922



1926



1933



1954

PAST AND PRESENT OF BUICK is told above. The 1903 car, engineered by ex-but-but-maker David Dunbar Buick himself, was the first Buick ever made; 16 were made that year. High, thin-tired sedans had appeared by 1916 although

the touring car, now virtually extinct, continued to outsell them. Two-passenger coupé is also almost extinct. The 1933 was a flop in design as well as sales. Lower right: the new car starts the new cycle of Buick's second half-century.

'54 CAR CONTINUED

when accessory manufacturers began making and selling simulated portholes for other cars, the criticism suddenly died.

The public attitude toward chrome trim ("hangons" or appliqué) is bitter gall to the U.S. designer. The public loves to say that it wishes the auto companies would not put so much brightwork on the cars, yet the auto industry knows that brightwork has practical values. It makes a car more visible (especially at night), protects the paint on car sides and around window edges from nicks and adds greatly to the resale appearance and value of a car. Besides, the public always buys the "de luxe" or chrome-trimmed line of a given make in preference to its "standard" or staid-looking line, even though it is considerably more expensive. At GM they remember that in 1939 they brought out new lines of cars with unusually restrained trim. The result proved a boon to accessory manufacturers when the public began buying all sorts of appliances to spruce up the primly simple cars.

False starts

WITH all the foregoing considerations in mind the Buick designers, planning the 1954 models, held numerous formal and informal conferences with "the Flint crowd"—Buick's General Manager Ivan L. Wiles, Manufacturing Manager Ed Ragsdale, Chief Engineer Verner Mathews, et al., all of whose headquarters are in Flint, as are Buick's 99 car manufacturing plants. By February 1951, Chief Designer Nickles and his half-dozen assistants, whose design studio is in Detroit, had a set of detailed drawings to show. During the next 11 months these and many other such drawings (p. 85) were rejected, redrawn, revised and redrawn again.

Study and discussion of the new car proceeded through 1951 in great secrecy, for a manufacturer always tries to keep the competition from knowing what he is planning. But about a year before the new car will appear, they find out anyhow, for that is when he has to begin sending blueprints for the new car's various dies to various tool and die plants. No one die plant gets a complete set of blueprints of the

new car, but all auto-makers patronize the same die shops, which consequently become information-exchange centers. A rival manufacturer learns of a fender contour here, a new door height there, a rear-deck design from somewhere else. Pretty soon he has a good idea what the whole car looks like. Thus each one of the Big Three knows what the other is doing about a year in advance. Sometimes they know before then—when designers switch jobs or are hired away by one company anxious to learn what another is planning. However, by the time the blueprints for the dies are delivered it is too late for a competitor to copy the new design and get a car into simultaneous production. Accordingly, secrecy on that model relaxes a little, but remains rigidly in force as far as the public is concerned, since premature knowledge of the new cars might hurt sales of current models.

Sometimes die-shop gossip prevents unconscious—and unwanted—duplication of design. For its 1949 car Pontiac designed what it regarded as a handsome grille which had a large, round air-scoop with a medallion in the center. Dies were already being made when Pontiac discovered that the upcoming 1949 Ford would have a similar grille. It was a logical and natural design which half a dozen companies could have hit on by coincidence, but had Pontiac not learned that Ford was ahead on that particular design, and hastily changed its own, the result would have been embarrassing.

The Buick studio and all the other studios of the GM automotive divisions are as carefully guarded from each other as from outsiders. General Motors, in order to keep its enormous empire healthily active, grants each division a great deal of autonomy. Each maintains the rigorous independence of individual private companies and competes vigorously with the others. As a result, although all of the automotive division's design studios are in the same building in Detroit, the different staffs never visit from one studio to another.

The one common meeting ground is what is known as Corporate Styling. This, under the aegis of GM Vice President and Design Chief Harley Earl, is the styling headquarters for the entire corporation. Among other things it designs such experimental cars as Le Sabre (p. 86). Its main purpose is to develop advance styling ideas irrespective of immediate year-by-year needs and to supply them to the

CONTINUED ON PAGE 81



GLIMPSE OF FUTURE is in these pictures. Left: Harley Earl's 1938 experiment, "the Y job," has since lent its hood, grille, rear fenders and dashboard to



many Buick models. Right: the 100-inch wheelbase, 35½-inch-high experimental Wildcat II which will be shown around the U.S. this year for public reaction.

PIE THAT'S SECOND-HELPING GOOD!
...QUICK WITH PIE CRUST MIX AND...

CRUSHED Pineapple CANNED TROPIC-FRESH

Pineapple's ready for pie-baking the instant you open a can. And your favorite pie crust mix gives you the pastry jiffy-quick. So—today's the day to make *Pineapple Pie!* This golden pie with flavor born under the tropic sun is a long-time family favorite. And you'll find all your eating more fun when you use canned Pineapple plentifully. Keep a kitchen "PINEAPPLE SHELF" with all 5 forms, the varied fruit cuts and sunny juice. For fruit servings, bakings, salads and meat dishes... reach often for a can of Nature's most refreshing flavor!

*Nature's most
refreshing flavor!*

bite-size chunks
of Pineapple...are marvelous as mealtime
fruit, give glimmer to main-course meats,
decorate cakes, bring a lift to salads

the juice
that says "Good Morning!"—enjoy
Pineapple juice every day



crushed pineapple

makes an exciting dinner dessert! For 8-in. pie, take #2 can of Crushed Pineapple, add ½ cup of sugar, and follow cookbook directions for fruit pie filling. For crust, use your favorite packaged pie crust mix or standard pastry recipe. Keep several cans of Crushed Pineapple on hand for cooking uses, also fruit servings from the can



Beauvais
*broadloom
 carpet
 by Bigelow
 has the
 soft, muted
 tones
 you love!*



You'll want to own Bigelow's newest Beauvais broadloom pattern the minute you see the rich, soft-spoken colors. So new and so flattering to a room and everything in it. So perfect, in the graceful wheat design.

You'll love Beauvais's lush, plush texture too! Cloud-soft yet wonderfully resilient . . . because it's woven with a special combination of straight and hard-twist wool yarns.

See this new Beauvais today. It's the newest, most exciting pattern in Bigelow's prized Beauvais group.

You know that means no other carpet in its price range can match it for good looks, long wear and easy upkeep.

Get your free copy of *Carpets—Their Selection and Care*. It's available free of charge at your Bigelow retailer's. Or send your name and address and 10¢ to Home Service Bureau, 140 Madison Avenue, New York 16, N. Y.

See this new Beauvais at your Bigelow retailer's. Discover how little it costs to carpet a room or your entire home. Budget terms available.

- 1 Cinnamon—a gorgeous new shade.
- 2 Suburban Green—designed to do wonderful things for every room in your home.
- 3 Doeskin Beige—a very high-style shade for a modern or traditional decorative scheme.
- 4 Dover Gray—a forward-looking shade of today's most wanted carpet color.

*Reg. U.S. Pat. Off.

Bigelow
Rugs and Carpets

*Beauty you can see . . .
 quality you can trust . . . since 1825*





REJECT SKETCH—one of hundreds made for '54—had the grille showing below the bumper. The designers decided that this made the car look too high.

'54 CAR CONTINUED

various divisions, which have the final say-so on accepting them. Corporate Styling also coordinates the plans of the various divisions which share use of common body shells.

For the 1954 lines of Buick, Oldsmobile and Cadillac, Earl and his Corporate Styling Section had come up with an especially attractive idea. This was the "wrap-around" windshield, which first appeared on Le Sabre and the experimental Buick-built XP-300 and had now been developed into a mass-production possibility through the cooperation of Libbey-Owens-Ford glass engineers. It consisted of a windshield bent around the sides of the car so that the roof pillar or strut could be placed farther back, and hence out of the driver's vision. Two subjects heatedly discussed by Fisher Body and the divisions involved throughout much of 1951 were: 1) whether such a windshield was economically feasible; and 2) whether the stress-line from roof to shroud (the wall separating engine and passenger's feet) could be successfully zig-zagged in a sort of dog-leg (p. 88).

The new windshield pillar itself was debated for several months; should it be upright or should it slant forward as in the experimental cars from which it was derived but which was even more difficult to manufacture? The final decision was that only the smaller Buick should have slanted windshield pillars.

The Buick men wanted the doorposts on the four-door sedans as thin as possible for good looks; the Fisher Body men wanted them thicker for ease and economy of manufacture. The early windshields were found to have been designed with too sharp corners for clear vision; a number of experimental ones had to be made with corners of varying radii and placed in body "bucks" for study before the final shape was decided on.

By January of 1952 the 1954 Buick had passed through the small-sketch stage, the full-size airbrush-drawing stage and was being modeled in clay.

The clay model of a new car is enormously important because it is not until the car "gets into clay" that its creators see how it is going to look in three dimensions. It is modeled full-size in designers' clay, which resembles child's ordinary modeling clay. But it is kept in an oven at 150° and molds easily only as long as it is warm. As it cools it hardens, and when wiped with a rag dipped in cold water it acquires a gloss which facilitates the study of "highlights," or light reflections on a car's paint.

A car's highlights correspond to its main lines, and the designer studies highlights in clay models because they reveal and emphasize the contours of the car that is being created. If a body area is not properly formed and shaped its highlights will be irregular and the car will look odd and unnatural. When the 1954 Buick was first modeled in clay a strange hump effect appeared in the roof-line. The clay was shaved gradually off until three-eighths of an inch had been eliminated. That eliminated the hump too and Ned Nickles and his associates breathed easier.

Designer Nickles, who was born in Kaukauna, Wis., the son of a papermaker, has loved automobiles since he first began hearing them talked about in the home of a neighboring Ford dealer. Young Ned grew up in the Ford garage. What attracted him was the appearance of automobiles rather than their mechanics. As a child he fell briefly in love with a Greyhound bus, drew many pictures of it and fire engines and cars. His high school career was punctuated by repeated punishments for drawing automobiles,

CONTINUED ON NEXT PAGE

"WE KEEP IN CLOSE TOUCH WITH OUR AFFILIATES BY TELEGRAM!"

"We find Telegrams invaluable for daily report of theatre receipts, for clearing our member stations for network programs and many other uses. The fast, accurate, "on-record" service of Telegrams keeps us in constant, quick touch with our affiliates everywhere."

LEONARD H. GOLDENSON, President
American Broadcasting-Paramount Theatre, Inc.
New York, N. Y.



"COULDN'T OPERATE WITHOUT TELEGRAMS"

"When a Blue Cross member needs hospital care away from home, we must immediately check with his own Blue Cross Office. That's how we assure our members prompt, proper protection, wherever they are. Telegrams provide the speed, accuracy and written record required in these communications. We use thousands of Telegrams every month for that purpose alone."

MARGARET HILL, Manager
Inter-Flux, Blue Cross Commission
Chicago, Ill.



"SUCCESSFUL PROMOTION LAUNCHED BY REACHING 800 DEALERS IN 24 HOURS"

"DeJUR's recent promotion built around Carol Reed on WCBS-TV was given a wonderful send-off by the use of Telegrams. We sent night letters to over 800 dealers with a provocative message announcing our sponsorship. Our dealers later complimented our salesman on DeJUR's method of promoting the program through Western Union."

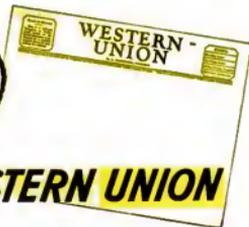
ED BAUER, Advertising Manager
DeJUR-H. Amco Corporation
Long Island City, N. Y.



IN YOUR BUSINESS, TOO...

Telegrams can help you to operate more smoothly, at lower cost, with greater profit.

when it means business
it's wise
to wire



WESTERN UNION



"Greyhound's just right for business trips"

—writes Mr. William F. Brown,
Atlas Press Co., Kalamazoo, Mich.

"In our business (power-driven tools for industry and home work shops), we must keep in contact with retail outlets all over America, small towns as well as big cities.

"Greyhound is ideal for this type of travel, because it offers all the flexibility—but none of the strain—of driving a car. You're free to work or relax, as you make sales calls.

"By the way, recently I traveled aboard that new Greyhound Air Suspension bus. Smoothest highway ride I've ever had!"

For free Pleasure Map of
U. S. A., write Greyhound
Dept. L-1A-54, 71 W. Lake St.,
Chicago 1, Illinois

GREYHOUND



75th Anniversary

STILL THE BEST!

75 YEARS OF STRENGTH

LEPAGE'S GLUE

For 75 years, Le Page's has been a household name. Whenever folks used glue for making or mending, they used Le Page's. They found Le Page's was good glue—ready to use, stronger, more reliable than any other glue made.

Today, we produce specialized adhesives for every purpose. But there is still nothing better than the original Le Page's Glue—time tested—the finest you can use!



LE PAGE'S, INC.,
Glossveter, Mass.
World's Largest Producers of
Packaged Glues



LE SABRE, experimental GM model built in 1950, was a test bed for new ideas. It was first to show wrap-around windshields now going into '54 Buick.

'54 CAR CONTINUED

fenders and radiator caps during General Science. The punishment consisted of being made to stand in front of the class and, sometimes, show the class what he had been drawing. In a sense, Nickles has spent the rest of his life doing exactly that.

As soon as he could, he acquired a Chevrolet sedan and began reworking its grille and bumpers. In the next few years he ran through seven secondhand cars, redesigning and rebuilding all of them. He graduated from high school and went to work for his father. He has never attended any art or design school. In 1939, at 23, Nickles read a story in LIFE about Detroit and cars, which referred to Harley Earl—and, through a typographical error, to one "Earl Harley." Inspired by the story, Nickles wrote a letter to Mr. Earl Harley asking for a job and sending him some sketches. Weeks passed, and he had given up hope when a terse reply came from Earl directing him to report for work Monday morning.

In the next few years Nickles worked in various GM design studios. During World War II he did camouflage work on GM-made tanks and trucks. Since 1947 he has been at the Buick studio.

The appearance of automobiles is not only Nickles' life work but his main hobby. The hobby has proved rewarding. In 1948 Nickles performed a radical operation on his own maroon Buick convertible. Long an admirer of the early race cars and sport roadsters whose hoods had exposed exhaust pipes, he cut holes in the car's hood, trimmed them with simple chrome rings, and behind these arranged a system of amber lights hooked to the generator. When Nickles pulled up at a traffic light at night, his idling engine made the amber lights below the portholes blink on and off lazily, suggesting an engine so powerful that its exhaust was bright flame. When he accelerated, the lights flashed faster and brighter. The effect on other motorists was tremendous.

Seven months before the 1949 models were to be introduced, Nickles and some other Buick executives were in the office of Harlow Curtice, then Buick president and now GM's president. One of them told Curtice how Nickles had "ruined" his convertible. Curtice insisted on seeing it, took one look and said, "I want that." Thus, in 1949, were born the famous "ventiports," a touch without the flashing lights. Every year Buick has considered eliminating them, but each year they have been retained as a distinguishing characteristic of enormous recognition value.

But Nickles does not often see his personal notions incorporated in the cars he designs. Like any designer who works among group decisions he does not expect to. "I would like to design a car of my own some day," he says. "It would look like nothing you have ever seen because it would be just what I want and not what anyone else might want. I wouldn't expect anyone else to like it."

New, ultimately successful design ideas sometimes reach the styling studio completely by chance. In 1947 Ed Ragsdale, then Buick's assistant chief engineer, asked his wife why she always insisted on having a convertible but never put the top down. Sarah Ragsdale explained that she liked the simpler, sleeker appearance of the convertible. Her husband pondered this for a time and then mentioned it to Earl and the Buick designers. As a result they tried



STYLING BOSS for GM, Harley Earl, specializes in experimental car projects.

"Enjoy That"
FEEL BETTER
Feeling



take
Alka-Seltzer
for
ACID INDIGESTION
for INSTANT
ALKALIZING ACTION

ON DISPLAY AT
ALL DRUG STORES



MILES LABORATORIES, INC., ELKHART, INDIANA

building?

... USE

FIR PLYWOOD

Best buy for sheathing, siding, paneling, built-ins. For "Plan with Plywood" send 10c to Douglas Fir Plywood Assoc., Tacoma 2, Washington, or see your lumber dealer today!

Buy Only DFPA-Graded Panels

More people use

For more than 50 years 3-IN-ONE has been America's most popular household oil. If it works better with oil, it will work best with 3-IN-ONE.



"3-IN-ONE" OIL



Stop "Soft-Bed" Backache!

IN THIS NATIONAL

SALE!

Now you don't have to pay up to ~~\$79.50~~
for this healthful, button-tufted



Posture-Ease*

EXTRA-FIRM

MATTRESS

only

\$39.75

Full or twin size.
Matching Box Spring
Same Low Price

PRICE SUBJECT TO CHANGE WITHOUT NOTICE

**SALE STARTS MONDAY,
JANUARY 18TH, AND
CONTINUES FOR A
LIMITED TIME ONLY!**

Only once-in-a-lifetime do you have a chance like this to share in the tremendous savings represented by this amazing bargain! We planned months ahead for our 25TH ANNIVERSARY SALE—designing and manufacturing a mattress with a firmer support that doctors recommend at a drastically reduced price.

Upholstered with many layers of fine cotton felt to give you luxurious comfort. Extra-heavy insulation with wire mesh "Permalator" to prevent individual coil-fee, prolong mattress life. Special, extra-firm innerspring construction with hundreds of resilient coils provides healthful support from head to foot. Matching "Posture-Ease" Box Spring built with same number of coils as in mattress gives scientifically-correct support and comfort. Compare these quality features with other button-tufted mattresses that carry price tags even twice as high!

*Trade-mark

By the makers of the
"PERFECT SLEEPER" MATTRESS.



**Buy NOW and SAVE
at Better Furniture and Department
Stores from coast to coast!**

Manufactured by **SERTA ASSOCIATES, INC.** Executive Offices 666 Lake Shore Drive, Chicago 11, Ill.
Serta Associates, Inc., 39 Leading Mattress Manufacturer Members in the U.S.A., Hawaii and Canada

... AND MRS. JONES IS ELECTED ENTERTAINMENT CHAIRMAN! AGAIN? MUST BE THOSE DEVILED HAM SNACKS SHE MAKES!

UNDERWOOD'S SANDWICH IDEA: Blend chopped hard-cooked eggs with Underwood Deviled Ham and mayonnaise for a sandwich that's a meal in itself.

POTATO IDEA: Stuffed baked potatoes become a glorious dish when you mix in the contents of a can of Underwood's before restuffing the shells and broiling.

UNDERWOOD DEVILED HAM

THE ORIGINAL... ALL FINE HAM... ZESTFULLY SEASONED
For 87 years America's favorite spread

Guaranteed by Good Housekeeping

PARRAKEET OWNER?

Treats your Parakeet to 100 percent, complete vitamin... for long life, better breeding and health. All in "The Parakeet Owner's Handbook." Also in "Wonders, Miracles, Newsies, Nostalg, Muzique, 36 Little secrets, good just where. Also available in "Guinea Owner's Handbook." See Over the top! Handbooks now \$2.50. W. H. Gorner, Pub., 1 Union Sq., New York, 3

FAVORITE FOODS SOUR YOUR TUMMY?

Sweeten it fast with

TUMS

FOR THE TUMMY

GUARANTEED TO CONTAIN NO SODA

WELCOME TREAT ON A WINTRY DAY—SUGAR-SWEET SUN-MAID RAISINS!

See What Wonders They Do For Your Cooking!

Ask your grocer for the SUN-MAID RAISINS. Six product packages (just right for between meal snacks)

NOW FLAVOR-PROTECTED WITH CELLOPHANE

Great on STEAK! A-1 SAUCE

Ask for A-1, when dining out, too!

DOCTORS AGREE:

Menthol is Important in Relieving Colds!

Luden's Menthol Medication goes where your cold goes—to help clear your nose, to help soothe your throat. You get **FAST** relief.

LUDEN'S MENTHOL COUGH DROPS



OLD WINDSHIELD had a sloping pillar between the roof and body.



1954 WINDSHIELD has a dog-leg which gives a wrap-around effect.

'54 CAR CONTINUED

an experimental top which copied the lines of the convertible's canvas top in steel, and the first "hard top" was born. Every major car manufacturer has since copied it, some of them in plastic.

In the early phases of a new car's development the designs are based primarily on what looks good and not on how much each innovation will cost. But nine months or so before the dies are ordered, hardheaded practicality replaces esthetics as a prime consideration. Nickles' staff had planned some handsome but intricate moldings for the '54. Chrome stripping of uniform width can be fabricated cheaply and easily, and snipped off in proper lengths. But if the designer has made one end wider than the other, each piece has to be made individually—which can be costly. It is sometimes said, half-seriously, in the auto industry, "You would cut your brother's heart out to save a dime per car." If you are making 500,000 autos a year, as Buick has, and find a way to save \$2 on a \$3,000 vehicle, you have made an extra million dollars. General Manager Ragsdale, who carries all his costs and cost estimates out to four decimal points and schedules operations in hundredths of an hour, turned thumbs down on the fancy moldings.

In this phase of getting down to brass tacks, with the new car now perfected in clay, it was decided to adopt certain features that had proved popular on Buick's limited-edition sports convertible, the Skylark, which was itself part stock Buick and part XP-300, having a low silhouette, cutaway sides and exposed rear wheels.

A carburetor air cleaner (highest thing on the engine) was designed which was lower than previous ones, thus permitting the hoodline to be dropped and the front fenders to be raised three inches. An adaptation of the Skylark's high-flung rear fenders gave better rear-fender visibility, and the lower sides and wrap-around windshield gave much greater window visibility. By making the car's frame less thick but of stronger steel, they dropped the height. A new air intake directly in front of the new windshield eliminated the annoyance of exhaust fumes. But some of these solutions created other problems. Dropping the belt-line meant redesigning the seats, which meant redesigning the car's floor. Chrome work and grille were made lighter and finer and even the rear-deck ornament, basically the same for years, was revised.

As they worked on the new cars, the GM and Buick designers knew that in the minds of many of the hundred million people looking over their shoulder, there were many dark suspicions. It is characteristic of a part of the public to suspect that big corporations deliberately withhold desirable features and improvements. Thus, many Americans believe that U.S. auto-makers could—if they only would—give them a small, half-size, easily parked automobile, phenomenally economical on gas, oil and tires, for half the cost of present-day U.S. cars. It is also suspected that engines could be advantageously placed in the rear of the car.

Professional auto men point out again and again that to make an automobile or an auto part in small size is almost exactly as expensive as making it in full size, the material cost being only a small part of the total; that if people want cheap cars, there are excellent ones to be found from the nation's used car lots without sacrificing size; and that if the purchaser insists on a really small-scale car, there are a number of imported ones readily available at low prices—none of which sells in large numbers.

American designers get indignant when they are criticized for "just making the cars bigger and more powerful" every year. It is true that in the past quarter century the small American



Get the Big
Sweet Ones
with the thin skins



**GREEN
GIANT
BRAND
PEAS**

**Sweet reminder
for dinner tonight**

"The Big Sweet Ones with the thin skins" is how people describe Green Giant Brand Peas. Naturally. We plant carefully selected seed in specially prepared soil.

Peas become big in size while still tender, thin-skinned habies. Then they're *picked and packed* at the *fleeting moment of perfect flavor*—that magical moment of sweetness that comes just once to every pea. Nothing like 'em in the world of peas. Help yourself.



NOW-PERFECT RICE INSTANTLY

Only rice
of its kind—
just add to
boiling water!

MINUTE
BRAND
RICE
PERFECT EVERY TIME
PRE-COOKED



No washing! No rinsing!
No draining! No steaming!

It's amazing but true! You just pour pre-cooked Minute Rice into boiling water to make rice you're proud to serve—every grain plump and separate, tender and delicious! And Minute Rice gives perfect results every time . . . never leaves sticky pans to scour. Remember to ask for the big super-economy package!

Sure To Please . . . Made With Ease **MINUTE RICE WITH FLANK STEAK**

What a meal! Pink slices of thrifty flank steak teamed with snowy, fluffy rice. Perfect rice like this used to be *slavery* to make. Now it's as easy as this. For 4—simply add 1 $\frac{3}{4}$ cups Minute Rice and $\frac{1}{2}$ teaspoon salt to 1 $\frac{1}{2}$ cups boiling water. Cover, remove from heat, let stand 13 minutes. Presto—perfect rice!

No other rice is so easy to fix . . . so sure to delight the family! Minute Rice is delicious as a vegetable, in casseroles, for desserts. Look for the wonderful quick-fix recipes on every package.



More men
smoke
mild, tasty

Prince Albert



than
any
other
smoking
tobacco

R. J. Barnolds Tob. Co.
Winston-Salem, N. C.

cough



relief*

STARTS

*Racked by coughs due to colds? Allow a strong-ly medicated F&F COUGH LOZENGE to melt on your tongue—swallow the medication. Repeat four times. What a difference.

in 5

F&F stimulates natural secretions, helps moisten "DRY THROAT". Soothes sore areas, reduces irritation. F&F LOZENGES cover throat with real medicine. Get some today and feel better.

Sweet for smokers, too!

swallows

Try Original Medicated or Wm. Chery



FORD'S X-100 IS SHOWN WHILE MAKING 1953 TEST RUN AT DEARBORN, MICH.



PACKARD'S 1952 PAN-AMERICAN



DE SOTO'S NEW ADVENTURER

EXPERIMENTAL MODELS, a few of which are shown above, are used by many American carmakers to test public reaction to new ideas. New Chrysler X-job is De Soto's Adventurer, handcrafted by Ghia of Turin, Italy. Ford's major styling changes for 1955 models will likely draw ideas from the X-100.

'54 CAR CONTINUED

automobiles like Chevrolet, Ford and Plymouth have grown, but they are less than a foot longer than they were and only about 500 pounds heavier. The big cars are almost 1,000 pounds lighter and usually are actually shorter than they were 20 years ago. Today's cars seem to be longer because they have a lower silhouette.

There is more validity to the charge that the horsepower race has little practical use. There is no need for a potential of 100-mph plus speeds on highways which have speed limits as low as 35 mph. The industry itself soft-pedals the speed of more power, stressing instead its advantages for "quicker getaway." But between 1930 and 1950 the average top speed of U.S. automobiles rose from 66 to 89 mph as average brake horsepower rose from 87.6 to 116.6. However the life expectancy of a car increased from 6.5 years (1925) to 14 years (1951). The greater power and smoother performance, says the industry, make cars last longer.

The virtues of putting the engine in the rear are a matter of wide dispute. GM engineers and designers feel that it tends to make the car skid more easily, creates difficult cooling problems, adversely affects steering and sacrifices luggage space.

One of the most frequent suggestions GM receives from the public is for a three-door sedan. Owners write and ask, "Why not save money by omitting the left rear door which no one uses anyway?" This makes sense to everybody except to city folk who often drive on one-way streets.

Another set of considerations which of necessity influenced the Buick '54, as it does all cars, was the variety of state regulations affecting certain parts of auto design. For example, Minnesota insists that tail lamps be a minimum of 24 inches from the ground, and thus affects the tail-lamp height for all U.S. cars. New Mexico needs space for plates 14 inches long, while Illinois, where the plates come in four sizes, has one that is less than half that size. The designer has to take all these things into consideration.

Even so he occasionally gets into trouble. Some years ago one auto-maker brought out a particularly flashy sports car with two spotlights. It was not until some of these cars had been sold in Pennsylvania that he learned a Pennsylvania law forbids more than one spotlight. It seemed easy to disconnect one spotlight. That was not feasible because there is another Pennsylvania law which says that all the lights on a car must be in good working order. The only solution was to remove one spotlight completely and plug the hole where it had been.

On the road at last

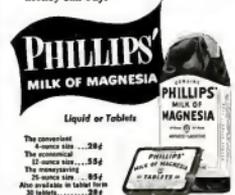
BY Jan. 21, 1952 GM's President Curatie, the rest of the corporation's engineering policy committee, Buick management and all the styling studios involved had okayed the general lines of the clay model of the '54 car although detail remained to be done on the trim. Formerly, templates were taken off the clay, a very

My Constipation worries are over!



Milk of
Magnesia
provides better relief—
more complete relief

than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves both conditions. Two to four tablespoons taken at bedtime work leisurely—without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.



The conventional 4-ounce size... 28¢
The economical 12-ounce size... 55¢
The money-saving 24-ounce size... 95¢
Also available in tablet form in 30 tablets... 28¢

CONTINUED ON NEXT PAGE

IF YOU SUFFER PAIN

of
**HEADACHE
NEURITIS
NEURALGIA**

get

FAST RELIEF

WITH



The way
thousands
of physicians
and dentists recommend

Here's Why . . .

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medicologically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!



DON'T BE HALF A HOST!



For Smoother, Lighter Drinks
Step Up to **KING** Whisky!

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 96 PROOF. BROWN-FORMAN DISTILLERS CORP., AT LOUISVILLE IN KENTUCKY.

exact wooden model was made from these and then a steel "hammer model" hammered out over the wood, to be painted and plated exactly like a real car. Today, Fiberglas is used instead.

A Fiberglas four-door sedan body was molded, mounted on wheels and axles and finished off with hand-tooled chromium appointments. Then Nickles and his staff got their first look at what their car would really look like. They saw it on one hot day in August, 1952. The car was trucked out to the GM proving grounds and towed around a track to be seen by corporation executives as it would look on the road—the supremely critical test of a car's appearance. They liked its looks.

What they saw was an automobile which, while bearing a proper family resemblance to previous models (p. 82), was in comparison generally simpler and finer in such details as the chrome "sweep-spear" along the sides, and the grille, whose resemblance to buck teeth had drawn criticism in previous years. The car was low but looked even lower than it was because of the new belt-line and deeper windows. Its instrument panel and elaborate upholstery gave the interior a combined dignity and sportiness. Buick was once known as the "doctor's car." Now, in accordance with the current trend, it began to look more like the golf club champion's.

As final decisions were made and the date to order dies approached, Manager Ragsdale began planning how to enlarge his final assembly line so he could add 19 new stations to it, for this is a more complicated car to put together than the previous ones. Color and body men began studying the cars and color chips to decide what shades would look best on them. They picked perhaps 50 chips of any one color such as yellow, later discarded all but five. These they narrowed down to two or three and then painted a Fiberglas car with each of them for a final decision. For the selected colors they picked rather fancy names like Condor Yellow and Aztec Gold, chosen arbitrarily by themselves. After that it was up to production—and Buick Sales Manager Al Belief.

Early in 1953 Nickles and his staff began considering how the car that would not be out for a year should be revised for 1955. That job was concluded this month and currently Nickles is gathering ideas for the 1956 Buick. By June he and Ivan Wiles and Customer Research will have accumulated lists of the complaints the public has registered about the 1954 and will begin studying these with a view to the next major body change, which may come three or four years from now. They have received one complaint already. Ragsdale says the new location of the air intake in front of the windshield unduly complicates dashboard installation.

This week Nickles will take delivery on a sparkling new Roadmaster convertible, but his feeling about it will be rather subdued. Says he, "To the rest of the country it will look—I hope—like an exciting and handsome new automobile. But to me it is going to seem three years old before I have driven it a mile."



A SELF-MADE MASTER, Buick's styling boss Ned Nickles never studied art or design. Here he is shown looking through '54 Buick's new windshield.



Better than sand or water

AUTO FIRES

Soda smothers flames, stops fire from spreading. Soda can't harm motor or upholstery. Always keep a box of soda in the car glove compartment. Use soda, too, on grease fires from overheated frying pans and broilers.



A HOUSEHOLD TREASURE

Arm & Hammer and Cow Brand Baking Soda are pure Bicarbonate of Soda, U.S.P. Write for Free Booklet to Church & Dwight Co., Inc., Dept. L-1, 70 Pine Street, New York 6, N. Y.



TAKE good old reliable JUNIPER TAR COMPOUND

Get quick relief from that painful
Cough due to a Cold

Your own druggist will tell you that medical science can give you NOTHING MORE SOOTHING for your delicate throat and nose membranes than Nature's products—juniper tar and pine oil. Has proven itself for 92 years a safe, dependable household remedy for men, women and children of all ages.

HANDY BOTTLE FITS YOUR POCKET OR PURSE

Contains but little. Get your bottle today so you'll have it on hand—just in case.

ONLY 49¢

DO THIS! Clip this ad where it to your druggist. If he doesn't have a reliable Acid-Insoluble JUNIPER TAR COMPOUND on the shelf, he'll get it for you—QUICK!

The J. Harrison Whitehurst Co., Baltimore, Maryland.

Your satisfaction guaranteed or your money refunded

Without This Vital MOISTURE "WANTERS" "NEEDERS"

Ladies and Gentlemen: When Human Hair is "Dry," It is More Than Merely Dry—it May Even Be DEHYDRATED From Being Dyed, Fried, Burned, Bleached, Baked, Permanented, Peroxided, Roasted, Toasted, Twisted, Curled, Waved and Washed... Week After Week! That's Why You Should Take 60 Seconds to Read About The Most Astounding Help For Hair Problems That Human Hair Ever Had!

When you finish reading this ad, go to your kitchen. Look at a package of noodles, macaroni, dehydrated soup, or any dry food you happen to have around. Dehydrated soup, for instance. Tear open the package and look at it. It looks just like hay or straw.

Why? It needs moisture.

If you do not agree with what you have just read, stop reading. Nothing can convince you.

You want to read on? Then here is a shock.

What is true of dehydrated soup, is just as true of your HAIR.

Nature created your hair. But modern men and women, who think they know more than nature, insist on going around with hair that's dyed, fried, burned, baked, raked, permanented, peroxided, roasted, toasted, twisted, curled, clamped, cut, soured and doused until it looks like hay, straw or dehydrated soup. They insist on choosing and using certain kinds of soaps, permanent solutions, alcohol-bee tonic, bleaches, tints, dyes, dressings, beer, vinegar, chemical oil, hair rinses, hair-oil treatments, hot air blowers, drying machines—some of the deadliest enemies of hair man ever invented.

Is this how to make human hair glamorous, glorious, glossy, vigorous, vibrant, shiny, soft, flexible, fragrant, tempting, tantalizing, springy, curly, easy to manage? Ladies and gentlemen, how wrong can you get!

Human hair needs moisture—balance and its own natural oils, to just be itself. And just being itself ought to be good enough for you. But we moderns couldn't rest until we had made our hair a mess. Doused it and soured it with its own natural enemies, instead of its own natural oils. Mistreated it and maltreated it with fluids and solids that destroy and wash away moisture and natural oils instead of adding to them.

If your hair had nerves—if you could feel how you torture it—your hair would still be beautiful. You could not stand the pain.

Ladies and gentlemen, if we have succeeded in scaring you half out of your wits—good.

It will be that much easier to convince you that the solution to all your hair grief is not the kind of solution that comes in a bottle of chemicals.

It is no coincidence that only a sheep has hair like a human being. Only sheep and humans have hair that grows all the time. Nature created sheep to furnish meat and clothing for early human tribes and races. And to protect sheep's skin and wool from hot dry desert sun, nature created Lanolin. Lanolin comes from only one place on earth: Sheep's wool.

Lanolin, which NATURE ITSELF invented to supply BOTH moisture and oils to human hair, not only contains the same constituents as natural oils... but ABSORBS MOISTURE TOO!

—That's why lanolin can so amazingly prevent hardening, heatening, coarsening, drying and dehydration of skin and hair.

—That's why lanolin can so amazingly absorb moisture to correct, protect and control your hair's natural "moisture-balance."

—That's why lanolin can so amazingly supply the same beneficial substances the natural oils contain.

—That's why lanolin can CARRY INTO your scalp and hair BOTH the moisture and the mysterious NATURAL OIL INGREDIENTS which you take away every time you dehydrate your hair.

Can soaps, detergents, permanent solutions, alcohol-bee tonic, bleaches, tints, dyes, ordinary shampoos,

beer, vinegar, chemical rinses and lemon rinses supply this natural combination? Of course not. They were not made nor intended to do so.

Can your scalp and hair be protected from hot outdoor sun, dry indoor air, soot and dirt and all the bottled hair-enemies you use, with mere mineral oils from rocks? With mere vegetable oil from plants, trees or nuts? With animal fats like lard?

Ladies and gentlemen, if mere oil would give you healthy hair, gas stations would wear pompadours. Olives would sport a boyish bob. Coconuts have hairy hunks—but who wants hair like a coconut? Nature will tell you that only genuine, natural LANOLIN, in its "anhydrous" or water-absorbent form, can keep your hair as nature intended it to be. Shiny. Healthy. Alive-looking. Gleaming with sheen and highlights. Exciting, tempting, tantalizing. Springy, vibrant, vigorous with life.

—Not drab, dry and dehydrated like dehydrated soup.

There is a way to help nature bring your hair back to life. Back to exciting beauty, to soft shining allure and keep it there.

And that is the way you are reading about: Natural, genuine, full-potency ANHYDROUS LANOLIN.

Notice we don't just say "lanolin." Ordinary crude lanolin is simply fat. It would let you throw a second to put it on—3 months to wash out—and for those three months you smell like a sheep!

It is ultra-homogenized, super-refined, anhydrous lanolin which—absorbing and carrying large quantities of moisture—penetrates the cutaneous layers of the skin and scalp from which human hair draws its nourishment.

Why is moisture so important? Because the top layer of normal human skin consists of 70% to 80% water. It tends to evaporate in dry atmosphere, and JUST WETTING THE HAIR CAN'T REPLACE IT.

Nor can ordinary man-made products replace it. On the contrary, they draw moisture, as well as natural oils, AWAY from the skin, AWAY from the scalp, AWAY from the hair.

—And if they are made only of grease or oil, they slip on the surface of your hair and scalp to give you hair that greasy, slicky, "stuffed down" look which men and women abhor.

But when you apply super-refined ANHYDROUS LANOLIN you apply a soothing, beneficial, emulsified solution containing both moisture and natural oil constituents, which (used as directed) absorbs quickly and completely into the skin, scalp and hair

... LEAVING NO TRACE OF UNSIGHTLY OIL, GREASE OR STICKY RESIDUE BEHIND. No wonder this super-refined anhydrous lanolin—with no excess grease or oil to mar your appearance, shine on your skin, or rub off on hands or clothes—can keep your hair shining, healthy, alive-looking, gleaming, exciting, tempting, tantalizing, springy, vibrant and vigorous, as nature intended when nature first invented hair.

Who said: "Oil and water don't mix"? Almost always, they don't. The only exception is lanolin.

And now, folks, here comes the commercial.

The lanolin product we mean is the one you have heard so much about: Charles Antell Formula 9. Our product is not made with just "any kind" of lanolin. Charles Antell Formula 9 is made with natural, genuine, ultra-homogenized, ultra-homogenized, super-refined, and compounded. The finest, purest lanolin that nature and science can attain.

We know you have to wash your hair. Today's civilized atmosphere pours on your hair a constant rain of soot, dust, dirt and chemical-filled smog Grandma never had to put up with.

This is why in addition to Charles Antell Formula 9 we have Charles Antell Shampoo, also made with lanolin... to combat the damage you do to your hair when you wash it, and dry heat inside your home.

We know you will go on washing your hair. All we want you to do is try the following experiment:

Put a little dab of Charles Antell Formula 9 on each of your ten finger-tips. Liquefy it by rubbing the palms of your hands together vigorously. Then lower the head, massage the liquefied lanolin directly into the scalp from back forward. Bring the oils from the fatty tissues at the back of the scalp where you don't need them so much, into the shafts, crown and temples of your hair where you do need them.

Do this until your scalp tingles, glows, fairly bursts with vigorous life. Then stop. Simply brush your hair as you normally do.

Ladies and gentlemen, the first time you do this the results will literally amaze you.

—You will see your drab, dry, dehydrated hair looking livelier, healthier, more vigorous.

—You will see cracked, splitting, breaking hair look softer, stretchier, more flexible.

—Ladies, you will see your natural curl or your permanent amazingly beautified and enhanced, your whole "hair-do" easier to set, easier to manage, easier to keep in place. You will see, after every brushing, the natural, tempting, tantalizing sheen and sparkle, the wonderful entrancing highlights that the opposite sex simply cannot resist.

—Gentlemen, you will see that oily, greasy, "slicked-down" look disappear, yet your hair will look perfectly groomed, will stay in place all day.

—In short: You will see results you have been hoping to get for years, but never got until now.

Have you ever—be frank now—have you ever attained such results in one hour, or 10 hours, or 10 days, as the results you can start getting now with Charles Antell Formula 9?

We know these statements are hard to believe. That's not surprising. The millions of people who listened to this same story on radio and television were openly scoffing and skeptical.

But despite the fact that hundreds of other hair products have been in use scores of years, Charles Antell Formula 9 in less than three years is the largest-selling, most widely used, most enthusiastically bought hair product of its kind in all human hair history.

And not one of these millions actually BOUGHT Charles Antell Formula 9—until they had FIRST TRIED IT AT OUR EXPENSE, without risking a penny.

You can buy Charles Antell Formula 9, and Charles Antell Shampoo, at the following prices: Charles Antell Formula 9, in cream or liquid form, from 59¢. Charles Antell Lanolin Shampoo, from 59¢. Money-saving Formula 9 and Shampoo offers, from \$1.35. At drug and cosmetic counters, everywhere.

Unless our products work—and they will—return them with an explanation and your money will be refunded in full, no questions asked. Your jar of Charles Antell Formula 9 and Charles Antell Shampoo will have cost you absolutely nothing.





Delsey is fine
and firm and soft
-like Kleenex tissues

Of all toilet tissues new Delsey* alone gives you that luxurious Kleenex* quality. The same wonderful softness and absorbency (double ply for extra strength). Just as you prefer Kleenex, we believe you'll like this new, finer bathroom tissue.

Tears clean at a touch!
No shredding, no waste with
Delsey toilet tissue. It's "clean
cut" to tear evenly—last longer!



Ask for Delsey where you buy Kleenex

THE DAY THE MOTORCYCLES CAME

'The Wild One,' a racy, fast-moving film, recalls a violent, shameful 'raid' on a California town



REAL CYCLIST appeared in LIFE after "raid" on Hollister, Calif. during a huge convention of riders.

Respectable motorcycle club members look back with horror on such scenes as the one at the left which appeared in LIFE some six years ago (July 21, 1947). It was taken during the ill-famed convention of 4,000 cyclists, some of whom made a shambles of the California town of Hollister. Now the incident has been reviewed by Producer Stanley Kramer, who has made it the subject of an exciting, off-beat movie, *The Wild One* (based on a short story inspired by LIFE's Hollister picture).

In *The Wild One* Marlon Brando plays the role of an inarticulate but not-so-juvenile delinquent, leader of an outlaw motorcycle club called the "Black Rebels" which terrorizes a small town when its irresolute, lone cop fails to kick them out. As noisy, fast and violent as its ear-splitting motor bikes can make it, the movie teaches a sound lesson: chaos ensues when law and order waver even for an instant in the face of organized hooliganism.



MOVIE CYCLIST (Lee Marvin) comes arrogantly into town with an irresponsible outlaw gang.

IN SEMI-MILITARY FORMATION THE "BLACK REBELS" MOTORCYCLE CLUB INVADES QUIET COUNTRY TOWN WHICH IT WILL SOON TURN INTO A MADHOUSE





The demand is for . . .
WHITE HORSE
 of course!

Renowned for lightness and
 flavor...Have you tried it?

BLENDING SCOTCH WHISKY 86.8 PROOF
 BROWNE-VINTNERS CO., INC., NEW YORK
 SOLE DISTRIBUTORS

instant heat
 where and when it's needed



Reznor gas unit heaters are located at the points where heat is needed. No duct heat losses; lower installation costs—lower costs all along the line. Write today for free informative booklet: Reznor Manufacturing Company, 100 Union Street, Mercer, Penna.

THE WORLD'S LEADING MANUFACTURER OF GAS UNIT HEATERS

REZ NOR
 HEATERS

Why **COLD SUFFERERS**
 Prefer **STANBACK**

1. Several fast-acting medicinally-approved ingredients, scientifically blended into easy-to-take Tablets or Powders.
2. Reduces fever, relieves aches and pains and sore, aching muscles that accompany colds.
3. As a gargle STANBACK relieves sore throat due to colds.
4. Relieves simple headache—neuralgia, discomforts due to colds.
5. Handy to carry in pocket or purse for convenience at work or play.

TEST STANBACK
 AGAINST ANY
 PREPARATION
 YOU'VE EVER USED!



Guaranteed by
 Good Housekeeping

Snap Back with
STANBACK



A TERRIFIED TELEPHONIST sees the town's switchboard wrecked by marauding cyclists just as she is trying to call for help, from the state police.



PARALYZED BY FRIGHT, an old man stares openmouthed as a riderless motorcycle, its owner knocked off seat by angry citizens, hurtles toward him.



OUTRAGED BY RAIDERS and spineless policemen, the townspeople turn vigilante, seize Gang Leader Brando and take him to a garage for a beating.



"... and for that 'tight feeling' in your chest, I'm prescribing a shirt with the 'Sanforized' label."



"'Sanforized' label! Yes, son, I do believe you're the man for my daughter."



"Oh boy, 'Sanforized' uniforms!"



MISTER! Avoid cotton garments that shrink out of fit. ALWAYS insist on seeing the "SANFORIZED" trade-mark before you buy! Make even your favorite Salesman show you "SANFORIZED" on the label

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

GETTING A LIFT is Mrs. Christy Flanagan of Port Arthur, who is dumped into laundry cart the guests commandeered from hotel early in party.



Life Goes to a

Businessmen's Lunch

TEXANS ENJOY INFORMAL REPAST

The normal Friday noon lunchees of the Round Table Club in Beaumont, Texas are fairly relaxed occasions. The 60 members—most of them prominent businessmen and civic leaders—enjoy some good-natured roll throwing, gravy dumping and hotfooting. But the annual Fourth of July lunch, held by custom during Christmas season, goes in for relaxation on a grand scale. At the most recent lunch, members and their wives had to take off their shoes and put on cellophane grass skirts. Soon every one was dancing the hula Southern style. Then, forming a mammoth conga line, they wound six times around the lobby of the Beaumont Hotel, where the party was given. Although retiring President Bill Blieden tried to restore order by firing off blanks, no one paid any attention to him or even heard him above the din. Eventually, however, two new club officials were duly elected and informally presented (*below*). The guests did not start home until 5 o'clock since it turned out to be a long lunch.



←NEW OFFICERS, Club President Lee Kylora (in sack) and Secretary Joe Lea, brother of Novelist Tom Lea, are wheeled before guests in a giant pot.

HELPFUL HUSBAND → Wayne Brown, defying a party rule, wears shoes so wife can protect her feet from debris on floor by dancing on his shoe tops.





← FLOOR SHOW GIRL

Julie Britton, one of six girls and boys recruited from a nearby college to dance for guests, tosses for a moment to an eager audience.

IMPROMPTU HULA

is tried by Mrs. Adriance Bondage, wife of wealthy cattleman, and Anthony Ippolito, a student who took part in floor show.

IMPROMPTU CONGA →
penetrated hotel barbershop, startling innocent bysitter named Stan Levine (center), who had to wait 45 minutes for shave.



NOW IN 2 FLAVORS!

The Only Cough Drop Really Medicated...

1. NEW WILD CHERRY FLAVOR

VICKS MEDICATED COUGH DROPS

WILD CHERRY
MEDICATED with the most soothing ingredients of VICKS VAPORUB FOR COUGHS THROAT IRRITATION & COLDS

2. FAMOUS VICKS FLAVOR

VICKS MEDICATED COUGH DROPS

MEDICATED with HYPERMENTHOLATED INGREDIENTS OF VICKS VAPORUB FOR COUGHS THROAT IRRITATION & COLDS

...medicated with throat-soothing ingredients of Vicks VapoRub. That's why Vicks Cough Drops bring you such wonderful relief!



POST-CONGA SHAVE is threatened as Mrs. Allen Carruth is pushed into barber chair. She escaped, but another guest (background) got her face soaped.

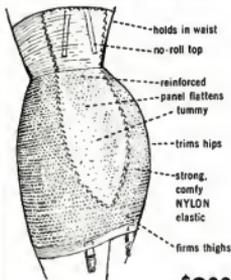
New!
Non-fattening liquid Sweetener
SWEETA
TRADEMARK - U.S. PATENTED

Squibb Saccharin in a handy squeeze-a-drop plastic bottle. Sweetens instantly even in iced drinks... boil it or bake it, it won't lose its flavor...it's calorie-free and just 2 drops are as sweet as a teaspoon of sugar.

Look for this **SQUIBB** package at your drugstore

NEW! Miracle Figure Trimmer by FLEXNIT

The buy-of-the-year—specially for '54 fashions!
FLEXNIT NYLON "WAISTLINER"
SEE how it whittles waist, tummy, hips—



Girdle (No 423) or Panty Girdle (No 423B), White Nylon, Small (24-26), Med. (27-28), Lg. (29-30), Extra Large (32-36) — \$4.98 at good stores

\$3.98

FLEXNIT
GIRDLES

Made by famous FLEXNIT, Elizabeth, N. J.



POST-PARTY CLEANUP, done by hotel headwaiter Hugh Murdock, who has handled club parties for years, turned up 120 empty champagne bottles.

WOW!

Pepsodent's brand
new flavor
tastes so good!

SURPRISE! We have changed the Pepsodent flavor! We switched, because grown-ups prefer our new flavor, hands down. To our surprise, children go crazy for it! But that's not all . . .

A famous university proved Pepsodent's ORAL DETERGENT gives you the *cleanest teeth* of all leading toothpastes. Why? Because *only* Pepsodent has ORAL DETERGENT (the exclusive combination of IRIUM to clean teeth plus I. M. P. to polish teeth). Each brushing gives ANTI-ENZYME protection against decay. Of course, Pepsodent is *guaranteed* by Lever Brothers to please your whole family—or your money back.

New Flavor! Now at stores everywhere!



Have you tried New Pepsodent Chlorophyll?

Research proves **PEPSODENT'S ORAL DETERGENT** gives you
the **CLEANEST TEETH!** Your own proof is the

Clean Mouth Taste for Hours



ROADSIDE STAND

Piled up like oranges in a supermarket, these giant spheres are stacked alongside U.S. Highway 101 in California. They are hollow iron floats from which iron antisubmarine nets were suspended to protect U.S. ports during the last war. In an understandably thrifty move the Navy hauled them out of the water

and stored them against future contingencies. The spheres above, which weigh 680 pounds apiece and are almost five feet in diameter, are at the Naval Ammunition and Net Depot in Seal Beach, Calif. They stand there in three tidy mountains, each 45 feet high and containing 8,415 of the gray painted floats.



A FRIENDLY GAME AT COL. CROW'S, 1848

After defeating his visitors at chess, Kentucky's pioneer distiller James Crow more than made up for it by serving them some of his justly famous whiskey.

OLD CROW

Kentucky Straight Bourbon Whiskey

To whiskey-making, as to chess, James Crow brought a keen analytic mind. To this day, the fine quality of Old Crow has never been duplicated. Enjoy distinctive Old Crow tonight...now available at a milder 86 Proof as well as in the traditional 100 Proof Bottled in Bond.

"The Greatest Name in Bourbon"

TWO GREAT BOTTLINGS



LIGHTER,
MILDER
86 PROOF

BOTTLED
IN BOND
100 PROOF



THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY

IT'S ALL A MATTER OF TASTE

"I DON'T HAVE TO
SMOKE LUCKIES,"

says

ROBERT MONTGOMERY

You may know—at least I hope you do—that I am producer of a television program called "Robert Montgomery Presents . . . Your Lucky Strike Theatre," which is sponsored by The American Tobacco Company.

That means I work for Lucky Strike. No question about that. But let me assure you that there is nothing in my contract, not even in the small print, that says I have to smoke Luckies or sell Luckies. However, I do smoke them—have for years—and for a good reason. At least it seems good to me. I like the way they taste.

Quite frankly, I think this business of smoking cigarettes is all a matter of taste. You either enjoy a cigarette or you don't—because of its taste.

Lately I've heard a lot about why people smoke this or that brand of cigarette. Most of the reasons given sound a little silly to me. I smoke Luckies because they taste better.

That's my story. Not a very exciting one—but to me, and I hope to you, it makes a lot of sense.

Lucky Strike's Story

There are just two reasons why Luckies taste better to Robert Montgomery and several million other people.

First, Luckies are made of fine tobacco. That's where better taste must start—with fine, light, naturally mild tobacco. Everybody knows L.S./M.F.T.—Lucky Strike means fine tobacco.

Next, Luckies are made better. Always firm and perfectly packed to draw freely and smoke evenly.

So, Be Happy—Go Lucky. Remember, Luckies are made by The American Tobacco Company, America's leading manufacturer of cigarettes.



©1958, THE AMERICAN TOBACCO COMPANY

LUCKIES TASTE BETTER **CLEANER, FRESHER, SMOOTHER!**