

LIFE



EXCLUSIVE PICTURES
VICTORY OVER MT. EVEREST

CYD CHARISSE
IN
A SPECTRUM OF STARS
BY ELIOT ELISOFF

20 CENTS

JUNE 29, 1953



Not a shadow of a doubt
—for sun and fun designer
Bill Atkinson tailors trim "ex-
presso brown" shorts of raw
silk in the new Jamaica length;
teams them with a white
abstract-printed Pima cloth
shirt. Shorts about \$11, shirt
about \$7. At leading stores.

Not a shadow of a doubt with Kotex

Absorbency that doesn't fail—Kotex gives you the trustworthy kind of protection you need. And you get trustworthy *softness*, too, for Kotex is made to stay soft while wearing.

Holds its shape—without twisting, roping or pulling. That's why this napkin retains its fit and comfort for hours.

No revealing outlines—because only Kotex of all leading brands has flat, pressed ends. Another important reason why Kotex is America's first choice in napkins. Select the absorbency best for you: so very personally yours.

Your choice of
three absorbencies—
Regular, Junior
or Super Kotex



More women choose Kotex* than all other sanitary napkins



1912 POPE-HARTFORD was a well-known and highly respected car, especially in New England. The model above cost \$4,000. With a six-cylinder, sixty-horsepower engine, it gave performance that was about twenty years ahead of its time.

Today as Yesterday
cars run their best on the best gasoline



1902 MARMON was a very advanced car. It boasted a pressure oiling system, the first side-entrance tonneau and a unique suspension designed to absorb road shocks and give an easy ride.



1913 SIMPLEX was almost entirely built by hand from the finest materials. Through expensive—\$4,500 for the chassis alone—demand for it put production a year behind orders.



1933 DODGE is hailed as the "action car for active Americans." Its new V-8 engine utilizes a hemispherical combustion chamber and is rated at 140 horsepower.



ETHYL
CORPORATION

New York 17, New York
Ethyl Antiknock Ltd., in Canada

One of the terrors of motoring in the early days was the narrowness and steepness of many mountain roads. You were likely to meet another vehicle at a tight spot. Then the accepted thing to do was to have all your passengers pile out, hold your breath and carefully squeeze by.

This danger, plus the fact that many of the old cars had difficulty climbing steep hills, made mountain driving a sport for the daring. But with today's wider, safer roads, modern high compression engines and "Ethyl" gasoline, you cross the highest mountain ridges as a matter of course.

"Ethyl" gasoline helps modern engines operate at top efficiency by preventing harmful knock that causes loss of power. Whether you are driving cross-country or in town, fill up at the pump with the familiar "Ethyl" emblem. Enjoy the powerful difference between gasoline and "Ethyl" gasoline.

No Wonder Ozzie And Harriet Hotpoint



"The Adventures of Ozzie and Harriet" is broadcast over ABC TV and Radio networks. Consult your local newspapers for times and stations.

Visit Your Hotpoint Dealer's
**Summer Shower
of Special Values!**

Come in and see the wonderful appliances—new features—surprise buys—special season values—exciting bargains—covering the entire Hotpoint line.

Be sure to get your FREE copy of the June HOSPITALITY HOME MAGAZINE. Packed with helpful housekeeping articles, it features a full-color picture of Ozzie, Harriet, David and Ricky on the cover!



Here's The Refrigerator With Every Modern Convenience—Today's Biggest 2-in-1 Value!

If ever a refrigerator was built, styled and packed with extra convenience features to delight families like the famous Nelsons—or yours—it's this big, beautiful new Hotpoint Super-Stor. It provides the perfect answer to all of the average family's food protection needs.

Entirely new from top to bottom, the Hotpoint Super-Stor combines the 2-in-1 advantages of a 76-lb., zero-cold food freezer plus a giant moist-conditioned refrigerator that never needs defrosting. Harriet finds its new design—with sliding aluminum shelves, door shelves, egg rack, butter bin and swing-out leftover rack—puts everything more conveniently in reach than ever before!

See this magnificent new Hotpoint Super-Stor and other Hotpoint Refrigerators at your dealer's.* Easy terms, if desired. Hotpoint Co. (A Division of General Electric Company), Chicago 44, Illinois.

*Hotpoint dealers are listed in most classified phone directories.



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Rave About Their Big New Super-Stor



This One



Q367-FRG-975U



FULL-TIME POWER STEERING

A superior feature available only from CHRYSLER CORPORATION

Guided by one finger on the steering wheel, a Chrysler-built car slashes through hub-deep ocean surf—a tough spot for any car to be in—except with full-time power steering

EXPLORING
NEW WORLDS
IN ENGINEERING

When you park, or turn a corner, or drive through skittery sand, you burn up muscular energy. The result is tension and driving fatigue.

Now Chrysler engineers have taken the fatigue out of driving. They've harnessed hydraulic power to do 80% of the steering work for you!

Steering now is absolutely effortless! Your finger tip turns your car wheel with ease, even at a complete standstill. Parking is simply a look, a turn, a straightening-up, and you're in!

What are the superior features of this exclusive Chrysler system?

Chrysler's revolutionary power steering system reports for duty the moment you start your engine. And it stays on the job every minute your engine runs! It responds instantaneously—unlike other devices, which do not go to work until the driver has applied four or more pounds of pressure.

This is the *only* system that enables you to drive hour after hour without steering-wheel weariness. So relaxing is Chrysler's all-the-time steering that many doctors now are willing to allow persons to drive who before could not stand the strain and exertion.



Creative engineering that brings you the good things first. A Chrysler-built De Soto cuts effortless capers in the sand and ocean surf of Daytona Beach, on the Florida coast. It demonstrates dramatically the handling ease and positive safety control of full-time power steering, another Chrysler Corporation "first," now available in Imperial, Chrysler and De Soto cars.

Even the steering ratio has been greatly reduced. Other mechanisms require up to *five* rotations of the steering wheel to turn through a full arc. The Chrysler system requires *only three*. This means faster, safer steering than you can get with any other available system.

The Chrysler system also soaks up road shocks. Its hydraulic action helps hold your car serenely on course—even

if you drive over ruts or suffer an unexpected blowout.

Chrysler scientists, engineers, and technicians developed and introduced full-time power steering for passenger cars in 1951—again proof that here you get the good things first. This Chrysler "first" is another example of engineering leadership that constantly puts more value and worth into all Chrysler Corporation cars.

CHRYSLER CORPORATION

PLYMOUTH, DODGE, DE SOTO, CHRYSLER & IMPERIAL CARS
Dodge Trucks, Chrysler Marine & Industrial Engines, O-Hite Metal Powder Products, Major Parts & Accessories, Airtemp Heating, Air Conditioning, Refrigeration, and Cycloworld Cement Products.



PATTI AND PAM TRIPP, ETERNAL FEMALES, LOVE TO HAVE THEIR PICTURE TAKEN—ESPECIALLY IN THEIR RINSO-WHITE DRESSES.

WHEN IT'S GOT TO BE REALLY WHITE—USE RINSO WITH SOLIUM

When Patti and Pam Tripp, aged three, were ready to take their places in the family album, mother proudly dressed them up in their prettiest Rinso-white dresses. She couldn't think of a handsomer way to show off her identical darlings!

Whiter Than New

Many proud mothers, we're happy to say, seem to share Mrs. Tripp's enthusiasm for today's Rinso soap. And with good reason! They know, for instance, that white cottons will come out whiter than new after being washed in Rinso with SOLIUM.

In fact, housewives are astounded to see their sheets and other white wash show the whitening effects of SOLIUM *even before their wash is fully dry.*

And isn't it a blessing, when you realize that you can safely wash almost *anything* in Rinso? Not only your cottons, as you'd expect, but most other fabrics including the new synthetics. And, of course, wool. When you wash blankets and sweaters in rich Rinso soap suds, the wool stays soft as new.

You Pay About 20% Less

Finally, Rinso costs you less—you usually pay about

20% less for Rinso than for most detergents. Why? Because it now costs us less to make Rinso—and we pass this saving on to you!

Lever Brothers Company is as proud to recommend Rinso as you will be proud of the results you get. In fact, Rinso is unconditionally guaranteed to do a superior job on your wash, or your money will be refunded. Lever Brothers Company, 390 Park Avenue, New York 22, New York.





At 40 m.p.h. the average engine consumes . . .

Revolves 15 times every second!

TODAY'S automobile engines are high-compression, high-speed, compact machines that demand the utmost performance from the motor oils that keep them running.

For long-lasting protection and complete lubrication, always ask for Quaker State Motor Oil. A half century of specialization in automobile lubrication brings to Quaker State exceptional qualities of endurance, heat-resistance, and purity. When you buy Quaker State, you buy the finest motor oil in the world today.

Quaker State Motor Oil is made to suit the requirements of all makes of cars and for all types of service. Ask your dealer.

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This offer expires Sept. 30, 1953



"Ex...
or Exquisite?"



As Laura read Jim's old love letters she had no idea what had broken their engagement. She spent many a lonely evening before she discovered that sometimes there's a breath of difference between "ex" and "exquisite." Once she corrected her trouble, she gradually won Jim back. And exquisite she was as he carried her across the threshold... a girl with breath as sweet as the blossoms in her bridal bouquet.

Listerine Antiseptic not only stops *halitosis (bad breath) instantly... it usually keeps it stopped for hours on end. This superior deodorant effect is due to Listerine's ability to kill germs.

No chlorophyll kills odor bacteria like this... instantly

Germs are by far the most common cause of halitosis. Because they start the fermentation of proteins that are always present in your mouth. In fact, research shows that your breath stays sweeter longer depending upon the degree to which you reduce germs in your mouth. Listerine instantly kills these germs by millions, including the bacteria that cause fermentation. Brushing your teeth doesn't give you any such antiseptic protection. Chlorophyll or chewing gums do not kill germs. Listerine does.

Clinically proved four times better than tooth paste

No wonder that in recent clinical tests Listerine Antiseptic averaged four times better in reducing breeding odors than the two leading tooth pastes, as well as the three leading chlorophyll products, it was tested against. That's why we say, if you're really serious about your breath, no matter what else you may use, use an antiseptic. Kill those odor bacteria with Listerine—the most widely used antiseptic in the world. Rinse with it night and morning, and before any date where you want to be at your best.

LISTERINE ANTISEPTIC STOPS BAD BREATH
4 TIMES BETTER THAN CHLOROPHYLL OR TOOTH PASTE

LETTERS TO THE EDITORS



PILOT'S VIEW INSIDE THE BLACK WALLS OF TYPHOON "GLORIA"

THE CANOPY OF AIR

Sirs:
Your picture of the inner wall of a typhoon ("The Canopy of Air," LIFE, June 8) certainly looked familiar to me. I was one of the pilots in the 514th Reconnaissance Squadron on Gunn who flew the mission in 1949 on which 1st Sgt. Robert Aston took the picture.

It was the first time we were able to get such a picture, showing the cyclonic arrangement of the clouds within a typhoon and the high velocity of the storm. Though typhoon "Gloria" was a good girl and arranged herself becomingly to have her picture snapped, her good humor was misleading. She had just finished leveling most of the U.S. installations on Okinawa and went on to wreak havoc on south China coastal areas.

Here (above) is another picture of the same storm. The great black background is the thick, towering cumulus which surrounded the eye.

MAJOR DANIEL B. DOCKSTADER (Ret.)
Orlando, Fla.

Sirs:

Thank you for a concise, accurate description of our enveloping atmosphere. It is high time the layman became aware of this vast gaseous ocean, its constituents and the sometimes unpredictable forces which govern its behavior. The meteorologist has quite enough to contend with without confronting an unenlightened public.

CHARLES A. WEINTRAUB
Department of Earth Sciences
The Pennsylvania State College
State College, Pa.

Sirs:

Your statement, "The snowiest region is in the Sierra Nevada," is misleading. Washington's Cascade Range has a much higher average annual fall and qualifies as just about the world's snowiest spot.

WILSON F. HEALD
Portia, Ariz.

● LIFE referred to the world's seasonal snowfall record (88 1/2 inches) in the Sierra Nevada in the winter of 1906-07. The highest annual average (59 1/2 inches) does occur in the Cascade Range.—ED.

Sirs:

I noted and appreciated how you made use of all possible facilities, photographs, drawings, graphic charts, to tell your impalpable story and make visible that which is invisible. There are thousands of mariners and

amateur meteorologists like me who will preserve your article in the cabins of their boats and on the tables of their yacht clubs, but who are inarticulate and will probably never let you know how much it interested them and meant to them. Let me thank you in their names...

JACK NATTEFORD
North Hollywood, Calif.

PW PHOTOS RECOGNIZED

Sirs:

In "PW Photos Stir Recognition and Memories" (LIFE, June 8) you quoted Captain William Locke's story of how he escaped his captors in the North Korean capital of Pyongyang in October 1950. "We walked down the street until we ran into some Americans," he said. Those Americans were A.P. Photographer Jim Fringle, A.P. Correspondent Tom Lambert—now of TIME-LIFE's Bonn Bureau—and myself, a LIFE photographer.

We had advanced into the city with BOK troops. We saw Locke and two other Americans, Lieut. Alexander Makaronis and Sgt. Takesche Kumagai, walking down the street with the help of friendly North Koreans who had been hiding them since their escape six days before.

Fringle and I began taking pictures. The photo below shows Makaronis (left), Locke (center) and Kumagai (far right). It was a very joyful reunion. We gave them our rations and some good Communist beer. They accepted with delight and ate as if they were at the greatest banquet in the world. After their confinement they couldn't seem to say enough. Almost like drunken men they kept repeating how wonderful it was to talk to Americans again...

HANK WALKER
Washington, D.C.



PW'S FREED IN PYONGYANG

CONTINUED ON PAGE 11

True in 1915... ...still true in 1953



Why is it true that you find more Goodyear De Luxe Super-Cushions on the new cars than any other tire?

Not by chance, certainly, for car makers don't *trust* to chance.

These men, who really *know* tires, pick De Luxe Super-Cushions for just *one* reason. Their *experience*, and literally *millions* of miles of *testing* repeatedly prove that Goodyear Super-Cushion Tires will give the kind of mile-after-mile, year-after-year performance they . . . and you . . . demand. That's expert recommendation that *really means* something.

Why do car owners *buy* more De Luxe Super-Cushions than any other low-pressure tire?

For exactly the same reason. Practical experience in everyday driving confirms the judgment of the experts. This is the tire that gives the most perfectly balanced combination of comfort, safety and mileage. That, naturally, is why it has been true for 38 consecutive years . . . more people ride on Goodyear tires than on any other kind. Could you ask for a more *convincing* testimonial of performance? Goodyear, Akron 16, Ohio.

America needs better, safer roads. Let's bring them up to P.A.R.

More people ride on Goodyear tires than on any other kind

DeLux *Super-Cushion* by

GOODYEAR

Super-Cushion, T.M.—The Goodyear Tire & Rubber Company, Akron 16, Ohio.

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Any weather is snapshot weather

with **AnSCO All-Weather Film!**

LETTERS TO THE EDITORS CONTINUED

EDITORIAL

Sirs:

Your editorial ("Mr. Humphrey's Tax Program," *LIFE*, June 8) attributes to Daniel Webster a phrase which should be credited to Chief Justice John Marshall. "The power to tax involves the power to destroy," wrote Marshall in his decision on the case of *McCulloch vs. Maryland* in 1819. . . . *LIFE* said this was Webster's "famous phrase."

ABRAHAM LEAVITT

New York, N.Y.

● It was Webster coined it as defense attorney for the second Bank of the United States in Baltimore (represented by McCulloch), which the state of Maryland had tried to tax. Webster maintained state taxes could destroy the bank, were thus unconstitutional. Marshall's later decision in favor of the bank, which greatly broadened federal powers, paraphrased Webster's defense.—ED.

TORONTO STOCK BOOM

Sirs:

In your interesting article on the Toronto Stock Exchange mining boom ("Penny Stocks for Dollar Profits," *LIFE*, June 8) please note that Canada has 10 provinces, not nine as you mentioned. The Dominion Newfoundland joined Canada in 1949 as our 10th province. The British West Indies may become the 11th.

H. E. BRACKEN

Lachine, Que., Canada

NATIONAL GOLF DAY

Sirs:

In all fairness to *LIFE* you are entitled to considerably more credit than you give yourselves in "100,000 Golfers Play the Champ" (*LIFE*, June 8). Though you made no reference to it, the \$1 entry fees from National Golf Day accomplished great good for the USO as well as the National Golf Fund, both of which benefited equally. The USO alone will help finance our efforts to provide a "home away from home" for America's men and women in uniform wherever they may be stationed around the world.

EMIL SCHRAM

President

USO

New York, N.Y.

Please send **LIFE**



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SEVEN SPINSTERS

Sirs:

For the Timmermann Ladies ("LIFE Calls on Seven Spinsters," June 8), so neglectful of their functions as wives and mothers that they have helped deprive America of one of its finest strains, I wip betta tears. . . .

KETH HARMAN

Indianapolis, Ind.

Sirs:

I found your account most refreshing. Having been married twice myself, words can't express my admiration for the spinsters' common sense.

MARABELLE LICHAU

Santa Rosa, Calif.

Sirs:

. . . You said the ladies "also fish in creek, all seven in a skiff." I don't think a skiff would hold all seven. Small wonder there was no picture to prove it.

D. B. SMITHERS

Agness, Ore.

● Below, for seoflers, are skiff and sisters.—ED.



SEVEN SPINSTERS IN SKIFF

TV DIRECTOR LUMET

Sirs:

Your description of Sidney Lumet's frenetic direction of the television show *Face of the Director* ("Participation," *LIFE*, June 8) made several references to "Americans" and showed Mr. Lumet scowling "in sympathy with tragic plight of U.S. soldiers beset by foe." No one out of that description fought at the Alamo in 1836. Its defenders were Texans. Not till 1845 did the Republic of Texas come into the Union as a state.

LIEUT. DAN R. McDANIEL

Fort Bliss, Texas

● *LIFE* was wrong but so is Lieutenant McDaniel. The defenders never knew they were Texans. They were 422 citizens of Mexico, fighting against Santa Anna's abrogation of the 1824 constitution. Unknown to them Texas declared its independence four days before the Alamo fell.—ED.

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Are you sure you don't need a man's deodorant?



The worst offenders never seem to know! Are you living in a fool's paradise? Use Mennen Spray Deodorant for Men—especially for men, with these four qualities all men want:

1. Checks perspiration fast—pleasantly!
2. Special ingredient—Permatec—actually kills odors.
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For a generous month's supply in a handy, travel-size spray bottle, send 15¢ in coin to MENNEN, Dept. L-2.P.O. Box 30, Newark, N. J.

PLAY SAFE—SPRAY SAFE WITH MENNEN!

MENNEN

SPRAY DEODORANT FOR MEN



SOMBER KIKI posed in rare solemnity for U.S. Photographer Man Ray.



GAY KIKI appeared in a magazine of the 1920s, which titled the photograph *The Unforced Smile*.



FOR ARTY PICTURE BY AVANT-GARDE PHOTOGRAPHER MAN RAY, KIKI WORE TWO MUSICAL SYMBOLS

SPEAKING OF PICTURES...

Even after death an artist's model lives on as symbol of bygone Bohemian Paris



← LAMENTING HIS FRIEND, Artist Tsuguharu Foujita places flowers on Kiki's body after her death.

In the delightfully mad world of the Paris Left Bank during the 1920s no one lived and loved more deliriously than an artist's model known simply as Kiki of Montparnasse. A friend of tramps, prostitutes and stray cats, she was also the darling of poets and painters. Artists loved to paint her not only because she had a fascinating catlike face and a voluptuous body but because she always seemed gay. In the tiny nightclub she opened at the height of her career she was at her zaniest, dancing the shimmy and singing bawdy songs of love for delighted audiences.

In hundreds of photographs and paintings (p. 14), Kiki won immortality as a symbol of Bohemian Paris. But as the years went by and the artists moved away, the aging flapper retreated into a murky dream world of drink and dope. This spring Kiki, whose real name was plain Alice Prin, died at 51. Recalling the good old days she had brightened for so many, a friend said wistfully, "We laughed, *mon Dieu*, how we laughed."



GLOWNISH KIKI, cutting up at a party in Paris during the 1920s, displays one of her many different changes of heavy make-up. She wore her black hair

alternately straight or in curls, changed the color of her eye shadow to match her dress and changed the contour of her penciled eyebrows to match her mood.



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KIKI CONTINUED

KIKI AS ARTISTS SAW HER



FLAPPER KIKI was caricatured
by Tono Salazar in cartoon emphasizing
her eyelashes and spit curls.

DEMURE KIKI (below) posed for
Moise Kisting, a friend who used
her as a model about 100 times.



LANGUID KIKI modeled for Per
Krohg, a Norwegian painter, in his
version of a Montparnasse Venus.



DELICATE KIKI was drawn by
Foujita (p. 12), an artist who specializes
in painting pictures of cats.



TOUGH KIKI, posing as member
of Apache underworld in Paris, was
painted by artist known as Mayo.



He appealed to the kid in all of us

STEP RIGHT UP, folks, and learn all about the man who amazed five continents. It's instructive! Educational! Inspiring! This way, ladies and gents, for the story of the Greatest Showman on Earth.

All this took place before the movies, before radio, and before television. Our ancestors, folks, didn't have our opportunities to behold the Wonders of the World, the Beasts of the Jungle, and the Oddities of Distant Lands. Life was hard and serious for them, and few were the opportunities for Wholesome and Instructive Entertainment.

Now there was a storekeeper in Connecticut, a man named Phineas T. Barnum, who got to thinking about this. "I sell people food," said he to himself one day, "but people need more than food. People need fun. I will show them things to make them marvel and things to make them laugh. I will show them sights to broaden their minds and lighten their hearts."

Sure enough, folks, he did. With his high black hat and a twinkle in his eye, Phineas Barnum built a museum of wonders in old New York City. And there, for a small part of a dollar, you could see Sights that Beggared Description. There were giants and midgets. There were Fierce Grizzly Bears from the Trackless Rockies, and Orang-Outangs from Darkest Africa. There was a Camelopard, a Woolly Horse, a Gila Monster, a Paddle-

Tail Snake, a Feejee Mermaid. There were acrobats and magicians in Feats of Daring and Skill. And, in a room all by themselves, there were Bible scenes sculptured in wax—so real and exciting that they made you want to go home and read your Bible all over again.

Eventually, for people who couldn't come to his museum, Mr. Barnum put his show on the road—and you know the rest of the story. If you ever sat up all night waiting for the circus to arrive, if you ever carried water for the elephants, if you ever fell in love with the Beautiful Equestrienne, if you ever got wonderfully sick on red lemonade and candy canes—you can thank old Phineas T. Barnum, the man who came up long ago with a typically Yankee thought: "People need fun."

We are a nation that has known from the very beginning that there is a connection between fun and freedom. Our founders told us so when they put *liberty* and the *pursuit of happiness* together in the Declaration of Independence. We believe in happiness; and so we shall always have a warm spot in our memory for men who, like Barnum, have added to it in big or little ways.

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CLIMBERS AT EVEREST, PRISON FENCE MENBERS IN KOREA, ROCK THROWERS IN GERMANY AND ELECTRIC CHAIR AT SING SING

IT WAS A WEEK WHEN EVERYTHING HAPPENED

Because LIFE takes very seriously its obligation to bring to its readers the great news events, you will find this in a sense a rather formidable issue. For seldom have so many happenings of world importance taken place in one week as in the period on which this issue of LIFE reports.

To start with we have an exclusive picture report on the conquering of Mount Everest after decades of futile trying. This historic victory actually took place May 29, but it crowded its way into last week's news because it took that long for the climbers' pictures to be carried down the great mountain and delivered in New York to provide the exclusive story on pages 18 through 25.

When Syngman Rhee opened the gates for 26,000 prisoners of war held by the U.N. last week, LIFE Photographer Horace Bristol, forewarned by our Tokyo Bureau of possible impending trouble, had just arrived in Pusan to help record the developments. Photographers Mike Rougier and Jun Miki, to whose doorstep the news had come forcefully the week before (LIFE, June 22), joined in covering the search for escaped prisoners near Seoul, contributing to the

picture account of Korea on pages 26 through 31.

Far away on the other side of the world, as revolutionary rioting broke out in the streets of East Berlin and other German cities, LIFE Correspondent Roy Rowan entered the Communist zone, was promptly arrested by the police of East Berlin. But he was released by them in time to obtain an eye-witness account of the flash uprising and bloody Soviet punishment and to take some of the pictures for the story which appears on pages 37 through 40.

An event, built to great proportions by long legal processes and heated controversy, the electrocution of atomic spies Julius and Ethel Rosenberg, brought the case to its grim end (pp. 45-46).

Indeed, the week's budget of news was of such generous proportions that you will find in LIFE on the Newsfronts of the World (p. 48) three events of real historical significance: Egypt, which had been a monarchy for 50 centuries, chose this busy week to become a republic; the king of Cambodia (in Indochina) made a dramatic gesture to press for democracy for his country and Colombia got a new president through a swift, neat and bloodless revolution.

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THE MOUNTAINEERS assembled before the climb. Colonel Hunt sits front row center with Hillary behind (slightly to left) and Tenzing alongside (right).

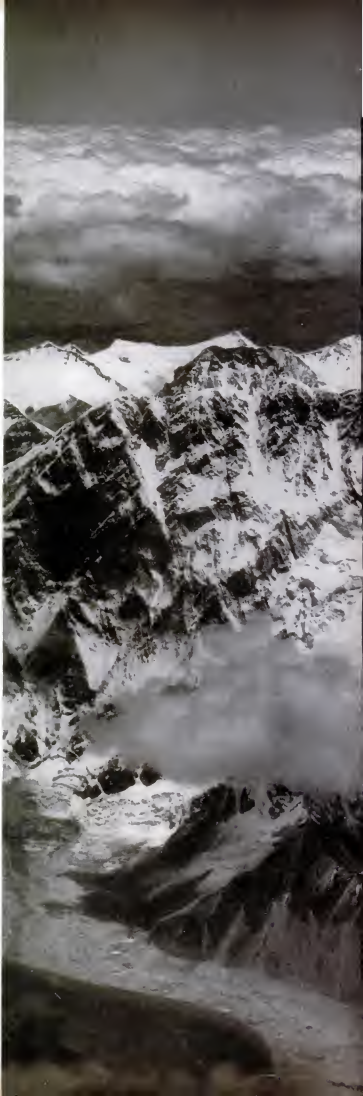
THE CONQUEST OF EVEREST

Down from the high Himalayan plateau last week, through Nepal's foothills bright with rhododendron and lowlands lashed by the monsoon, came photographs to document an epic of aspiration and adventure: Mount Everest was climbed at last. Two men topped the world's highest mountain, 29,002 feet above the sea. One was Edmond Hillary, a 6-foot 3-inch New Zealand beekeeper, veteran of a previous Everest expedition. The other was Tenzing Norkey, 5-foot 3-inch Sherpa (a Nepalese tribe who live in the Himalayas) who last year, with a Swiss climber, failed by only 787 feet. Spearhead of 395-man British expedition under Colonel H. C. J. Hunt, Hillary and Tenzing made it May 29, in time to make a coronation present for Queen Elizabeth. A few days later, the citadel they won was photographed (right) by an Indian air force plane which had delayed flight lest engine noise dislodge avalanches on the climbers.

Challenging Everest, the expedition confronted deadly problems which had, since the first try in 1922, daunted seven attempts and killed at least 16 mountaineers. The expedition used a southwest approach through Nepal, only one open since Communism closed the route through Tibet. The climbers had to scale a treacherous icefall of moving crevasses and pinnacles, then mount the rim of a vast bowl whose bottom lay at 21,000 feet. They had to push up and supply successive camps until high on the saddle between Everest and its neighbor Lhotse. With its ancient armor of ice and rock, its weapons of mist and wild storms, and its sheer altitude which dulls men's wits and will, Everest guarded the final eminence.

The climbers drove on, ever mindful of a warning uttered by George Leigh Mallory, the mountain's most famous adversary, just before he vanished forever within 800 feet of the peak in 1924: "We expect no mercy from Everest." They expected none, and the photos on the following pages, exclusive with LIFE, show how they strove to carry out the long-dead Mallory's vaulting obsession "to string her very nose tip."

PEAK OF EVEREST seen from south rises 1,112 feet above its neighbor Lhotse (the peak at right). Climbers approached from southwest (lower left), doubled back around the ridge of Nuptse (stretching across center), then up to South Col (saddle between Everest and Lhotse) and on up ridgeline toward peak.







LIVING WITH EVEREST. mountaineers planned and practiced, rested when they could. From left: Colonel Hunt writes dispatches outside tent at base camp;



Doctor Griffith Pugh (*left*) and Major J. O. N. Roberts loaf, books beside them; a Sherpa huddles for warmth with Charles Evans, who made first unsuccessful



MOUNTAINEERS, A SPECIAL BREED, PLAN AND TRAIN TO DEFEAT

The attack on Everest was made by a special breed of men, driven to challenge Chomolungma (Tibetan for the Goddess Mother of the World) simply "because it is there." An odd assortment of schoolmasters, businessmen, doctors, scientists and army officers, they were forged into a smoothly functioning team by Colonel Hunt's firm conviction that only by striving one for all and all for one might they prevail, and then only if Everest gave them "the luck of the weather."

For weeks and months the onetime snow-warfare instructor, recently

on the staff of SHAPE, sent his mountaineers out to train on the steep tors of Scotland, then in the Alps of Europe. Finally, after reaching Nepal in March and assembling their supporting army of porters and Sherpa guides, who are called "Tigers of the Snow," they continued their training and acclimatization on the frozen approaches to Everest itself. In the last stages training and testing were combined with blazing the trails and supplying camps for the actual assault.

Each man carried his private "morale pack." Beekeeper Hillary's was



ROUTE CAMP on way to expedition's base at Bablhist Thyanglo-she lamastery (25-mile trek from Everest) is surrounded by supplies. More than two hundred porters were hired to back-pack equipment.



TESTING OXYGEN of "open circuit" type, Wilfred Noyce, schoolmaster, scales snow cliff in Everest vicinity.



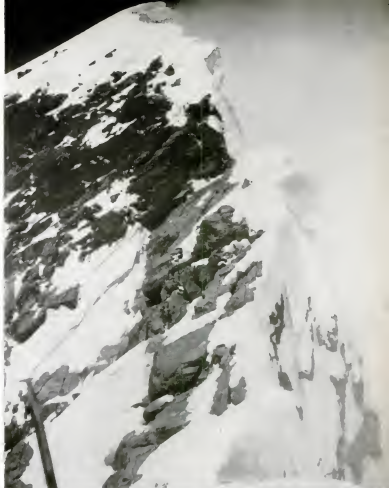
assault; Dr. Michael Ward, rope on shoulder, grins as he returns from exploring an icefall; Tom Bourdillon, who made assault with Evans, sips tea between climbs.

THE PEAK 'BECAUSE IT IS THERE'

his own New Zealand honey. The rest of the expedition's equipment was the best, the warmest, most nourishing, strongest, and above all, the lightest that mountaineering experience and British science could devise. The climbers were armed with two types of oxygen equipment, called "English air" by the Sherpas and once scorned by Everresters as unsporting. One was the old and tried, but heavy, "open circuit" system and the other a new, lighter but untested "closed circuit" affair for which great hopes were held because it saved and re-used each breath of the precious gas.



TRYING BRIDGE, part of 30-foot section of aluminum ladder brought for this purpose, Doctor Ward, burdened with pack, all-fours it across icefall crevasse.



FROM SOUTH SUMMIT FIRST ASSAULT SNAPPED PEAK, 500 FEET HIGHER

TWO TRY FIRST, ALMOST MAKE TOP BUT FAIL

Colonel Hunt's strategic plan called for a one-two punch at the peak to be launched from the highest assault camp at 27,800 feet. Tom Bourdillon, a physicist, and R. C. Evans, a medical officer, selected because they were both fit and skilled in the use of closed circuit oxygen, struck the first blow on May 26. They failed, partly because of trouble with the oxygen and partly because of the weather. But they reached Everest's south summit 500 feet below the peak and never before topped by man, bringing back priceless first-hand knowledge of the last steep pitch to the summit. Hillary and Tenzing's turn came next, but they were stalled there a full day by a raging blizzard. It seemed then as though another Everest expedition was about to fail. But on May 28 they got up to the assault camp and when the 29th dawned, clear and dazzling bright, at 6:00 a.m. the pair moved upward.

DEFEATED AND WORN, BOURDILLON AND EVANS REST AFTER THEIR TRY



Everest CONTINUED

NO MAN EVER STOOD HERE BEFORE...



ON THE SUMMIT, achieved at 11:30 a.m., the masked Tenzing holds up his ice ax bearing the flags of U.N., Britain and Nepal, for Hillary to photograph.



...TO SEE THESE SIGHTS





FROM THE SUMMIT Hillary took a picture (*below*), looking slightly toward the south of east, of two of Himalayas' mightiest still-unclimbed peaks, both now lower than he. In right foreground rises 27,790-foot Makalu (10 miles off) with its satellite peak, Chomo Lonzo (25,640 feet), slightly to left. Above clouds and

80 miles away (*left*) rears 28,149-foot Kanchenjunga, world's third highest mountain, which has defeated two German and one Swiss expeditions. Then he pointed the camera directly southward (*below*) over the razor-sharp ridge of Lhotse (*foreground*), over the clouds toward Nepal and a distant range of the Himalayas.





VICTORY GRIN splits Hillary's bearded face as he and Tenzing, both still carrying rope and axes and wearing goggles, come down to Camp IV from peak.



CLIMBER'S WELCOME is given by other members of party coming to meet Hillary (leaning, second from left) and Tenzing (just behind him) at Camp IV.



AN ADMIRED BOSS, Hillary is surrounded by Sherpas, Himalayan tribesmen who act as guides to Everest expeditions and are, in turn, admired by climbers.



CONQUEROR'S CUP of tea refreshes climbers. Rarefied air of high altitude quickly exhausts body moisture and makes thirst more imperative than hunger.

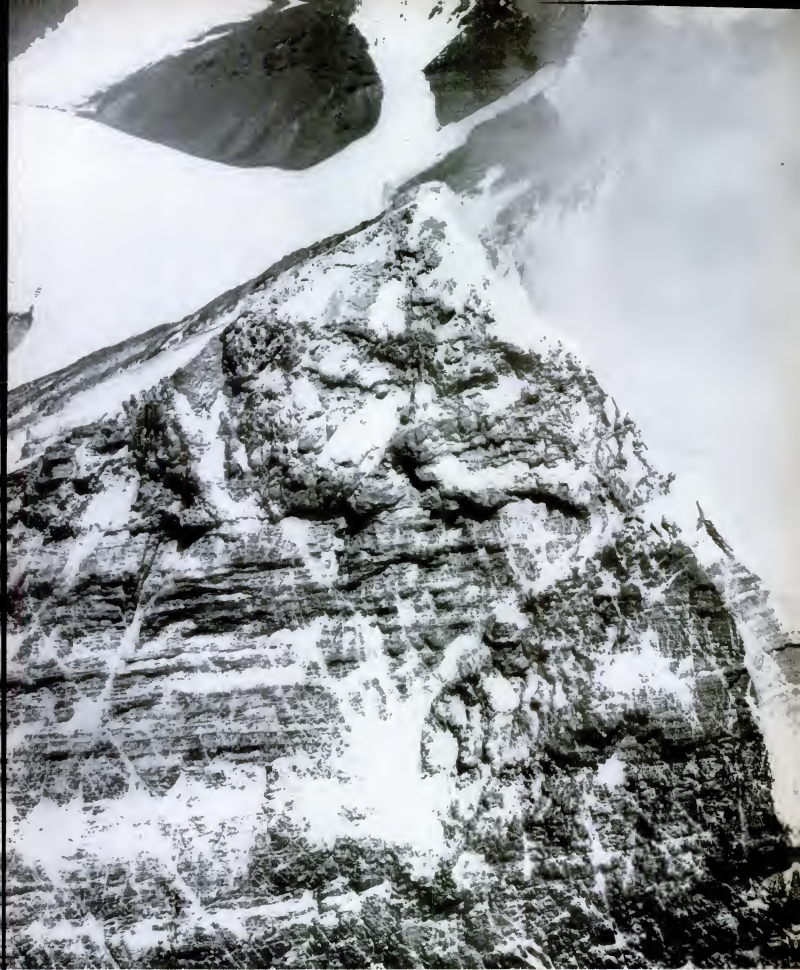
'THE HAPPINESS COMES LATER'

Hillary and Tenzing allowed themselves only 15 minutes to savor their lonely triumph on top of the world. They embraced one another. They looked but found no sign that the vanished Mallory and his companion, Andrew Irvine, had reached the summit in 1924. Then, daring to take off his oxygen mask in the high thin air, Hillary took his photographs of his partner and their surroundings.

Then they started down, making fast time because the weather was threatening again and their oxygen was running low. They met their support party, George Lowe and Wilfred Noyce, at 26,000 feet, and the next day all four came down to Camp IV where the main party waited. Hillary and Tenzing were still 300 yards away and beyond hearing when the anxious watchers, sensing something in their attitude, knew "by the magic wireless of excitement that Everest had been climbed."

Downward and out from there the word sped on by radio and the rewards began to pile up, congratulations from Queen Elizabeth, knighthood for Hillary and Colonel Hunt, the George Medal, Britain's high civilian award, for Tenzing and a jealous quarrel between India and Nepal over which could claim and honor him as a citizen. Far above, and far behind, Everest brooded, conquered but majestic. When the Indian Air Force plane ventured close in above the peak (*opposite page*), there was nothing to show that man ever had set foot upon that loftiest aerie.

Of straining Everest's very nose tip, Hillary had a mountaineer's laconic comment. "It was a beautiful day with a moderate wind. . . . I felt damn good at the top." Tenzing gave it even less. "When you get there you are thinking about the return. . . . The real happiness comes later."



IN 'LIFE,' JULY 13: COLOR PICTURES AND FIRSTHAND STORIES OF MOUNT EVEREST'S CONQUEST



PATH OF ESCAPE IS MARKED BY SCATTERED STONES AS SOLDIERS REPAIR THE WIRE ON PRISON FENCE

EMPTY CAMPS: TARDY TRUCE

Rhee frees 26,000 PWs, frustrates chances of quick Korea peace

Syngman Rhee, sure that anything short of complete victory over the Communists would mean Communist domination of his country, had warned his allies that "no armistice can be acceptable as long as the Chinese aggressor remains inside the Korean peninsula." When his warning went unheeded and truce negotiations were virtually completed, South Korea's stubborn old president showed how desperately he meant what he said. In a unilateral move calculated to disrupt any truce, he ordered Korean troops guarding prison camps to release the 32,600 North Korean P.W.'s who did not want to be returned home—and whose disposition had for so long been the stumbling block in negotiations. Before U.S. soldiers could stem the flow, 26,000 North Koreans had melted into the South Korean countryside.

Rhee's allies were more furious at the act than his Communist enemies. General Mark Clark, head of the U.N. forces, angrily accused

Rhee of breaking a promise not to rock the boat. President Eisenhower sent a stiff note to Rhee and Secretary of State Dulles hustled Undersecretary Walter S. Robertson out to Seoul. Top U.N. officials and Sir Winston Churchill joined in denouncing Rhee, while U.S. Senator George sounded a widely held note of American frustrations: "We are not going to permit any foreigner to make our decisions on the vital matter of war or peace."

The Communists, in their first reaction, made no threats to break off talks. They demanded that the U.N. round up prisoners and give assurances that Rhee would stand by any agreement reached. The U.N. seemed able to do neither. Rhee, who could not himself win the war but could make it impossible for the U.N. to end it, remained adamant as ever. And the escaped prisoners had effectively vanished, helped by Rhee's police who saw that they were fed and hidden from American pursuers.



AFTER ESCAPE, a platoon of American soldiers who had seen duty on front lines moves into prison

camp to organize the recapture of enemy prisoners. Many of ROK guards left their posts after escape.



CAP ON GROUND AND UNDERWEAR, SHIRTS AND



HOVERING HELICOPTER, carrying pilot and observer, circles slowly over an empty camp near



PANTS SNAGGED ON WIRE SHOW HASTE WITH WHICH KOREANS SKIPPED CAMP. AMERICAN GUARDS HAVE REPLACED ROKS ON PATROL ALONG DRAINAGE DITCH



Pusan, vainly looking for escaped prisoners. In guard tower two GIs man .30-caliber machine gun.



MARINE PATROL fans out along road to search for prisoners few hours after their flight. Despite

advance warning Roks might permit escape, U.N. command kept them on duty in "calculated risk."



PRISONERS AT LARGE, eight fugitives from three years behind barbed wire, huddled contentedly in a Pusan warehouse. Provided with civilian clothing by

friendly South Koreans, they are only mildly apprehensive of being picked up by American soldiers, are ready to slip unnoticed into the daily life of the city.



BACK TO CAMP comes one of the few prisoners of war to be recaptured, escorted through the wire by a well-armed American.



OUT OF CAMP to hospital goes prisoner, wounded by GIs in attempting escape, under guard to see he does not try again.



SAFE IN CAMP a tiny group of North Korean PWs, either sick or wounded in the attempt to break out, sit waiting for

medical attention in Compound No. 10 at Ascom City from which 435 prisoners escaped. Forty were killed by U.S. guards.



RED ARTILLERY BURSTS HAMMER ROK POSITIONS ON FINGER RIDGE, CUTTING OFF MOVEMENT OF SUPPLIES AND REINFORCEMENTS ON SWITCHBACK ROAD

REDS' ROUGHEST BLOW HAD SENT RHEE'S TROOPS REELING BACK

Syngman Rhee's defiant move came just as his armies had been thrown back by a Red offensive unmatched in two years of fighting. Spending both men and artillery lavishly, the Communists threw most of four divisions against Finger Ridge, Capitol Hill and Christmas Hill, vital strongholds manned by four ROK divisions. Overwhelmed, the Roks first pulled back into their fortifications where hundreds of them were killed or smothered by Red demolition charges. Then they began to fall back. They lost a thousand yards of front in one night of the savage offensive, then gave

up as much again in another surprise attack. Before the offensive spent itself, Rhee himself flew to the front with Lieut. General Maxwell Taylor, Eighth Army chief, to encourage his sagging troops. Having won about two miles of depth at their deepest penetration, the Reds in a broadcast from North Korea declared that any new truce line "will be a historical landmark of the failure of the American and Rhee aggressors to unify Korea by military force." Meanwhile the U.N. was further discomfited by a Red air raid whose lucky hits made an inferno of a fuel dump at Inchon,



DAPPER ROK PRESIDENT Rhee arrives with General Taylor (center) to hearten the ROK troops.



HAGGARD ROK WARRIORS, wounded in Red offensive, are loaded in jeep for ride to hospital.



HAPPY ROK GRAVEDIGGER smiles after laying away one more of the many Communists killed.



THE UNARMED FORCES

On page 37 is a photograph of two East Germans throwing rocks at a Russian tank. This unequal contest is a remarkable symbol of one of the major political controversies of our time.

According to realists, the tank and subsequent weapons have made the old-fashioned rebellion obsolete. No revolution can succeed against a modern army, and individual resistance is as socially meaningless as anonymous suicide. These two unknown Germans did not kill the tank. The Berlin revolt was overrun and the Reds are back in control. So the realists are still realistic.

The other theory holds that no weapon ever devised is as unconquerable as the human spirit. In Korea many a disarmed American soldier has held a doomed position a little longer by throwing rocks. When it can't get hold of anything better, the spirit of liberty is still nourished by the hand-filling feel of a rock. Like soldiers the unarmed German workers who rebelled last week were further sustained by the knowledge that they belonged to an organization—in their case a secret underground whose purpose is not only better working conditions but national freedom. An organization of brave spirits dedicated to freedom will always overcome the tanks of tyranny, somehow and eventually. That is the other theory.

The German revolt was not useless, for it taught three lessons. In the words of Anne O'Hare McCormick of the *New York Times*, it has "subtly changed the international atmosphere." When the Soviets had to turn tanks against the very workers in whose name their tyranny justified itself, many a French and Italian Communist's eyes were opened. It was the most blow to Soviet prestige in years.

Secondly, the revolt proved anew that it is not easy to govern long without the consent of the governed. With similar uprisings elsewhere behind the Curtain, it is one more link in history's long chain of evidence that liberty is indispensable in any political system likely to endure.

And these two lessons should produce a third, addressed especially to those apostles of "containment" who have refused to bet on (let alone foment) the forces of revolt within the Soviet empire. Some day, when Free World resolution manages to offset those tanks from without, a German revolt in the name of liberty can succeed. That is the meaning of those futile rocks hurled into the cannon's mouth. Their repercussions will not die away.

The President has often demanded "deeds not words" from manipulators of the Soviet peace drive. Last week he exposed himself to a lesson in the folly of words not backed by deeds. In the midst of what Senator Hennings called the "almost farcical confusion" over book burning, a rousing deed is badly overdue.

President Eisenhower raised the issue by his speech to the graduates at Dartmouth. "Don't join the book burners," he said. "Don't be afraid to go in your library and read every book. . . ." These words were appropriate and heartening but scarcely sensational; any American speaker should have been able to utter them at any time. Yet they turned out to be dynamite, for the fact is that a figurative book burning has been creeping through the two million volumes of the U.S. Information Service's 285 libraries abroad.

The President's figurative remark boomeranged when two prominent individuals had to pretend to take it literally. Senator McCarthy said the President "couldn't very well have been referring to me. I have burned no books." And Secretary of State John Foster Dulles disclosed that USIS employees, on their own authority, had in fact literally burned a few books—11, Dulles thought. He disapproved of this and forbade further outright use of matches. He did not disapprove of, or throw much light on, the USIS's 3-month-old program of book removal.

In another address during commencement week, Charles Malik of the Lebanon, philosopher and diplomat, said at Harvard: "There have been very few times in its history when the West was as challengingly called upon to come out with where it stands, what it believes, what it is after, as it is today." The worldwide hunger for this clarification was illustrated by the tremendous response to Eisenhower's speech of April 16, in which he forcefully restated the old American goals of peace, freedom and economic progress. During the late Democratic administration, John Foster Dulles was one of the ablest Republican spokesmen for a return to American first principles in our foreign policy and their clear assertion before the world. Here, on the issue of book burning, was surely an opportunity not only to assert such principles, but to give them effect in the library policy of the USIS.

This chance was muffed. When Eisenhower returned to the issue in his press conference, he further confused it by condemning censorship and subversive literature at one and the same time; and he finally fell back on the old French adage, "All generalizations are false, including this one." Mr. Dulles, eagerly awaiting the reorganization which will end the State Department's direct responsibility for USIS, gave him no help. At this writing the book-purge policy has been

never defended nor clarified. The President's words to the graduates of Dartmouth still lack their appropriate deed.

One must sympathize with the difficulty of the USIS book-selection problem. It is silly, as the President said, to spend taxpayers' money filling libraries abroad with propaganda against the U.S. Perhaps the original selectors oversupplied the USIS libraries with such books, though there has been little or no responsible evidence to that effect. In any case it is even sillier to retreat from a supposed mistake by showing fear of any book whatsoever.

In the current purge some embassy officials, frightened by a foolish directive about "controversial" books, have evidently removed such volumes as Bert Andrews' *Washington Witch Hunt*, the Lynds' sociological treatises on Middletown, the mystery stories of party-liner Dashiell Hammett and books by practically anybody who was wrong on China. If the shadow of McCarthy has cooled so many feet and frozen so many brains in the lower echelons of the State Department, here surely is one case where the shadow could be quickly dispelled by a clear statement of policy.

As originally set up these libraries were designed to show a fair cross section of American literature, not to serve as American propaganda in any narrower sense. This policy was confirmed this month by the Hickenlooper subcommittee investigating U.S. overseas information, whose thorough report was unanimously signed by the chairman and seven other Senators. It recommends that the library program be enlarged, not diminished; and its only qualification to the "cross section" formula is the reasonable one that "writings of Communists or Communist sympathizers should not be tolerated in any manner which would indicate their acceptance by the American people." That is, label or segregate such books; but do not hide them. As former Assistant Secretary of State Barrett describes the original policy, "it is not consistent with the dignity of the United States Government to use suppression, mendacity or guile in its library system." Why were not the President or Mr. Dulles ready last week with an equally clear statement of policy?

The USIS budget is now going into congressional committee. If the policies the USIS stands for are not easily recognized as traditional American policies, it will be very tempting for Congress to slash this budget beyond recognition. The morale of State Department employees is also at a low ebb. The Secretary could raise it at once, and also increase American prestige abroad, with a statement and directive of policy reflecting his own well-known confidence in freedom of speech and opinion.

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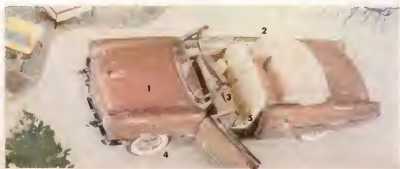
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WITH RAW COURAGE, TWO GERMAN WORKERS HURL STONES AT SOVIET TANKS FACING DIRECTLY INTO 86-MM GUN OF ONE WHILE OTHER TURNS TOWARD THEM

INTO THE RED CANNON'S MOUTH

East Berlin workers, using stones to fight tanks, arise in Europe's first big revolt against Red masters

The clatter of hurled stones, bouncing off tanks in the embattled streets of East Berlin last week, was heard round the world. It exploded in the face of East Germany's Communist bosses who, ironically, had started the chain of events which led up to satellite Europe's first major revolt against the Russian masters (p. 32). Having offered appeasement to East Germany in promises of religious freedom, halting collectivization and easing travel curbs, the Reds apparently ordered a few "workers' demonstrations" against the government to prove to the free world that workers behind the Iron Curtain can protest and be heeded. Accordingly the demonstrations began mildly Tuesday with small groups of workers walking through the streets. But then a thing not on the Soviet schedule began to happen.

Instead of breaking up according to plan, demonstrations continued, even through the night. Then at 7 a.m. Wednesday 10,000 workers began moving down Stalinallee, an area of workers' apartment houses built with great fanfare as a birthday present to Stalin (LIFE, Dec. 22). Mostly they were construction workers wearing the clothes of their trades—white overalls for the masons, heavy hobnailed boots and threadbare work suits for the laborers. As they marched they

kept cadence with shouted slogans. Suddenly in front of them loomed a human wall of gray-raincoated Communist-controlled people's police, elbows linked, across the 100-foot boulevard.

Still the files of workers approached, never faltering. As they neared the phalanx of police, the cadence of their slogans stopped. The only sound now was the metronomic beat of hobnailed boots on the pavement—the only sound except another one largely unheard at first. From far up the street came the rumble of Red army flak wagons arriving in the city in response to a frenzied call for armed help from East Berlin's Soviet rulers.

It was not until the workers had almost reached the Communist police that the front ranks hesitated and the workers' column accor-dioned. Then, as if in one mighty massive push expressing all the long stored-up hatred of the postwar years for their Soviet lords, the brave workers plunged forward. A great roar went up, drowning the rumble of the flak wagons. Quickly came another sound, the sickening crash of police truncheons smashing the workers. But then the Red police wall broke. LIFE's Roy Rowan was on the scene to report (*following pages*) what happened as Berlin's bloody Wednesday was born.



REVOLT'S START was an orderly demonstration (left), probably Soviet-approved. As workers get out of control and surged into Potsdamerplatz, border



of Soviet sector, West Berliners (center) stood on markers to watch. As workers storm police office (right), policemen dump uniforms out window in surrender.



RED SPEAKER who tried to give talk to demonstrators was almost beaten to death. Dragged over border to West Berlin, he was saved by West Berlin police.



RED POSTMASTER in East Berlin is clubbed by East Berlin youths who then dragged him to the British sector. British promptly returned him to the Soviets.

THE WORKERS' 'CHAMPIONS'

BERLIN

The column of workers which broke through the police lines surged on past the soldiers and armored cars. On East Berlin streets, in parks and in vacant lots still heaped with war rubble, more workers, women and children merged into more fist-waving armies. "We want free elections!" they screamed. "We want more butter!" "Down with the people's army!" By 10 a.m., though a driving rain beat down, the downtown section of Red Berlin was black with demonstrators. There was no space for the prowling armored cars and truckloads of police who were forced back out onto the less crowded side streets.

The armored cars were part of two entire armored divisions, including 300 tanks and 25,000 soldiers, the Russians had rushed to Berlin—the largest force ever used to subdue a European city in peacetime. As cries of "Go home, Ivan!", "Freedom! Freedom!" and "Throw out the government!" sprang from the crowds, now grown to 100,000, the "champions of the working class" opened fire on the workers.

At 11 o'clock, three truckloads of Russian soldiers waving Tommy guns tried to wedge into the mob jammed around Premier Grotewohl's East German Government headquarters. The mob yelled for Grotewohl and Deputy Premier Ulbricht to come out and then when they saw the Russians, broke out into *Deutschland über Alles*. One demonstrator tossed a rock at the government building. Seconds later hundreds of rocks and sticks smashed through the windows.

Suddenly the demonstrators charged down to the Potsdamerplatz where the Soviet, British and U.S. sectors join. Before thousands of gawking Western spectators they uprooted the sector border signs, tore down propaganda billboards and Communist flags and set fire to everything that would burn in the rain. Young Red sector boys raced down the street waving burning Communist flags. An anti-Communist carnival spirit caught the crowd. Then a sudden burst of machine-gun fire sent them scurrying into Potsdamerplatz in panic.

The shooting stopped as a dozen T-34 Soviet tanks lumbered down Leipzigerstrasse, their 86-mm guns pointing into Potsdamerplatz. A



RIOTING WORKERS and youths trample border sign between East and West (left), symbol of Berlin's division, send a police control house in Potsdamerplatz



CHANGING FLAGS at Bramenburg Gate, where Red banner has flown since capture of Berlin as symbol of Soviet victory, young workers march through gate



bearing German Republic's flag. Then some of them climbed flagpole (center), ripped off Red emblem and hoisted German, came down to burn Soviet flag (right).



OPEN FIRE ON THE WORKERS

group of brave demonstrators rushed out in front of them to drag away one wounded man before he was mashed into the pavement. Then two more ugly bursts of machine-gun fire echoed down the street, followed by the wailing sirens of West Berlin ambulances carting away the wounded who were being carried to the border.

At 1 o'clock the East Berlin radio announced the beginning of martial law; any group of more than three people in the streets would be fired on. Thousands of workers stood their ground in Leipzigerstrasse, staring down the cold, green gun muzzles of four tanks directly in front. Just off Potsdamerplatz, Red Cross women set up an emergency aid station. After each burst of fire they would receive another batch of bleeding men and occasionally a wounded woman.

While this was going on, I learned later, the revolt was spreading to at least 10 other German cities, from as far north as Rostock—where workers reportedly scuttled a floating dry dock—to as far south as Chemnitz, a traditionally Communist city. In Magdeburg, whose workers once "voluntarily" sent building materials to Berlin to build an entire Stalinlee apartment building, the workers now broke open a jail, freed political prisoners, hanged one policeman. No one knows how many workers the Russians killed and wounded. Eighteen died in West Berlin hospitals alone, countless others in sealed East Berlin. One of the dead there was Willi Goetting, a jobless West Berlin truck driver whom the Russians charged with conspiracy in the revolt and executed before a firing squad, all within 24 hours.

The rocks hurled by German workers at the Russian tanks smashed, as nothing had in years, Soviet propaganda that the area behind the Iron Curtain is a workers' paradise. "What will happen now?" I asked of a 21-year-old mason who lay in a West Berlin hospital with his left ankle almost shot off.

"I'm not sure," he said. "But the Russians can't keep their panzers on the street forever. When they leave we will fight again until they change the government."

—ROY ROWAN



CRUSHING REVOLT, Soviet T-34 tanks thunder down the Leipzigerstrasse. Rioters scurry to the sides of street, then defiantly fall in behind the tanks.



up in flame (center) and tear down Red propaganda posters (right). Workers also tore down and burned pictures of Stalin and East German Communist leaders.

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Red Cannon's Mouth CONTINUED

BIG NEWS ROCKS WEST BERLIN



WEST GERMAN LEADERS meet with Chancellor Adenauer (back to camera, left) to discuss the East Berlin riots. Behind, aides read bulletins on riots.



WEST BERLIN SYMPATHIZERS hold demonstration in the U.S. zone for East Berliners. Sign says, "We want free elections" (for East Germans).



EAST BERLIN LEADER, Deputy Premier Otto Nuschke, hustled into U.S. sector by rioters, is greeted by Red delegation and carnations on return.



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ROSENBERGS ARE PUT TO DEATH

Time and the law run out at last for the convicted atomic spies

For two years, two months and two weeks, Julius and Ethel Rosenberg made their home in the death house of Sing Sing prison. Last week, as the setting sun's last rays shone across the Hudson River on the prison's walls, their grim tenancy came to its end.

During those 26 months the pair—he an electrical engineer, she a housewife who once wanted to be a singer—had become the center of an international furor. Around them opportunistic Communists built a ceaseless propaganda crusade. For them, lawyers and judges went through an exhaustive exploration of U.S. law to make sure that the pair was receiving full justice. Two U.S. presidents were petitioned for clemency on their behalf.

They had been convicted of espionage, of having given Soviet officials important, secret details of U.S. atomic bomb construction. The

testimony of Mrs. Rosenberg's brother, a confessed spy, implicated them in the plot. Other evidence linked them to the worldwide web of Communist conspiracy that included Britain's convicted traitors, Alan Nunn May and Klaus Fuchs.

Sentenced to die in May 1951, the couple was spared time and again as review after review and appeal after appeal pushed back their date with death. Finally the date was set, June 18. At the last moment, however, responding to a move by outside lawyers whose intervention had been rejected by the Rosenbergs' own attorneys, Supreme Court Justice William O. Douglas granted a new stay. There was, he contended, considerable doubt as to whether they had been sentenced under the right law. The Supreme Court promptly vacated Douglas' stay and the Rosenbergs' last legal hope was gone.



SUNDOWN FLIGHT is made by helicopter to keep planes and boats away from death house area.



BURSTING WITH NEWS of execution, reporters, having been briefed by official witnesses, ran into the gathering dusk to flash word of the death of Julius

and Ethel Rosenberg. Among the correspondents permitted inside the prison for the briefing were representatives of several European newspapers and magazines.



INTO THE DEATH CHAMBER, depicted here by Artist William Sharp, walks Julius Rosenberg, following Prison Chaplain Rabbi Irving Koslowe and escorted by two guards. Standing along opposite wall are Dr. H. W. Kipp and Dr. George

McCracken, who later pronounced him dead; Warden W. L. Denno and U.S. Marshal W. A. Carroll. In alcove is Executioner Joseph P. Francel. Others in room include deputy marshal, three witnesses from press and four prison attendants.

AN END IN THE QUIET DEATH HOUSE, FAR FROM THE NOISY PICKETS

On June 19, the Rosenbergs' last day, pickets in city after city here and abroad noisily demanded reprieve. Inside the prison there was quiet. The husband and wife had been allowed extra time to visit together, but the swift rush of events left no time for the traditional last meal. Julius Rosenberg entered the execution chamber first. Two minutes and 45 seconds

after he was strapped into the chair he was dead. It took three jolts of electricity. Almost as soon as his body was out of the way, his wife entered. She reached out, kissed a matron on the cheek and sat down. After three jolts her heart was still beating. Guards strapped her up again and she was given two more. Then she was dead and the Rosenberg case was ended.



PICKETING PRESIDENT to urge clemency for Rosenbergs, demonstrators march into the night at White House. Their last hope was wiped out when

Eisenhower refused second time to intercede, saying, "The Rosenbergs have received the benefit of every safeguard which American justice can provide."



FUTILE END of protest comes as a picket flings her sign onto pile of discarded placards, near fence surrounding the White House, following execution.

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1. Watch out! This car is about to slam into a deep chuckhole—one of many road hazards motorists face every day.

Photos by Motor Vehicle Research



2. Thud! Too late to stop or swerve. Down she goes with a punishing wallop.



3. Ugh! It slams right into the sharp edge of the hole so hard the tire is crushed back to the rim.



4. Zowie! So great was the impact, the steel rim of the wheel itself was badly dented, yet the tire is still intact. Wouldn't you like to have such rugged tires on your car? You can... at no extra cost.

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LIFE ON THE NEWSFRONTS OF THE WORLD

Egypt is proclaimed a republic, a Cambodian king makes gracious 'wei,' Colombia ousts its president

By proclamation of Prime Minister General Mohammed Naguib, Egypt became a republic for the first time in recorded history. The general took over the presidency of the new government for a three-year term while the people are being prepared to vote. Out of the shadows into government posts moved the little group of tough, young army officers who have been the power behind Naguib's regime. They are headed by Lieut. Colonel Gamal Abdul Nasser, the real bossman who will be the deputy prime minister, and include Major Salah Salem, known as "Mr. Diplomacy" because he once danced



ABDUL NASSER

nearly nude in a ceremony on a visit to the Sudan (LIFE, Jan. 26). Naguib's proclamation ended the reign of Fuad II, Farouk's 17-month-old son, who had been acknowledged king last July after his father's forced abdication.

A political reshuffle in Katmandu, the mile-high capital of Nepal, had the Koirata family in a state of utter confusion. M. P. Koirala wound up in the prime minister's post. His half-brother, B. P. Koirala, chief of the country's leading political party, was bounced out of the government. Two more of his half-brothers, G. P. and K. P. Koirala, were bounced into jail on charges of urging disgruntled peasants not to pay their taxes. Basis of the trouble, which had tough Gurkha troops patrolling all roads, was a family argument over whether Nepal should lean toward non-Communist India on one side of the mountains or Communist China on the other side. Prime Minister Koirala is in favor of India.

New baseball records

The ball game between the Detroit Tigers and the Boston Red Sox was reasonably tight (3 to 5) until the last half of the seventh inning when Boston came to bat. In that one inning they set up four modern major league records: the most runs in one inning, 17; the most hits in one inning, 14; the most runs scored by one player in one inning, three by Sammy White; and the most hits by one player in one inning, three by Gene Stephens. When the Detroit team left the field after its inning of horror, it seemed tired.

Since the liberation the average time between the fall of one French cabinet and the installation of the next has been 11 days. The longest lapse was 29 days. Last week France experienced its 30th day without a government. With none in sight it looked as if the no-government record was going to be no good and broken this time.



GIRL DANGLES BEFORE SHE DIES

Leap at the Club Elite

At midnight on St. Anthony's Day in São Paulo, Brazil, the Clube Elite 28 de Setembro was filled with laughter, the thump of jazz and the shuffling of dancing feet. Then a saxophone player looked out a window, saw flames and called the manager. In the next half hour 54 of the 300 people who had been in the dance hall died, most of them in a wild fight to get down the one narrow stairway leading to the street. One girl jumped from a balcony window, landed on street electricity wires and remained dangling from them upside down for long minutes until she dropped to her death.



IN CAMBODIA, A WANDERING KING

Nervously making wei right and left, King Norodon Sihanouk of Cambodia turned up in Thailand announcing that he wanted the immediate independence of his country. To make wei, a traditional form of greeting, the king puts his hands together as if in prayer and bows his head. The Thais, making wei back at the king, said he might stay on in their country as a political refugee provided he did not ruffle their relations with the French, but a few days later the king, still making wei, went back to Cambodia.

The U.S. granted recognition to a revolutionary government in Colombia, which seemed the most hopeful thing that unhappy South American country has known in five years. The coup, carried out by Army Commander Lieut. General Gustavo Rojas Pinilla, deposed a stern and unyielding conservative party president, Laureano Gomez, who has been the country's arbitrary ruler, and gave hope for an end to the bitter bushwhacking civil war that has been raging between the liberals and conservatives since 1949. Before the week was out liberal guerrilla leaders began surrendering to local army commands here and there and were promptly freed. Other guerrilla units drifted over the borders to Venezuela and Ecuador while more complicated surrender agreements were arranged. The guns were silent and long-needed peace seemed in sight.



GENERAL ROJAS

In the Point Barrow region of Alaska, hundreds of thousands of furry, five-inch tawny brown lemmings suddenly scurried to the Arctic Ocean, ran out on the ice, plunged into open water and swam on and on in the direction of the North Pole. Driven to flight by a food shortage on land, they swam far out into the ocean until, exhausted, they drowned. More of them drowned, in fact, than started on the flight because the lemmings, who breed very fast, gave birth to more and more offspring even as they raced onward to their deaths.

Worst air crash

One rain-filled afternoon last week a giant Air Force C-124 Globemaster lifted off the runway at Tachikawa airport near Tokyo and disappeared into the murk. The tower heard one brief radio message from the plane: "One engine dead; returning for G.C.A. landing." A few minutes later, in a flat spin, the C-124 crashed into a muddy farm field northeast of the airport. There were no survivors: the plane carried to death 129 persons, seven members of the crew and 122 servicemen returning to their units in Korea after leave in Japan. It was — by a margin of 42 deaths — the world's worst disaster in the history of aviation.

The Senate last week voted to give Pakistan a million tons of wheat to relieve a food shortage. Then suddenly a surprised U.S., which had been dishing it out for a long time, discovered how nice it is to take it. Moved by stories of the recent catastrophes, Burma unexpectedly popped up with a gift of \$10,000 to the American Red Cross for relief among tornado victims.

Save your holiday fun... "million dollar" movies with an "all-star" cast

Brownie Movie Camera

New lower price **\$39⁷⁵**

KODAK-MADE... Brownie-priced... for simpler, surer, more economical 8mm. home movies

It couldn't be easier. Making home movies today is every bit as simple as making snapshots. What's more—with the fast *f*/2.7 lens of the "Brownie," you can get them just as easily in full color as black-and-white... indoors or out... night or day.

Only \$39.75 starts you off. The Brownie Movie Camera loads and operates as simply as a box Brownie. One easy setting adjusts for light. Then just aim and press the button. You're making movies... wonderful movies!

Film costs are low, too. A single roll of full-color 8mm. Kodachrome Film, only \$3.95, makes 30 to 40 average-length movie scenes... (\$3.25 for black-and-white)... and that, mind you, includes developing your film ready to show. Makes it hard to see how you can afford *not* to make movies!

To round out your Brownie Movie Team

Economical from start to finish. Now there's a Brownie Movie Projector at only \$62.50. Projects all 8mm. movies crisp and bright... big enough for living-room shows. "Stills," reverse action, too!

There's even a Brownie Projection Screen—a full 30-inch-wide beaded screen, it's yours at only \$4.50.

But get the whole fascinating story about home movies from your Kodak dealer. Or mail coupon to Kodak for your free copy of "Let's Make Movies."

Prices include Federal Tax where applicable and are subject to change without notice.



Brownie Movie Projector
only **\$62⁵⁰**
easy terms if you wish

FOR YOUR CINE KODAK DEALER CONSULT CLASSIFIED DIRECTORY

See "Photographic Equipment and Supplies"



Brownie Projection Screen
only **\$4⁵⁰**

Eastman Kodak Company, Rochester 4, N. Y.

"Let's Make Movies"
A free and fascinating booklet that tells you in clear, simple language how to make color movies... how to make movies indoors as well as out... how to choose the right camera for your needs. Here's the answer to home movies at their easiest, most satisfying best. Just fill out coupon and send to Kodak.



Please send free copy of "Let's Make Movies" to:

Name _____

Address _____

City _____ Zone _____

State _____

Kodak
TRADE MARK



Brownie Movie Camera
only **\$39⁷⁵**
easy terms if you wish



Grapefruit cools you off

and keeps you slim!



Midsummer Punch: Chill 46-oz. can grapefruit juice, one pint ginger ale. Pour into punch bowl, add ice cubes with red and green cherries frozen inside, scoops of orange and lime sherbet. Makes two quarts. For an extra quart, add two No. 2 cans orange or tangerine juice.

Lowers your body temperature . . .
low in calories . . . high in vitamin C!

Florida Cooler: Tall chilled glass of blended orange and grapefruit juice. Garnish with bright red cherries on gaily colored straw. Delicious!

Florida Julep: Tall glass of icy grapefruit juice with sprig of mint. Ready in minutes when you stock your freezing compartment with fresh-frozen Florida grapefruit concentrate.

Florida Frosted Fruit: Grapefruit sections or citrus salad (orange and grapefruit sections mixed) heaped with melon balls or berries. Add frozen concentrated orange juice frosting.

Cool wave from Florida—tart-sweet grapefruit flavor, refreshing as no sweet drink can be! Scientists say a tall, cool glass of Florida grapefruit juice actually lowers body temperature.

It's low in calories—helps keep your waistline as well as your temperature down. And Florida's easy-to-fix frozen grapefruit concentrates, canned juices and sections are among the world's richest sources of vitamin C. That's the vitamin you need for pep and energy—need every day because your body can't store it up.

So when the thermometer blows its top, reach for a real cooler. For free booklet showing over 60 Florida recipes, send post card to Florida Citrus Commission, Lakeland, Florida. An agency of the State of Florida.

FLORIDA Grapefruit

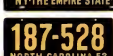
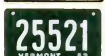
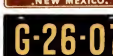
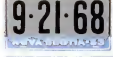
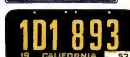
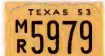
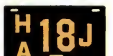
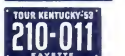
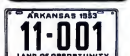
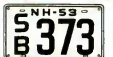
So good so many ways



COAL IN A HOLE BLAZES AT SCRANTON

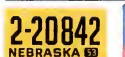
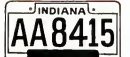
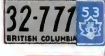
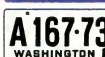
To Scranton, Pa., long known as the "anthracite capital of the world," there is no fragrance more pleasing than the smell of a good coal fire. Recently, however, the city found itself with a fire more frightening than inspiring. For weeks fumes coming off a dump had been making residents ill. City crews, sent out to clean the dump, dug into the earth below and there they discovered an underground fire raging in an old coal vein. The

more they scraped, the more oxygen was supplied to the fire and the hotter it blazed. After a month's effort to dig out the blaze, the city halted work. The fire is still going, a scant 300 feet from a state highway which runs behind the hill where the men above are standing. Unless someone puts it out, the fire may burn its way to the honeycomb network of mine tunnels whose pillars of anthracite coal hold up the city of Scranton.



WHAT'S THE "BEST" STATE?

That's a matter of opinion. But when you're motorizing it's a state of mind, knowing you have a dependable car, equipped with dependable products, backed by dependable service. 38,000 Atlas dealers in U.S. and Canada can supply you with performance-proved Atlas products. And each dealer will honor without delay the famous Warranties on Atlas tires and batteries.



38,000 ATLAS DEALERS SERVING MOTORISTS EVERYWHERE

ATLAS TIRES
BATTERIES
ACCESSORIES



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SAFE FROM FUMES a dragline operator wears mask while scooping coal from the burning mine.

CONTROLLING FLAMES IS A DRAWN-OUT JOB

Though they may burn for years mine fires are almost always brought under control, and everyone in Scranton expects this one to be mastered sooner or later. Since the city gave up after spending \$75,000, the digging that goes on now (right) is done by a coal company. By drilling a series of holes around the fire area and filling them with clay and sand, workers will ring-off the blaze with a kind of underground fence and stop its spread.

The smoke rising off the rocks is an arid reminder of the legacy left by the dying anthracite industry. For the future local leaders have developed as an antidote the "Scranton Plan" to make the city less dependent on anthracite. Already the plan has brought 50 new plants to the area and made 20,000 new jobs.



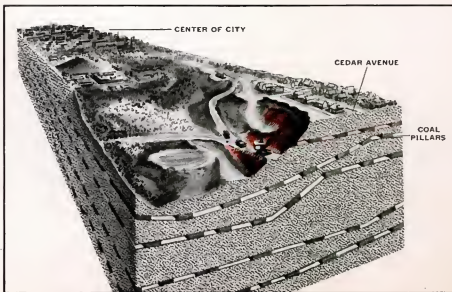
DRAGGING THE DUMP where fire rages, dragline enlarges pit which city and coal company crews

have carved in effort to dig out blaze. Loosened, sizzling rock is loaded into trucks and hauled away.



PILLAR OF COAL, a relic of old vein, is one of many on which some areas of the city still stand.

FIRE'S PROGRESS is shown in cutaway diagram of Scranton. Fire (in red) is snaking into lateral coal vein 55 feet below the surface. Effects are worst on Cedar Avenue. Dark areas are pillars.



Burroughs belongs



in any kind of business

In any kind of business, Burroughs adding machines save as they earn . . . produce *right answers the first time* . . . cost but a few pennies a day to go to work for you . . . are built to last a business lifetime. That's why, to make figuring fast and easy and low in cost, a Burroughs is your best buy.

Here are some of the operating advantages you'll find combined only in a Burroughs—

- ⊕ *Subtraction as fast as addition*
- ⊕ *Narrow forms can be inserted in the carriage for direct listing and totaling*
- ⊕ *Zeros print automatically—save 30% of figuring time*
- ⊕ *Listings and totals always visible*
- ⊕ *Total or sub-total with only one key stroke*
- ⊕ *Keys and motor bar can be depressed simultaneously for extra speed*
- ⊕ *Clear signals insure positive machine clearance*
- ⊕ *Compact, modern appearance*
- ⊕ *Keys depressed in error easily corrected before amount is printed*
- ⊕ *Lifetime dependability—proved by Burroughs' 67-year record of service to business*



Whether you figure a lot or a little . . . once a day or all day—you'll find the right answer in a Burroughs. You'll find the right Burroughs for your needs at the dealer or branch office near you. Burroughs Corporation, Detroit 32, Mich.



WHEREVER THERE'S BUSINESS THERE'S

Burroughs

Coal Blaze CONTINUED



SMELLING SMOKE that rises endlessly from the ground, two women inspect the source of fumes which had caused both to collapse in their homes.



CLOSING CRACKS in the basement of a house on Cedar Avenue near the fiery mine, a truck pours concrete to seal off fumes seeping through earth.



"OLD 16" RIDES AGAIN WITH CHAMPIONS!

After nearly a half-century, legendary "Old 16," first American winner of the Vanderbilt Cup, still takes 100 miles per hour in its thundering stride. This ancient, able Locomobile uses Champion Spark Plugs—as do the great majority of today's record breakers on land, water and in the air.

Apart from its historical significance, "Old 16" serves as a prime example of the value of proper care in protecting your motor car investment.

And proper care should include Champion Spark Plugs. Why Champions? Because the vast majority of engine experts agree that Champions will make any car, old or new, run better.

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

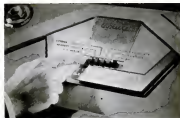
Mr. Peter Heick, internationally-known artist and automobile connoisseur, is the owner of "Old 16." This car was designed by A. L. Riker and driven to its greatest triumphs by "Dare-devil" Joe Tracy and George Robertson.



36

COOL CLEAN AIR

at your Fingertips!



THIS is Fedders exclusive "Built-In Weather Bureau". When it's hot outside, touch a button and the room, bedroom or office climate... fill it with cool air. When it's time to breathe, great air comes from the Fedders Room Air Filter. You twin filtering removes dust, soot, pollen, and other ever miseries from the air. Clean!

BOY ASSERTS AN ANCIENT RIGHT

With craft and determination he goes after a baseball stuck in screen

The ownership of foul balls has long been a point of dispute between the owners of baseball parks and small boys who have always aggressively contended that a ball belongs to whoever gets his hands on it first—preferably small boys. At the Hollywood Stars' ball park, when a ball was hit into the screen behind the dugout, 14-year-old Jimmie Newhouse proceeded to assert his claim. When the ball would

not come through the part of the screen where it was lodged he craftily began to work it down. Hand by hand, mesh by mesh, he lowered the ball, ignoring the interruptions of an usher who came over to press the claim of the management. Having gotten the ball down and through a hole with an assist from a fellow small boy, Jimmie then clinched his property by turning and running out of the park.





FOLLOW THE EXPERTS

Demand

CHAMPIONS

FOR YOUR CAR!

fed Directory under "Air Conditioning". See him today!

FEDDERS

A Great Name in Comfort

FREE MAIL COUPON TODAY!

FEDDERS-STEIN CORPORATION

Dept. 24, Buffalo 2, New York

Please send me books checked on how I can sleep, work, live better with a Fedders.

- "Healthier, Happier Living with a Fedders Beam Air Conditioner"
- "How to Sleep Cool when It's Hot."

Name _____

Address _____

City _____ State _____





Sure favorite in your circle

Take a whiskey census among your friends. If your circle is typical, you should find twice as many "7 Crown men" as those

favoring the next most popular brand. That's because Seagram's 7 Crown outsells any other whiskey by more than two to one!

Say Seagram's and be Sure



SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

★ ★ ★ **PROVED IN THE FAMOUS**

HIGH QUALITY ECONOMY GASOLINE

Fill Up for
**ALL THE
GAS MILEAGE
YOUR CAR
CAN DELIVER**



Mobilgas

SOCONY-VACUUM

At

MOBILGAS ECONOMY RUNS ★ ★ ★

Mobilgas Gives More of the 3 Great Gasoline Qualities Your Modern Car Demands!



VOLATILITY

Smooth, quick-acting performance is built into Mobilgas right at the refinery... which means fast starts and warm-ups, rapid engine response under all driving conditions.

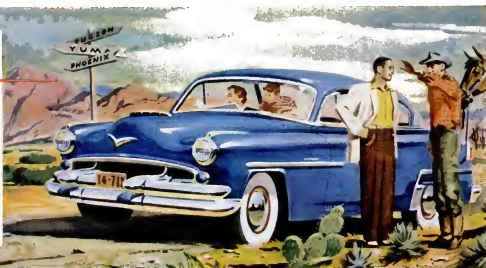
POWER

Catalytically refined Mobilgas is rich in high energy ingredients that help modern engines deliver their best... high anti-knock power on hills, smooth surging power for passing—the kind of road performance motorists want.



MILEAGE

Year after year, Mobilgas mileage has been demonstrated on the road in the famous Mobilgas Economy Runs. Spectacular records set by U.S. stock cars show the great economy and performance built into modern cars and modern Mobilgas — *prove* that you get truly balanced gasoline at the Mobilgas pump... high in performance, high in power, high in mileage!



World's Foremost Catalytic Refining Program Makes the Difference!

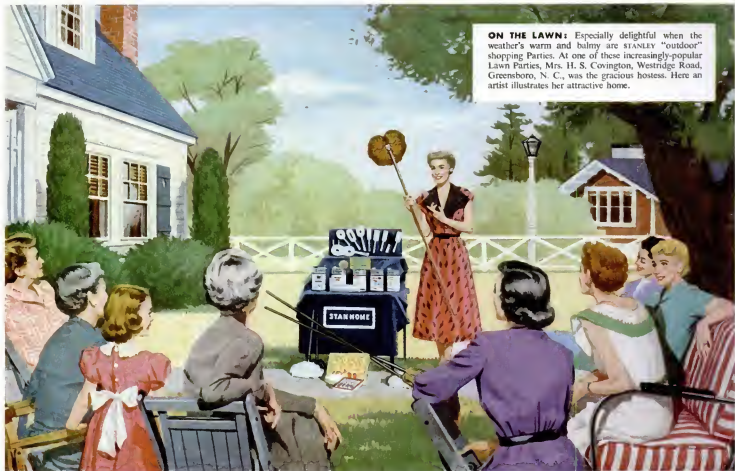
REMEMBER, the secret of top economy is top performance. No other gasoline can match the record of petroleum achievement behind Mobilgas... 22 years of pioneering and development, of

building top quality and performance into gasoline! Why accept less for *your* car? Fill up with Mobilgas, High Quality *Economy* Gasoline at the Low Regular Price. *Get all the gas mileage your car can deliver!*

MOBILGAS-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.



the Low Regular Price!



ON THE LAWN: Especially delightful when the weather's warm and balmy are STANLEY "outdoor" shopping Parties. At one of these increasingly-popular Lawn Parties, Mrs. H. S. Covington, Westridge Road, Greensboro, N. C., was the gracious hostess. Here an artist illustrates her attractive home.



IN THE KITCHEN: As informal as your "housework" clothes, STANLEY "come-as-you-are" morning kitchen Parties provide a quick and pleasant way to shop for STANLEY Products.

* * *

IN THE LIVING ROOM: Your living room becomes especially hospitable when you invite friends and neighbors to relax in its comfort and enjoy themselves while they shop at your STANLEY Party.



Outdoors or Indoors

IT'S ALWAYS FUN TO SHOP AT STANLEY HOSTESS PARTIES

Outdoors or indoors—morning, afternoon, or evening—you'll find STANLEY Parties are always lots of fun, always wonderfully rewarding both for the hostess and her guests. And these parties are so easy to host. You just invite in your STANLEY Dealer and this friendly Dealer helps you with everything. Best of all, this Dealer demonstrates, under actual use conditions, STANLEY's many value-leading, QUALITY PLUS Products. The newest and finest of Products both to save you time and work in housekeeping and to improve the personal grooming of all the family. Small wonder that 12,000 of these famous STANLEY Parties now take place every single day.

● To arrange for your own STANLEY Party, just phone or write your STANLEY Dealer, your nearest STANLEY HOME PRODUCTS Branch Office, or communicate direct with STANLEY's Main Office in Westfield, Mass.

STANLEY LEADS with more than 150 QUALITY PLUS Products demonstrated exclusively at STANLEY Hostess Parties: Housekeeping aids such as Mops, Brushes, Brooms, Dusters, Waxes, Polishes, Cleaning Chemicals, Personal Grooming Aids such as Toilette Articles, Bath Accessories and a wide assortment of Personal and Clothing Brushes. As the millions of women who now use them can testify, you can't buy finer, more satisfying Products than these.

(Copyright Stanley Home Products, Inc., 1953)



Originators of the Famous
Stanley Hostess Party Plan

Stanley Home Products, Inc., Westfield, Mass. • Stanley Home Products of Canada, Ltd., London, Ont.



DUMPCART EXTENSION

LAWN ROLLER

LAWN SWEEPER

DUMPCART

LAWN MOWER
AND GRASS CATCHER

FERTILIZER AND SEED SPREADER

YARD HAND

PRESSURE GASOLINE CAN

TRACTOR COVER

FOAM-RUBBER SEAT CUSHION

CIRCULAR SAW

TOOL KIT

MINIATURE NEW TRACTOR IS SURROUNDED BY MOST OF ITS ATTACHMENTS. TRACTOR WEIGHS ONLY 127 POUNDS, MAY BE LIFTED UP AND DOWN STAIRS

LITTLE TRACTOR WORKS WHILE FAMILY RIDES

A sturdy midget machine that looks like a toy can do most of outdoor work on a small place

The latest in a long list of useful machines, produced to make lawn mowing as little of a chore as possible, is a riding tractor which looks like a toy but can carry a grown man around while doing almost everything for a lawn that a lawn needs. It is called the Yard Hand and was invented by Stanley Hiller Jr., builder of the U.S. Navy's Hiller Helicopter (LIFE, April 7, 1947). The lightest, easiest to manage and cheapest riding tractor yet built (\$234 without attachments), the Yard Hand is able to turn within its own length so that it needs no reverse. Its lightweight aircraft-type engine starts automatically by a pull of a handle, runs an hour on a quart of gas, needs oiling only once or twice a year. The engine is only 1½ hp, but a gear reduction of 40 to 1 at high speed, 60 to 1 at low speed, makes it powerful enough to carry a person and pull 300 pounds up a 25% grade. The Yard Hand has a host of attachments for doing chores, but its chief attraction is that it makes taking care of the place fun for a man, provided he can dislodge his wife or kids from the driver's seat.



MANEUVERING around a small tree with Yard Hand is easy. Clutch in either rear wheel can be disengaged (above) so that the tractor turns in short space.



shake it on
every
morning
then ...



every step
of the day

QUINSANA FIGHTS ATHLETES FOOT INFECTION

Not a part-time, night-time remedy!
• QUINSANA's full-time action fights athletes foot all day long. Gives fast relief. 9 out of 10 users report amazing results.
• 91 per cent of foot specialists interviewed used QUINSANA on their patients. Easy to use and no nasty medicinal odor.
• So... at the first symptoms of athletes foot...burning, itching feet, cracks and peeling between the toes... get QUINSANA quick! Shake it on your feet. To help keep your feet cool and comfortable, shake it in your shoes.

Soothes,
cools
tired
feet!



49¢
TAX FREE

Yard Hand CONTINUED



AERATOR STRIPS, with 1 $\frac{1}{4}$ -inch spikes, easily bolted to roller by 13-year-old, are run over lawn to make seeding, fertilizing and watering more effective.



SPECIAL HITCH makes it possible to hook attachments easily. Bolt, which fits through hole, locks in place.



CIRCULAR SAW bolts to Yard Hand hood, works on same belt as engine. Used to build fences, trellises, cut fallen branches, it can be driven to job.

CONTINUED ON PAGE 54

Why DENTISTS prefer STANBACK

1. When given prior to dental work STANBACK tends to ease patient's nervousness and "chair-fear."
2. Dissolves quickly... goes to work at once, proving beneficial for discomforts following dental work.
3. Contains several fast-acting, medically-proven ingredients, scientifically-blended into easy-to-take Tablets and Powders.
4. Thousands of dentists are finding it the answer to their need when an anesthetic is indicated.

TEST STANBACK
AGAINST ANY
PREPARATION
YOU'VE EVER USED!



Snap Back with
STANBACK

Best for every lighter!

RONSONOL LIGHTER FUEL



Let's Longer!
Lights Instantly!
Burns Cleaner!
Pleasant Scent!

RONSONOL REDSKIN FLINTS



Super Sparks!
Instant Light!
Last longer because they are longer!

THIS SURE-FIRE TEAM, MADE BY RONSONOL
MAKERS OF THE WORLD'S GREATEST LIGHTER



NOW AT SINCLAIR DEALERS' is a new motor oil so good you can drive 100,000 miles with no tell-tale signs of engine wear. It's new Sinclair EXTRA DUTY Motor Oil.

**A NEW MOTOR OIL SO GOOD
YOUR ENGINE CAN
OUTLAST YOUR CAR
AND SINCLAIR GUARANTEES IT!**



A BIG STEP AHEAD of ordinary heavy duty oils, new Sinclair EXTRA DUTY Motor Oil has 50 to 100% greater detergency (cleaning action) ... gives up to 9 times greater anti-wear protection. This remarkable new-type motor oil gives you this *extra protection* because it combats both types of engine wear — acid and friction.



CUTS OIL CONSUMPTION IN HALF in 63,000-Mile Road Test. 1030 Checker and Yellow Taxi-cabs in this most punishing test proved that newly-developed Sinclair motor oil reduces piston ring replacements 80% and *cuts oil consumption in half during the life of an engine in good working condition!*



BACKED BY 100,000-MILE GUARANTEE. New Sinclair EXTRA DUTY Motor Oil is so tough, so superior it's guaranteed to keep your engine in top operating condition for 100,000 miles — the life of your car — provided you have the oil changed regularly as recommended by your car manufacturer. See your Sinclair Dealer today and ask for —

**SINCLAIR
EXTRA DUTY
MOTOR OIL**

Don't risk ROAD RAVAGE* when
**HOT SUN PUTS YOUR CAR
 IN THE OVEN!**



**Simoniz® protects and beautifies
 up to 6 months and longer**

New speedy method, developed by experts, now makes SIMONIZING easier. Actually takes only a few hours per year.

"Thin-Skin" liquid car waxes just can't protect your car's finish from summer sun. They contain so little real wax they can't resist the gritty action of traffic film and dirt. They fail to protect against scorching sun that makes fading, chalking possible.

Only durable SIMONIZ stops Road Ravage. Seals out* dust, dirt, traffic film, road scum. And SIMONIZ gives a rich lustre that outshines any wax or polish!

So don't waste time and money on "Thin-Skin" liquids. Protect your car up to 6 months with SIMONIZ. Thousands find they can now SIMONIZ their cars in less than 2 hours. For complete protection all Summer—SIMONIZ today!



IMPORTANT! No matter what wax you use, it is essential to clean your car first. For best results use Simoniz Liquid Cleaner. Faster! Cleans better. Makes SIMONIZING for easier!

MOTORISTS WISE SIMONIZ!

Why "Thin Skin" liquid
 waxes can't stop
ROAD RAVAGE



In a whole container of liquid car wax there is less than a spoonful of real wax—the rest is just liquid. No wonder they fail to give lasting protection and lustre! But Simoniz is not a liquid. Every can contains 100% tough, durable Simoniz. That's why it lasts so long—protects up to 6 months.



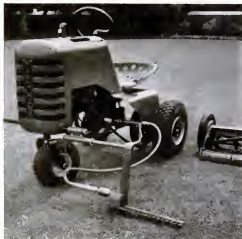
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Yard Hand CONTINUED

FUTURE JOBS FOR THE TRACTOR



FOGGING EQUIPMENT, to fit on exhaust, will be ready in September. It sprays insecticide on the lawn and can be used while grass is being mowed.



HEDGE TRIMMER, still in testing stage, should be available by the fall. It will be attached to the engine.



GANG MOWER consists of three mowers (one 18 inches, two 16 inches), will cut 45-inch swath of grass. It costs under \$100, will be ready in September.

Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos — the finest quality money can buy



Wherever you go, notice how many people have changed to PALL MALL in the distinguished red package—THE FINEST QUALITY MONEY CAN BUY

*Here is
mildness
you can
measure*



See how PALL MALL's
greater length
of fine tobaccos filters
the smoke
on the way to your throat



Light a PALL MALL and notice how mild PALL MALL's smoke becomes as it is filtered further through PALL MALL's traditionally fine, mellow tobaccos.

At the very first puff of your PALL MALL you will enjoy PALL MALL's cooler, sweeter smoking. And your enjoyment of PALL MALL doesn't stop there. After 5 puffs of each cigarette—or 10—

or 17—your own eyes can measure PALL MALL's extra length for extra mildness.

Pall Mall's greater length of fine tobaccos travels the smoke further on the way to your throat—filters the smoke and makes it mild.

PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Outstanding...and they are *mild!*



GOLDEN GIRL. Doris Day, bouncy singing star of Warner Brothers' films, was photographed under yellow light to bring out "her sunshine and good health." The stagecoach is setting for her forthcoming movie *Calamity Jane*.

Seven Stars

PHOTOGRAPHER ELISOFFON MAKES A SPECTRUM

Last year, working as color consultant for John Huston's *Moulin Rouge*, LIFE photographer Eliot Elisofon brilliantly showed how color could be used not only to heighten realism but to play its own dramatic and psychological role in a movie (*LIFE*, Jan. 19). Recently Elisofon visited the Hollywood studios to demonstrate how his principles can be applied to a representative group of screen beauties.

He took a group of ranking younger stars, had them dress all in white,

PINK AND PENSIVE, Elizabeth Taylor is bathed in rosy light which Eliaison chose to go with the "tender sweetness" of her personality. In the background is a statue of Buddha from *Elephant Walk*, her new Paramount film.



in Seven Colors

OUT OF A CLUSTER OF HOLLYWOOD BEAUTIES

put them against white backgrounds and blowups of black-and-white stills from recent movies, then chose a key color for each of them. Using color gelsatins on his lights (like the spotlights which shine on the stage from theater balconies) and filters on his camera to control the color balance, he matched colors to each young player's movie character. From straightforward yellow for Doris Day to disquieting green for Virginia Mayo he ran through a whole spectrum of colors and Hollywood personalities.



SPECTACULAR hair and sultry stateliness led Elisofon to drench Rhonda Fleming in bright orange light in order to emphasize her sensuous qualities. The background which he chose for this picture is a still showing sands of the Utah desert over which her locks wave in her current Paramount movie, *Pony Express*.

CLASSIC calm and beauty of Audrey Hepburn, Elisofon decided, called for blue tones to bring out her poise and subtle coloring. Antique arch is from her forthcoming *Roman Holiday*. Hollywood is convinced that Audrey, best known for her stage role in *Gigi* (*LIFE*, Dec. 10, 1951), is one of tomorrow's great stars.

CONTINUED ON NEXT PAGE





OFF-BEAT LOOKS of Joanne Gilbert, in addition to her "stark eyes and hot songs," led Elsonson to pick purple for this nightclub sensation (LIFE, Feb. 16) whom Paramount expects to be an equal sensation in movies.

FLASHIEST LEGS in films belong to Dancer Cyd Charisse. Photographer thought red a good choice for Cyd and background, from ballet in her MGM musical, *Bandwagon*, on, which spoofs sex-and-sadism craze in 2½¢ books.



BAR & GRILL

EITHER
AT TOO

BAR & GRILL

BAR
\$10
POOL
SNOOKER
BILLIARDS

FOUR SHADES OF ONE COLOR GIVE A GIRL FOUR FACES



A TOUCH OF GREEN was added in varying degrees by the photographer to these two pictures of Virginia Mayo. In this amount the light, taken together



with a background which is reminiscent of Virginia's most successful sea picture (*Captain Horatio Hornblower*), suggests a sea-borne, free-and-easy character.

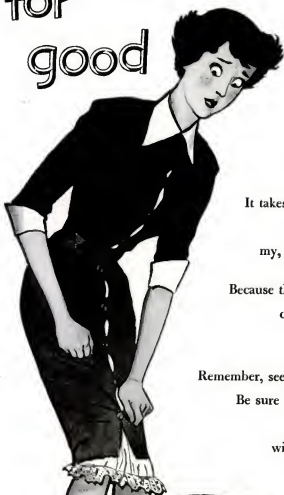


AS MORE GREEN IS ADDED, the increasing intensity of the color transforms the open, pleasant effect of the pictures of Virginia above into something



slightly off-color and vaguely disquieting. Elisofon thinks directors can make use of color changes like this to indicate dramatic turns in the movie's story.

Look for good measure



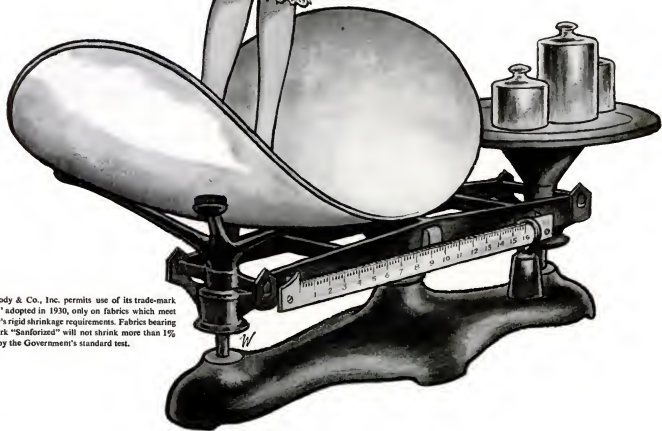
It takes just a second to look for
the "Sanforized" label. And,
my, what headaches it can save!

Because then you'll know your cottons
can never, never shrink out of fit . . .
out of style.

Remember, seeing is believing.

Be sure you see "Sanforized"

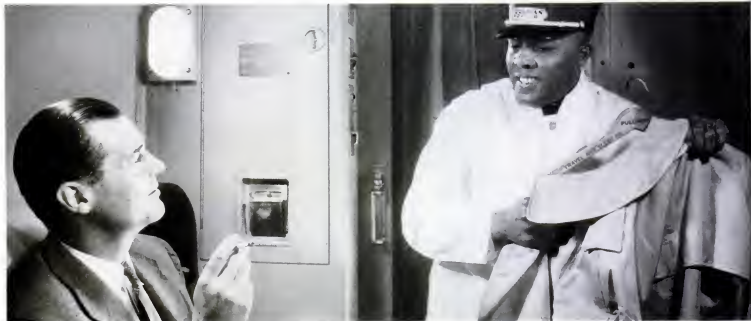
on the label . . . then you know your dress
will fit . . . for keeps!



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.

"How Pullman took the 'blues' out of my last St. Louis trip"

From a voluntary letter by Howard Upton, Executive Secretary, National Association of Oil Equipment Jobbers



"By the time I reached my roomette, my suitcase was there waiting for me. I hung my suit in the locker and changed into a pair of slacks. Then I settled back in that big, comfortable seat and managed to get more work done—in an hour—in the privacy of the roomette, than I am able to accomplish in my own office in half a day."



"I couldn't have slept better."

"We arrived at the St. Louis station 30 seconds early. When I left the train, I was fortified with a good breakfast, an unwrinkled suit, shined shoes, and a serene disposition. The cab ride to my engagement was a matter of seconds. What this all adds up to is that a journey I usually consider an ordeal, turned out to be a pleasurable event. I am looking forward to many more trips by Pullman."



Have you re-discovered

PULLMAN

COMFORTABLE, CONVENIENT AND SAFE

COPYRIGHT 1953, THE PULLMAN COMPANY

Illustrated by a professional model

SOLID SOUNDMAN

Lawrence C. Kersta inspects models of five numerals. At center is number one. The others (clockwise from upper left) are eight, seven, six and nine. Sounding of the words begins at the front of each model, ends at the rear. High frequencies are to the left. The height of the peaks indicates volume. The x of six, and t of eight, sounded separately, appear as separate, lesser ranges at ends of words.



**SOLID
SOUND**

Scientists at Bell Laboratories make models of spoken words to simplify the transmission of speech

For years communications engineers have been analyzing the human voice, producing blips, squiggles and ribbons of color with their instruments. Recently scientists at the Bell Telephone Laboratories developed a method of representing words in three dimensions. The results are jagged, topographical shapes like those above, in which the components of sound, making up a word, appear as a cluster of peaks and valleys.

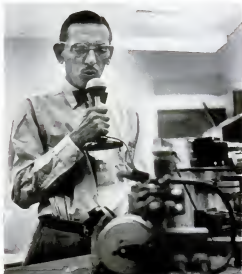
The purpose of the models is to find a way of making better use of existing telephone transmission lines and coaxial cables. Because the sound

pattern of speech covers a wide range of volume and frequency, it must be transmitted over a broad band of wave lengths. The number of such bands that a transmitting system can handle is limited and, consequently, so is the number of conversations it can send. Studying the models, Bell scientists have found that certain groups of peaks carry the basic intelligibility of words, while others represent only the inflections and qualities of individual voices. Thus the unnecessary peaks can be eliminated and whole conversations transmitted over much narrower wave bands.

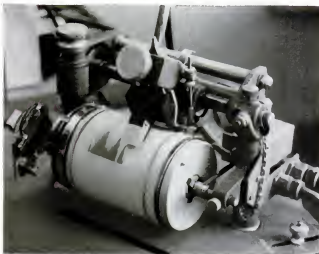
LOOK
HERE



LOOK IN THE
'YELLOW PAGES'
OF YOUR TELEPHONE DIRECTORY
for HOME OR
BUSINESS
NEEDS



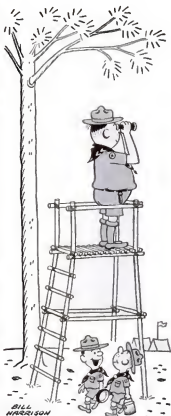
MODEL-MAKING BEGINS as Kersta speaks a word into microphone. Sound is sent to electronic equipment at right which registers the frequencies at intervals of 72nd of a second apart during the sounding of the word.



CROSS SECTIONS of the word are inscribed one at a time on rotating drum until all of them have been traced.



TRACING IS TRANSFERRED to a sheet of clear plastic with a pantograph, which enlarges the original paper section. The plastic sections are then cut out on a hand saw and glued together to form the model of a word.



"IF YOU WANT TO PASS YOUR COOKING TEST, BE SURE TO GIVE HIM SOUP FOR LUNCH!"

© '53 CAMPBELL SOUP COMPANY

BUY FUN
FOR THE KIDS!



For a chore well done, there's no better reward than Dubble Bubble. Ideal, too, for treats at parties and picnics. Only a penny a piece!

*"JUST A MINUTE WHILE
I DO THE WASH!"*



CRO
LEY
♡ CRO
CROSLEY
SLEY ♡ CRO
Y ♡ CROSLEY
CROSLEY ♡ CRO
OSLEY ♡ CROSLEY
LEY ♡ CROSLEY ♡ CRO
♡ CROSLEY ♡ CROSLEY

CROSLY *Creates* AMERICA'S MOST ADVANCED



See Margaret Lindsay demonstrate these wonderful Crosley "Washday Workavers" on Crosley's Television Show. Consult your newspaper for time and station. And get the full story on these great new washers and dryers at your Crosley Dealer's today!

*For
Care-Free Washdays*

SET YOUR HEART ON
A CROSLY
WASHER AND DRYER—
AMERICA'S GREAT NEW

*"Washday
Workavers"*

"WASHDAY WORKSAVERS"

the new 1954 Crosley Home Laundry
— really modern, really automatic!

Now, greater washday freedom than you've ever known — the speediest, simplest way in the world to do your wash! Yes, here is the most advanced home laundry ever designed and engineered—automatic washing and drying at their economical best in the 1954 Crosley!

Now, too—your choice of automatic washing actions. *Tumble Action*—gentle, thorough, safe for even the most delicate fabrics. A new kind of *Agitator Action* that eliminates tangling, twisting and tearing. Choose the washer that meets your needs or preference. There's even a space-saving, full-size model that can be easily moved and stored.

Choose your *dryer*, too—electric or gas model, whichever is most economical to operate in your area. Save yourself work, forget the weather and get the one and only drying action best for clothes—in the great new Crosley Dryers!

Pair a *Crosley Dryer* with a *Crosley Washer* and you do your wash faster than any other way. You can wash a "second load" while the first is in the dryer.

See the different models described below at your Crosley Dealer's. Compare Crosley price, value, features—and you'll set your heart on these "Washday Worksavers."

CHOOSE THE WASHING ACTION YOU PREFER . . .

Crosley Tumble Action Washers with *Power Jet-Fló*



POWER JET-FLO—thousands of jets of hot wash water drive dirt out of clothes faster, more thoroughly.

Here's superbly efficient Roto-Tumble Action that gently tosses and drops clothes through hot wash water. Here's the *Guide-a-Load Cylinder* with built-in "tumblers" that guide clothes into the most active cleansing area as the cylinder tumbles around. Always

enough water, too, yet water's never wasted . . . it's automatically controlled! All these features are yours in the *Deluxamatic*. In addition, the *Customatic* gives you the *Automatic Heatkeeper* that makes wash water hotter, keeps it hot during washing.



THE CROSELY DELUXAMATIC



THE CROSELY CUSTOMATIC

Crosley Agitator Action Washers with the *DeepWash Flex-a-Tub*



THE CROSELY SUPERMATIC



THE CROSELY ROLLAMATIC

Agitator Action at its finest—with the sensational new *DeepWash Flex-a-Tub*. Specially designed to make all the wash water work, this tub eliminates dead-water areas common in ordinary agitator washers. *Every piece* gets thoroughly clean...without tangling, twist-

ing or tearing. *Float-Flush Draining* floats off light soil, flushes away heavy soil—dirty water never goes back through the wash. In the *Supermatic*, an *Automatic Water Level Valve* assures adequate water—no matter how weak your water pressure.

. . . GET THE DRYING ACTION BEST FOR CLOTHES!

Crosley Electric
or Gas Dryers
with

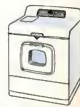
Softaire Heat

Here's the amazing new dryer that doesn't fade or weaken fabrics with intense heat. For, with *Softaire Heat*, warm air rapidly circulates gently and thoroughly through the load. Clothes dry fast, come out softer and fluffier than with outdoor drying. Special *Clothes Freshener Lamp** adds extra sweetness

to your wash with ultraviolet "sunshine" rays.

Lint's no problem because the clothes cylinder is completely sealed—lint can escape only to the *Handy Lint Catcher*. Located at table-top level, this convenient lint trap is easy to remove—unlike hard-to-reach traps found in most dryers.

*Available at slight extra cost



THE CROSELY AUTOMATIC DRYER

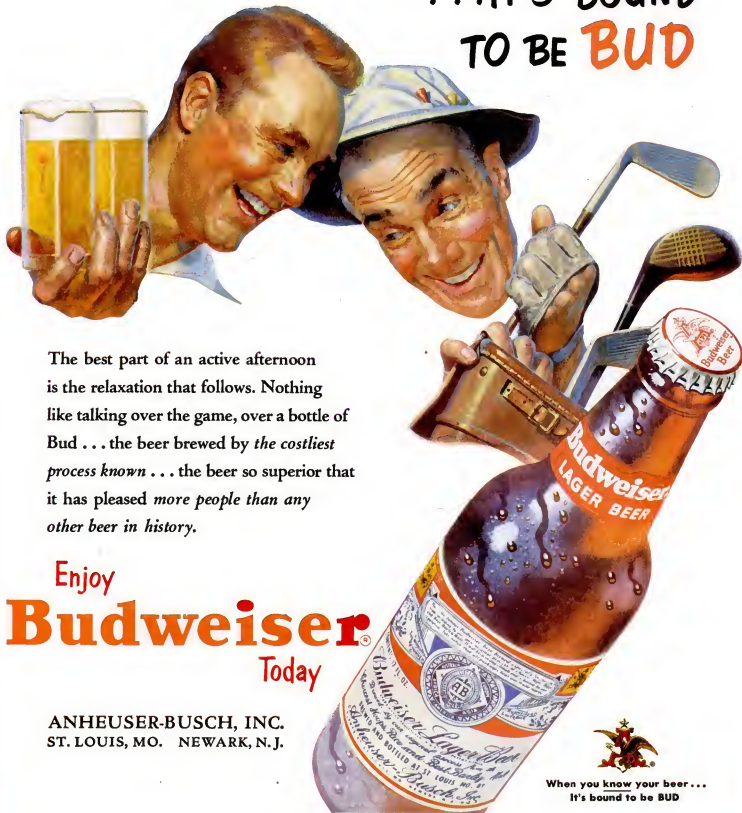
CROSELY

BETTER PRODUCTS FOR HAPPIER LIVING

REFRIGERATORS • SHELVADORS • FREEZERS • ELECTRIC RANGES • ELECTRIC WATER HEATERS • AUTOMATIC DISHWASHERS • HOME LAUNDRY
STEEL KITCHEN CABINETS • SINKS AND FOOD WASTE DISPOSERS • RADIOS • TELEVISION • ROOM AIR CONDITIONERS

When you know your beer

...IT'S BOUND
TO BE **BUD**



The best part of an active afternoon is the relaxation that follows. Nothing like talking over the game, over a bottle of Bud . . . the beer brewed by *the costliest process known . . . the beer so superior that it has pleased more people than any other beer in history.*

Enjoy

Budweiser®

Today

ANHEUSER-BUSCH, INC.
ST. LOUIS, MO. NEWARK, N.J.

When you know your beer . . .
It's bound to be BUD



THE INVITATIONS COST \$1.50 APIECE TO PRINT

FABULOUS FORD BIRTHDAY SHOW

Ethel, Mary and 500,000 bucks
make Lizzie's anniversary a wow

To mark its 50th anniversary the Ford Motor Company gave Producer Leland Hayward a half-million dollars and told him to produce a TV show which would evoke the spirit of the past half century and be the biggest and best entertainment in TV history. On the entertainment side Hayward succeeded nobly with a two-hour show that went over two networks, CBS and NBC, and earned more praise than any single TV show ever had before.

Hayward's evocation of the past relied, perhaps too heavily, on comedy. But the comedy was great. There were ethnic ballets, scenes from old plays and clips from old movies. Best of all there were Broadway's great musical comedy queens, Ethel Merman and Mary Martin. In one high spot, the truly really original touch in the show, Mary Martin did a spoof on female fashion. In another gem she and Merman competed in a medley of 31 popular songs. All in all the show left the happy impression that any half century which could produce a Ford and a Martin and a Merman ought to have a producer like Hayward and a dance director like Jerome Robbins to help celebrate it.



HAPPINESS BOYS, singers of '20s and '30s are mimicked by Merman and Martin. As old record played, girls moved lips, as if singing themselves.

FORD FAMILY saw TV show. In front row are Mr. and Mrs. Henry Ford II. Mr. and Mrs. Benson Ford. Behind are Mr. and Mrs. William Clay Ford.

MODEL T CHASE was high point in Mack Sennett movie comedy made in 1919 when tin Lizzies were good for transportation and great for laughs.



MARY MARTIN KIDS 50 YEARS



MARY WONDERS WHAT TO DO WITH HER SHAPE



SHOULD SHE PULL IT OUT, IN, UP OR DOWN?



IN 1903 SHE ASSUMES A GRACEFUL GRECIAN BEND



AS 1925 FLAPPER SHE HIDES UNDER A CLOCHE



IN 1937 SHE HAS JOAN CRAWFORD LIP ALLURE



1942 CAREER GIRL DONS ALL-PURPOSE DRESS

OF FASHION IN 'THE SHAPE'



AND CROWNS HER GLORY WITH FEATHERED HAT



IN 1914 SHE MINCES IN A HOBBLE SKIRT



AND ACHIEVES THE PARIS ONE-LEGGED LOOK



AND ZIPS IT UP TO FACE TOMORROW UNAFRAID



BACK IN BASIC GARB, SHE MARCHES INTO FUTURE



SHE WELCOMES ALL CHALLENGES—AND FLOPS

CONTINUED ON NEXT PAGE

Better Than Beer?



A very different brew you'll want to try!

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 make a point to try it yourself? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!



BETTER THAN BEER?

TRY CARLING'S RED CAP ALE AND SEE!

© BREWING CORPORATION OF AMERICA, CLEVELAND, OHIO

Horn

GOLDEN TAN
NEOLITE

Luggage

8 Matching Styles
For MEN and WOMEN



LOOKS
LIKE
LEATHER
LASTS
LONGER

About \$21⁹⁵ to \$37⁹⁵ Each

Plus Tax

FOR DEALER'S NAME, WRITE:
HORN LUGGAGE DIVISION
RICE-STIX, INC., ST. LOUIS, MO.

When FIRE strikes...
Reach for
SCIENCE'S "MIDGET
MIRACLE" **PRESTO**
FIRE EXTINGUISHER
Almost Two Million Already Sold!
ONLY \$3.98 • DOUBLE CAPACITY \$3.99

STOMACH UPSET?
banish Acid Indigestion
Heartburn fast with...

TUMS

FOR THE TUMMY

STILL ONLY 10¢ A BALL
Three roll package
a quarter

GUARANTEED TO CONTAIN NO SODA

A-1 SAUCE
Makes FISH
delicious!
Ask for A-1
when buying fish, meat

EASE
HAY FEVER
and
SUMMER COLDS
Take
Tabcin

AT ALL DRUG
STORES

45c and
75c SIZES

Ford Show CONTINUED



CROONERS of two generations, Eddie Fisher and Rudy Vallee, meet on the show. Other singers were Bing Crosby, Frank Sinatra and Marian Anderson.



DANCE MASTER Jerome Robbins teaches Martin steps for routine. Robbins helped stage most numbers, was greatly responsible for show's spryness.



PRODUCER AND SPONSOR, Hayward (left) and Henry Ford II supervise rehearsal. Hayward pared down original five-hour script to two hours.

The shine
that keeps
leather alive



Shoes are expensive. Kiwi saves you money by helping your shoes last longer.

Kiwi softens and nourishes the leather . . . imparts a lasting glow that comes from deep within. So shine with Kiwi. All colors, and new Kiwi WHITE SHOE CLEANER.



Brown • Black • Ox Blood • Mahogany • Dark Tan • Mid-Tan • Tan • Cordovan • Blue • Red • Neutral

KIWI



3 short cuts to a perfect picnic — indoors or out!



Picnics are more fun when they're less work. Particularly when an easier-to-fix picnic like this one offers such a welcome change from the usual picnic fare. Next time try these 3 short cuts to a wonderful picnic—whether it's out in the woods, in your backyard, or right in the kitchen! Remember! Keep Bisquick and ReaLemon and Treet handy—you may feel the picnic-urge any minute now.

It's a picnic to make ReaLemonade!

Serve frosty pitchers of refreshing lemonade made without muss, fuss or bother with ReaLemon Reconstituted Lemon Juice in bottles. Just pour your lemon juice . . . or, if you prefer, get sunny California ReaLemon Frozen Lemonade. One six-oz. tin makes a quart. Both make wholesome, delicious ReaLemonade.



REALEMON





**Mix Bisquick Velvet Crumb Cake
— just 90 seconds**

You never made so good a cake so easily. Betty Crocker's can't-miss directions on the box call for only one egg and just 90 seconds of mixing. Wonderful old-time butter cake flavor—only better. You can take it right along in the baking pan.



Bisquick



**Treet picnic sandwiches
in half a jiffy!**

Treet sandwiches make a picnic fun for the hostess, too! No cooking, no work—just slice the Treet and bread and let the folks pitch in and make their own. This delicious blend of tender pork and sugar-cured ham is all meat. Take along several cans—Treet never needs any refrigeration!



Treet



Thrilling Beauty News for users of Liquid Shampoos!

LUSTRE-CREME is the favorite beauty shampoo of 4 out of 5 top Hollywood stars... and you'll love it in its new Lotion Form, too!

Marilyn Monroe

starring in
"GENTLEMEN
PREFER
BLONDES"

A 20th Century-Fox Production
Color by Technicolor



MARILYN MONROE says, "Yes, I use Lustre-Creme Shampoo." When America's most glamorous women use Lustre-Creme Shampoo, shouldn't it be your choice above all others, too?

Now! Lustre-Creme Shampoo also in New Lotion Form!



NEVER BEFORE—a liquid shampoo like this! Lustre-Creme Shampoo in new Lotion Form is much more than just another shampoo that pours. It's a new creamy lotion, a fragrant, satiny, easier-to-use lotion, that brings *Lustre-Creme Glamour* to your hair with every heavenly shampoo!

VOTED "BEST" IN DRAMATIC USE-TESTS!
Lustre-Creme Shampoo in new Lotion Form was tested against 4 leading liquid and lotion shampoos... all unlabeled. And 3 out of every 5 women preferred *Lustre-Creme* in new Lotion Form over each competing shampoo tested—for these important reasons:

- * Lather foams more quickly!
- * Easier to rinse away!
- * Cleans hair and scalp better!
- * Leaves hair more shining!
- * Does not dry or dull the hair!
- * Leaves hair easier to manage!
- * Hair has better fragrance!
- * More economical to use!

Yes! Now take your choice.

Famous Cream Form...or new Lotion Form



Famous Cream Form in jars or tubes, 27¢ to \$1.
(Big economy size, 22¢)



New Lotion Form in handy bottles, 30¢ to \$1.

POUR IT ON—OR CREAM IT ON! In famous Cream Form, *Lustre-Creme* is America's favorite cream shampoo. And all its beauty-bringing qualities are in the new Lotion Form. Whichever form you prefer, lanolin-blessed *Lustre-Creme* will leave your hair shining clean, eager to wave, never dull or dry.

Prove it to Yourself...

Lustre-Creme in new Lotion Form is the best liquid shampoo yet!



IN ENTRANCE HALL head of a water buffalo, bagged by T.R., stares down on visitors. T.R. concocted the and-

irons from shells and piled-up cinnon balls. The flat dish was kept filled with water for household's many dogs.



OWNER, here sitting on front lawn in 1918, had house built for \$17,000.



HOUSE, near Long Island Sound, stands on hill by elm planted by T.R.

The House On Sagamore Hill

THEODORE ROOSEVELT'S HOME BECOMES A NATIONAL SHRINE

The rambling house on Sagamore Hill, in Oyster Bay, N.Y., was first occupied by Theodore Roosevelt in 1887 when he came there with his second wife. During his strenuous life T.R. stuffed the 23-room house with trophies of his hunting expeditions, hooks he read omnivorously, or wrote himself, and gifts from an amazing assortment of admirers. He made the house a romping ground for his six children, took vigorous hikes on the 83-acre grounds and used it as a summer White House during seven years as U.S. President. This month Sagamore Hill, filled with the

comfortable clutter of history, was opened as a shrine by President Eisenhower and ex-President Hoover.

Although he fretted about the costs, T.R. wrote to daughter Ethel, "Fond as I am of the White House and much though I have appreciated these years in it, there isn't any place like Sagamore Hill." He died there in 1919. Restored by the Theodore Roosevelt Association, the house is a 1½-hour drive from New York City, is now open every day but Tuesday. Highlights of what visitors will see on their 50¢ tour are shown on the following pages.



DEDICATION of house as shrine was made by 31st and 34th Presidents.



BRONCO BUSTER, done in bronze by Frederic Remington, was presented to Colonel Roosevelt by his Roughriders ("There never was a regiment better worth bragging about than ours") after Spanish-American War. Remington was T.R.'s favorite artist, this his favorite piece of sculpture.



DINNER GONG which summoned family to meals was made by London firm and framed in 4-foot-high elephant tusks. Plaque says, "Shot by Theodore Roosevelt in Kenya, Sept. 11, 1909." Gong was moved about to test acoustics of house, ended up in hall outside doorway to dining room.



SILVER CUP, from enlisted men of battleship *Louisiana* after Roosevelts went to Panama, was cherished possession which he invariably pointed out to guests. After cruise a crewman pleased President by leading "Three cheers for Theodore Roosevelt, the typical American citizen!"



TROPHY ROOM was added in 1904 to house official meetings and mounting hoard of mementos. Folded flag (left) is from grave of son Quentin, killed in France in 1918. Banners flanking moose antlers over doorway are

1901 flag with 45 stars and Roughrider ensign. Huge tusks before the door were gift of Emperor Menelik of Abyssinia. From antlers of elk (right) are draped Roughrider slouch hat and binoculars used during battle of San Juan Hill.



THE DAILY ABLUTIONS were performed by family in red bathroom (left), which served entire house, and by T.R. at shaving stand (above) in closetlike area of dressing room. Mug is decorated with gold eagle. Towels were cross-stitched by his wife with "R of S" for Roosevelt of Sagamore.



OUTSIDE TABLE in trophy room bears miniature suit of Japanese armor, gift of a T.R. hero and house guest, Admiral Togo, who defeated Russian fleet in 1905. Volume of paintings and leather edition of *Die Nilchango* (rear) were among prized books. Mindanao kris is in front of hunting knife, cribbage board made from tusk.



CLUTTERED NURSERY has family crib (left) among toys. Dresses on rack beside crib were worn by boys. Big "Clara Doll" belonged to oldest child, now Alice Longworth. Children's nurse used sewing machine to make their clothes. Teddy bears were named for T.R. and his children always had a giant one (right)

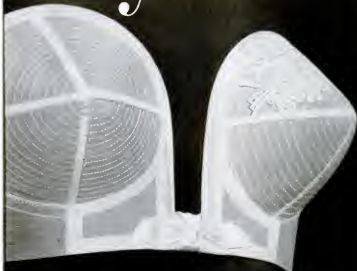


ROOSEVELT'S BEDROOM contains massive bed and wardrobe which won prize at Philadelphia Centennial Exposition in 1876, where T.R.'s father admired and bought it. Silk bedspread came from Dowager Empress of China. On table, next to Bible and prayer book, is Mrs. Roosevelt's bottle of smelling salts.

HOLLYWOOD-MAXWELL

makes the most of

you



because it flatters where it matters!

STRAPLESS *Whirlpool* BRAS *

For sun time, fun time, any time you want bare-shouldered freedom, here's the strapless! Its original continuous-stitch cup is beautifully engineered to give you the most superb contours, the most luxurious comfort you've ever known.



Above: Short-Line Strapless in choice of fabrics. A, B, C cups, black or white. 3.95 to 5.00

Left: Long-Line Strapless for midriff flattening. Nylon taffeta and nylon lace. A, B, C cups black or white. 8.95
 Right: ¾ Time Strapless with ¾ cup and waist-slimmer. Nylon lace. A, B, C cups. Black or white. 10.95
 At fine stores everywhere.

For Whirlpool bras that make the most of you, write for free illustrated copy of "THE FULL DIMENSION STORY."
 HOLLYWOOD-MAXWELL COMPANY • DEPT. 5 • 6773 HOLLYWOOD BLVD. • HOLLYWOOD 28, CALIF.

SAGAMORE HILL CONTINUED



LIBRARY OFFICE contains desk where T.R. worked while at Sagamore Hill. Silver tankard with Harvard crest was kept filled with flowers. Candlestick, presented by captain of presidential yacht *Mayflower*, was used in sealing 1905 Treaty of Portsmouth. The desk chair is from his White House office. Trophies include an inkwell made from rhinoceros foot (lower right).



DRAWING ROOM is a concession to Mrs. Roosevelt who insisted on having one feminine room in the house—although several lioness skins and a mammoth polar bear rug from Admiral Peary, barely visible in background, were permitted to lie on the light-colored Ambasson rug. Here Mrs. Roosevelt read to her children, kept family scrapbooks and served tea every afternoon.

Now...for the First time, a Home Permanent brings you

"Instant
Neutralizing!"

Amazing
New Neutralizer
acts Instantly!

No waiting!
No clock watching!



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NOW...Better than ever! An entirely different

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*Eaton Laboratories, Inc., brand of nitrofurazone.

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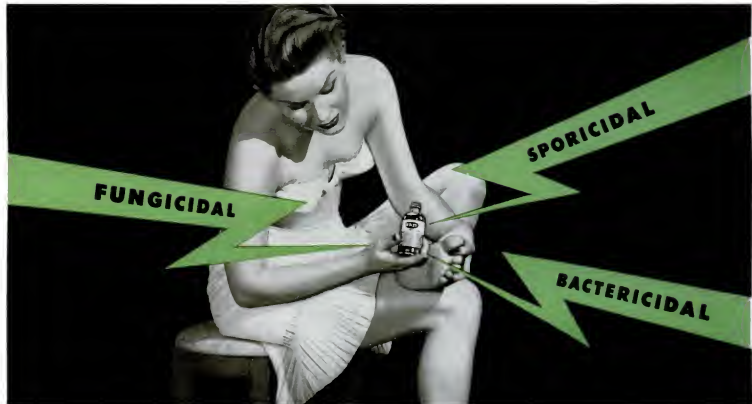
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**you can wash with
it on!**



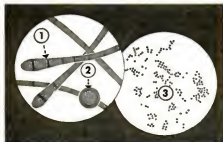
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COLOR
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TRIPLE-ACTION is necessary because Athlete's Foot may involve not only *fungus* (1) which usually causes the disease, but also *hardy spores* or "seeds" (2), and harmful *bacteria* (3). Note all three in diagram above, made from microphoto of infection. NP-27 is formulated to kill all three.



PENETRATION is necessary because the fungus which usually causes Athlete's Foot thrives *under the skin surface* (see scientific drawing above). Treatment should penetrate to kill this buried fungus.

See how NP-27 PENETRATES: Drop of water (below) stands on surface of ordinary sheet of paper. But drop of NP-27 penetrates into the paper fast. That's because NP-27 has remarkably *low surface tension*, about one-third that of water. NP-27 soaks in, to get at fungus buried in the skin. Tests prove NP-27 penetrates even tough tissue such as toenails.



Recommended by Chiropractors and Coaches. In a cross-section poll of the nation's Chiropractors (foot specialists), NP-27 received over 80% of all the votes for all publicly advertised remedies for Athlete's Foot—over four times as many as any publicly advertised product (including liquids, powders, creams). Famous coaches at leading universities reported wonderful results with NP-27. People across the country are benefiting from NP-27 triple-action plus penetration.

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NP-27

for Athlete's Foot

A CASE OF IDENTITY

by HERBERT BREAN

At about 5:30 on the evening of last Jan. 14 a 43-year-old nightclub musician named Balestrero mounted the steps of his home, a modest stucco two-family house at 41-30 73rd St. in Queens, a borough of the City of New York, and took out his key. As he did so, he heard a hail from across the dark street: "Hey, Chris!" Balestrero turned curiously. His first name is Christopher, but he is known to his family and friends as "Manny," a shortening of his middle name Emanuel. Three men came up to him out of the murky shadows of a winter evening. They said they were police officers and showed him badges clipped to wallets.

Balestrero, experiencing a little quiver of uneasiness, asked what they wanted. The detectives ordered him to come to the 110th precinct station. They were polite, firm and uninformative. Balestrero became alarmed. He is a quiet, mild, family-loving man, who is a first-rate string bass player, never misses a night's work and is content to take the subway home afterward instead of hoisting a few with the boys. His conscience was clear, and the detectives were polite, but their inexorable manner was frightening.

Without even going in to tell his wife that he had returned from an afternoon visit with his mother in Union City, N.J., Balestrero accompanied the three detectives to the precinct station, and then on a tour of a dozen Queens liquor and drug stores and delicatessens. At each stop the routine was the same. Balestrero was instructed to go into the store and walk to the counter and back under the scrutiny of the proprietor. As they drove between stores, the detectives talked with Balestrero of inconsequential things like television programs. They assured him that if he had done nothing he had nothing to fear.

On their return to the station the detectives told him what it was all about. On two occasions last year—July 9 and Dec. 18—an office of the Prudential Insurance Company of America, located in an arcade building at Roosevelt Avenue and 74th Street, had been held up by an armed man. Each time the robbery occurred shortly after noon. The first time the bandit obtained \$200, the second time \$71. The same man had done both jobs. He, Manny Balestrero, had been identified by witnesses as the bandit.

Up to this point the train of events had had the somnambulistic quality of a bad dream. Now it became a nightmare. The building and insurance office that the cops were talking about were just two and a half blocks from Balestrero's home, where he had lived for 20 years. He was well known in that neighborhood. Below the building was the subway station from which he took the F train each night to Manhattan's glittering Stork Club, where he plays in a rumba band. On the arcade's ground floor is a Bickford's cafeteria where each morning about 4:30 he ate his musician's breakfast of coffee and eggs before walking home. On the second floor is a Household Finance branch where he occasionally negotiated small loans (and had an A-1 credit rating), and the Prudential branch office that had been robbed.



ON HAUNTED DOORSTEP of his home in Queens, Manny Balestrero pauses to glance back

at shadowed street. It was here that hail "Hey, Chris!" plunged him into his personal nightmare.

CONTINUED ON NEXT PAGE

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THIS IS A GUN I HAVE
POINTING AT YOU
BE QUIET AND YOU WILL
NOT BE HURT
GIVE ME THE MONEY
FROM THE CASH DRAW

RESEMBLANCES BETWEEN THE ORIGINAL STICK-UP NOTE (LEFT) AND THE

BALESTRERO CONTINUED

Balestrero knew the Prudential office well—his family held four life insurance policies with the company. Twice when there was illness in the family Balestrero had visited the office to negotiate loans on the policies. The detectives began asking questions, and Balestrero began to be terribly afraid. When was he last in the insurance office? It had been only yesterday. Balestrero's wife Rose had learned that she needed some major dental work. It would cost about \$325. At her suggestion Balestrero had walked over to the insurance office to inquire about the size of a loan he could get on her policy.

As he talked with the detectives, Balestrero remembered that the girl behind the counter in the insurance office had kept him waiting a moment while she talked in a low voice with some of the other clerks. The cops asked if he had been in the office on Dec. 18. Balestrero said he had not. Or on July 9? He couldn't remember what he had done on July 9. But he needed money, eh? Of course he needed money (he nets \$85 a week, union scale, at the Stork Club), and he had gone yesterday to borrow some. Now, once again, was he sure he had not gone into the insurance office on Dec. 18?

Over and over they repeated the questions, while Balestrero's panic grew. It was not a brutal third degree; the detectives remained polite. But they were obviously skeptical of Balestrero's stumbling answers. They told him two girls from the insurance office were on their way down now to see if they could identify him. Balestrero sat there, helpless and terrified.

The detectives gave him paper and pencil and dictated a note for him to write in block letters. It was the text of a holdup note passed to a girl clerk by the bandit during the second holdup. It read: "This is a gun I have pointing at you. Be quiet and you will not be hurt. Give me the money from the cash drawer." Balestrero printed the note half a dozen times. Each time he spelled the last word correctly, but once he misspelled it: DRAW. That is how it had appeared in the original holdup note (*above*). If there had been any thought of mistaken identity in the minds of the detectives it probably vanished with that error.

From a darkened room

BALESTRERO was told to put on his gray tweed overcoat, his hat and his maroon muffler. Presently he became aware that people were looking at him from an adjoining, darkened room. He could not see them but he knew they were there. Then he was placed in a line with some other overcoated men whom he took to be other detectives. Two girls came into the room. They had already identified him from the darkened room. Now to his bewilderment they picked him out again from this informal lineup.

Balestrero is a timid man, by his own admission afraid of his own shadow. He has never been in a fight in his life, never carried a weapon, never been arrested, never even received a traffic ticket. As the net of evidence tightened, his mind spun and he did not know what to do or say. "When things happen like that and you're innocent," he has said since, "you want to shout and scream and you can't. I don't know how many ways I tried to say to them I was innocent. They acted as if I was guilty and wanted me to say so."

He told them he wanted to call his wife. The detectives said they would let her know where he was and they did. Two of them went to his house and asked for his "notebook" (the original hold-up note was written on a lined page torn from a notebook) and his "blue overcoat" (the bandit wore one the second time). Rose Balestrero told the officers her husband had no such notebook that she knew of, and only the gray overcoat he was wearing.

Finally Balestrero was led to a detention cell in the station

THIS IS A GUN I HAVE POINTED
AT YOU BE QUIET AND YOU
WILL NOT BE HURT
GIVE ME THE MONEY FROM
THE CASH DRAW

BALESTRERO COPY CONVINCED POLICE THEY HAD FOUND THE RIGHT MAN

house for the night. He could not sleep. A religious man, he spent most of the night in prayer, much of it on his knees. He wondered what would happen to him, but even more about his family and what his wife was thinking and doing. He worried about his father who had recently had a stroke (what would this do to him?) and about his job at the Stork Club. This was the first night he had missed in two years at the Stork.

By morning he was a famished bundle of nervous fatigue. Two detectives drove him across the Queensborough Bridge to police headquarters in lower Manhattan. There he was photographed, fingerprinted and registered and was given a roll and a mug of coffee. Then he was driven back to Queens Felony Court for arraignment on a charge of assault and robbery. There, for the first time since the previous noon, he saw his wife.

While the charges against him were read, Balestrero stared across the courtroom at her, wondering what she felt and thought. The hearing took only a few minutes. Balestrero was held in \$5,000 bail, which his family could not immediately supply, and he was led back to his cell.

A blow to dignity

WHEN he was again removed from it, he joined a handful of other prisoners bound for the Long Island City jail. They were handcuffed in pairs and ordered into a van. Being manacled did something corrosive to Balestrero's dignity as a person. He stared at the steel ring encircling his wrist, and he could not look up. He does not know what the man he was handcuffed to looked like.

At the prison he was checked in, stripped, physically examined, given a tin plate and cup and some bedding and led to a cell. This cell had a heavy steel door with only a little window, and once it had crunched shut on him Balestrero felt caged-in and hopeless. About 5 o'clock he was brought some food—noodles with a kind of sauce over them, hot chocolate, bread and butter, stewed pears. Balestrero looked at the food but could not eat. After a time he heard his name mentioned outside from a distance. Instantly he was on his feet. He flung himself at the door and hammered on it with his tin cup, yelling, "That's me—Balestrero! I'm in here, in this cell! Here!"

Balestrero had now been in custody just 24 hours. He had been given every right of the American judicial system. Any professional criminal accustomed to police procedures would say he had been treated with fairness and impersonal consideration. But when he was taken downstairs and saw his brother-in-law Gene Conforti, who had succeeded in obtaining the bail, Balestrero collapsed. His sister Olga went out and got him some coffee. Then they drove him home, and he went quickly to bed and fell into the sleep of utter exhaustion.

When Balestrero awoke the next morning, the nightmare was still upon him. Word was sent that—while the others in the band had vouched for him—it might be better if he did not come to work for a week or so. That was all right. Balestrero did not feel like working, and he had somehow to cope with the incredible problem of finding a lawyer to defend him as an accused robber.

Finally, on the recommendation of friends, the Balestreros decided to ask former State Senator Frank D. O'Connor to take the case. The following Sunday they met with O'Connor after church in his law office. Once he had assured himself of his new client's honesty and repute, O'Connor's assignment was superficially simple. If Balestrero had not committed the two robberies, he had been someplace else at the time. If O'Connor could prove where he had been, then his client would have alibis for each crime.

The first occasion, noon of July 9, 1932, was fairly easy. Rose Balestrero remembered they were in the country. The Stork Club

CONTINUED ON NEXT PAGE

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A HAPPY FAMILY before Balestrero's arrest, his wife Rose, and sons, Robert (left) and Gregory, were photographed on outing along Hudson River.

BALESTRERO CONTINUED

had closed for a week during the summer, from July 3 to 10, and early in the week the Balestreros with their two boys, Robert, 12, and Gregory, 5, had gone to Edelweiss Farm near Cornwall, N.Y., some 50 miles from New York City. Balestrero's presence there was easy to establish. July 9 was the birthday of the proprietor's wife and he had planned a party for her that was called off when she fell ill. Even so the proprietor could remember that none of the guests, Balestrero included, was missing for that mid-day meal. Other guests were located and under dint of patient questioning remembered that it had been a rainy day. One of them, Karl Wueneher, had written a letter to his mother in Germany. He recalled that when he started to drive into Cornwall to post the letter, Balestrero had asked if he and his two sons could go along since they had nothing better to do on a rainy day. Later a pinochle game had begun; Balestrero played in it. O'Connor arranged to get the letter back from Germany, obtained weather records and depositions from the pinochle players. That took care of July 9.

Dec. 18 was not so easy. On that day Balestrero had pursued his usual routine, which consists of working until 4 a.m., breakfasting at Bickford's and then coming home, via the Arcade Building's subway station, to sleep until noon or after. Then Balestrero, under the persistent questioning of O'Connor, remembered something else. At about that time he had a great deal of trouble with two abscessed teeth. Records of Dr. August J. Bastien, the family dentist, showed that during the week of Dec. 14 Balestrero's right jaw had been so swollen that the teeth could not be extracted, and he had to be given penicillin. The swelling had not died down by Dec. 22, so Bastien sent Balestrero to Dr. George Long, the family medical man. Both doctors signed statements that Balestrero's jaw could not have returned to normal between the two dates, and members of the rumba band said they recalled that Balestrero's jaw had continued enormously swollen during the week. None of the identifying witnesses had mentioned that the holdup man had a swollen jaw.

Trouble in the family

THE development of these hopeful strategies took days of patient investigation and interrogation, but they did little to buoy Balestrero's morale. In fact it steadily dropped. That was because of his growing concern over his wife. Rose had always been a bustling, hard-working housewife. To other women in the neighborhood she had been a cheerful, amiable friend.

Now she acquired an illogical feeling that somehow she was responsible for her husband's misfortune, because it was to help her that he had gone to the insurance office on Jan. 13. As the days passed she became more and more depressed, said little to her family, and found it difficult to perform the daily housework. She stared dry-eyed into space and walked fearfully from room to room.

As one more weapon in his defense, O'Connor had arranged for Balestrero to take a lie detector test. But when the Balestreros appeared for it, it was Rose who interested the psychologist who was to give the test more than her husband. He referred her to a psychiatrist who, after an examination, insisted that she leave at once for a sanitarium. Balestrero had always depended on his wife

CONTINUED ON PAGE 102

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DEFENSE ATTORNEY O'Connor took Balestrero case on faith.

("she was my right arm") and her breakdown was the final blow. Nothing in Balestrero's past had prepared him for the position in which he thus found himself. He had been born on Manhattan's West 38th Street, of immigrant parents, had started studying violin when he was 5, and had always applied himself to music. He played with dance bands around Broadway, and in 1938, with the growing popularity of Latin music, he switched to string bass with which he soon established a reputation. He played in most of the top New York nightclubs as well as on many radio programs, and occasionally he had been urged to start a band of his own. But with his quiet personality, he preferred being simply a side man.

Ten days after Balestrero's arrest O'Connor had written Sherman Billingsley, the Stork Club proprietor, the results of his preliminary investigation and Billingsley said Balestrero was to come back at once, a decision for which Balestrero feels warmly grateful. He needed money, but even more he needed something to do. He knew the bass parts in the band's arrangements so well that he could play them automatically, and now he often did, staring unseeing at the gay supper room while his fingers plucked out music he did not hear.

A gesture of confidence

His trial opened on April 21 in Queens County Court before Judge William B. Groat. In a carefully calculated gesture of confidence in their case, O'Connor agreed to the first 12 jurors to be approved by the prosecution. Actually, however, he was anything but confident. The months of worry and nerve strain were visibly telling on Balestrero, and O'Connor feared privately that he would suffer a breakdown like his wife's before the trial could end.

The prosecution's opening statement did not help. Assistant District Attorney Frank J. Crisona told the jury that he would show Balestrero had needed money, by his own admission to the police, that he played the horses and was familiar with the location and layout of the insurance office. Four girls in the office would positively identify him as the robber. The holdup note and samples of Balestrero's printing would be introduced and the points of similarity explained.

After the usual preliminaries, the key witnesses took the stand. The first girl was asked if the holdup man was in the courtroom and, if he was, to step down and place her hand on his shoulder. The girl pointed out Balestrero, but when she tried to touch his shoulder she almost fainted from fear. It obviously impressed the jury. After that, the other girl witnesses were asked only to point him out, and one after another they did. Balestrero again was seized with a wild desire to stand up and shout. "It's a horrible feeling, having someone accuse you. You can't imagine what was inside of me. I prayed for a miracle."

And a miracle—of sorts—happened. On the third day of the trial Juror No. 4, a man named Lloyd Espenschied, rose suddenly in the jury box. The witness on the stand at the time was Yolande Casagrande, whose identification of Balestrero had seemed to O'Connor to be somewhat shaky. O'Connor had been cross-examining for perhaps 15 minutes when Espenschied got up and irately addressed the bench: "Judge, do we have to listen to all this?" The question implied a presupposition of the defendant's guilt by a juror—a violation of his responsibility to refrain from any conclusion until all evidence is in. It gave the defense an opportunity to move for a mistrial. O'Connor was not sure he wanted one as he felt he had a good case. But after talking it over with his client he made the motion and it was granted.

Yet it was a hollow victory as far as Balestrero was concerned. The defense had not even had a chance to present its case, and now he must go through the whole thing again. He went back to work haunted by the thought that he might once more be seized and jailed. He could not go into Bickford's for breakfast as he always had in the past because it was in that building that all his troubles had begun.

He recalls April 29 as the lowest point in his life. He had visited his wife in the afternoon, found her little improved, and when he returned home from the sanitarium, he received a telephone call

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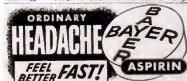
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In Next Week's

LIFE



JAMES A. MICHENER, Pulitzer prizewinning author of *Tales of the South Pacific*, has written a new novel for LIFE. It is called *The Bridges at Toko-ri* and will appear in its entirety in next week's issue.

Although LIFE has been the original publisher of a complete novel before (Ernest Hemingway's *The Old Man and the Sea*), this is the first time the magazine has commissioned a major work of fiction to be written especially for it. When Mr. Michener walked in to see LIFE's editors last March and told them about the story he wanted to write, they told him to go ahead.

The Bridges at Toko-ri is a suspenseful dramatization of America's historic, inevitable role in a world in conflict.

It is the story of a 29-year-old American flyer called back from civilian life to pilot a carrier-based Banshee over Communist-held territory—his anger and fears and his devotion to duty.

It is the story of his wife, who asks the question all wives and mothers of fighting men have been asking since the Communists invaded South Korea: "Why is my man the one who's called?"

It is the story of an admiral, hardened to battle but not to human values, who tries to answer that question from his heart.

It is the story of scared, brave men in screaming Banshees, flying against the most dangerous target in Korea.

And it is also the story of the unforgettably off-beat men Michener has a genius for creating—a beer-loving landing signal officer who unerringly guides the jets back to the rolling carrier, a top-hatted helicopter pilot who rescues downed flyers from death in the icy sea.

Above all it is a story for the Fourth of July—a reaffirmation of the spirit that led a small group of Americans 177 years ago to "pledge to each other our Lives, our Fortunes, and our sacred Honor" in the cause of human liberty.

This is *The Bridges at Toko-ri* by James A. Michener which you will find in LIFE next week.

ANDREW HEISKELL, *Publisher*

AFTER SHAVING**Dims face shine**

You feel its smoothness, but can't see it... neutral tint won't show on your face! Helps cover nicks, blemishes, "blue-beards." Fine imported Italian talc.

AFTER BATHING**Keeps you cooler**

Medical science says talc actually aids cooling. Dust your body after baths, showers — for chafe-free comfort that lasts and lasts. *Made for men — faintly scented, as men like it.*

Make the finishing touch



Largest-selling men's talc in America



CROOK AND VICTIM, confessed robber Charles J. Daniell (left) and Balrestero, are not doubles but both have intense eyes which confused witnesses. Daniell pleaded guilty last week, faces possible maximum sentence of 10 years.

BALRESTERO CONTINUED

from O'Connor saying that the new trial had been set for July 13. Despair flooded him as he made his nightly journey to the Stork. The evening is a half-remembered period of tortured fogginess.

At 1 a. m. the "Latin" band had just gone on the bandstand after a recess and begun to play when Balrestero noticed Jack Elliot, pianist for the Stork's "American" band, coming toward him pointing and grinning. "Put that bass down," called Elliot. "They've caught the guy who did those robberies." Balrestero sensed what that meant, but he kept on playing his string bass. "Don't you understand?" yelled Elliot over the band's din. "They got the holdup man!" Balrestero gripped the neck of the bass fiddle harder. He didn't dare let go. The drummer next to him had heard Elliot. "Will you put that damned bass down?" he growled good humoredly. "Your troubles are over."

Balrestero felt himself begin to tremble. He couldn't believe it. He plucked out a few more measures of music. Then, grinning a little crazily, he put down the instrument and climbed off the bandstand. "You're to call your lawyer right away," Elliot told him.

Balrestero went up to the dressing room. He was shaking so much that he could not fit the nickels into the telephone's slot, and another musician had to do it for him. He reached O'Connor and asked if it was true. O'Connor said it was. Balrestero doesn't know what he said after that. (It was, "Oh, God! Oh, God! Oh God!") O'Connor said to come to his office at once. The others crowded around, shaking his hand and thumping his back.

When Balrestero reached O'Connor's office it was thronged with reporters who told him what had happened. Earlier that evening a woman named Frieda Mank, who operates a delicatessen with her husband in Astoria, had noticed a man lurking watchfully outside the store and she had telephoned the police. Soon after, at about 10:30 p. m., the man came in with his hand in his pocket, told her he had a gun and demanded the money in the cash register. Mrs. Mank stamped her foot on the floor, a prearranged signal to her husband who she knew was in the basement. Then Mrs. Mank seized a butcher knife. Her husband charged up from the basement, grabbed the robber from behind and flung him into a corner. That is where he was when detectives arrived from the 114th precinct.

"Name any stick-up"

THE man was Charles James Daniell, 38, a jobless plastics molder who at first claimed that this was his only attempt at robbery. But when detectives told him that he would be viewed by victims of a recent wave of stick-ups (as Balrestero had been), he dropped his pose. "Name any stick-up in Jackson Heights," said Daniell, "and I did it." He admitted some 40 holdups. "I read in the papers," he said, "they got a guy for holding up the Prudential office. I pulled both those jobs. If this man was convicted, I was going to write the court or the D.A. and try to clear him."

Balrestero, O'Connor and the reporters drove to the 114th precinct station. There Balrestero confronted the man who more than anyone else was responsible for his 15 weeks of torment. Daniell was handcuffed to a chair. He looked up at Balrestero once and did not look again. There was a fleeting resemblance between the two men, particularly in the set and expression of their eyes (above).

Balrestero asked, "Do you realize what you have done to my wife?" Daniell did not answer.

It was almost 5 a. m. by the time Balrestero got home. There was a family celebration. He finally went to bed for a half hour's

CONTINUED ON PAGE 37

**I like
HOT PORK
SANDWICHES
best!**

It's no trick at all to please him in minutes with these perfect slices of U. S. Govt. Inspected Pork. And no wonder, for they are flavor-roasted like you'd do it and you get plenty of bubbling rich brown gravy to serve on top. Just heat and it's ready! Mmmmm delicious! Keep several cans of Krey Sliced Pork or Sliced Beef on hand... he'll love you for it! Look for them at your grocer's today!

Quality Midwestern KREY Meats Since 1882
KREY PACKING CO. ST. LOUIS 3, MO.

**LEE TIRES****are guaranteed****to take it**

See ad on page 47

If you like beer You'll Love Schlitz

*No harsh bitterness . . .
Just the kiss of the hops*

This dry and mellow beer . . . this beer of
matchless flavor . . . is the world's largest seller.

Year after year more bottles and cans of
Schlitz are bought—*millions more*—than of any
other beer. This popularity is the result of the
most conclusive taste test in beer history.



Schlitz is available in quart bottles, 12-oz.
bottles and cans, and the 7-oz. bottle. Also in
24-Pak and handy 6-Pak cartons of cans and
"one-way" bottles that require no deposit.



ON TV EVERY WEEK—The popular
"SCHLITZ PLAYHOUSE OF STARS." See
your newspaper for time and station.

First in Sales

The Beer that Made Milwaukee Famous

In the lowest-price field...

A NEW KIND OF CAR!



Combines the best performance
and economy you've ever seen!



HYDRA-MATIC DRIVE
AND TWIN H-POWER*

*Either or both optional at extra cost

Because it's wonderfully compact, it's a
delight to handle, drive and park in today's
traffic . . . and there's ample room for six

HUDSON *JET*

in durability and quality a worthy companion to the
HUDSON HORNET AND WASP

Standard trim and other specifications and accessories subject to change without notice.

THE Hudson Jet, for the first time in auto motive history, combines all the advantages of compactness with Hudson's exclusive "step-down" design. The result is a sensational new kind of car! If you'll drive it, you'll quickly realize all of its advantages.

Exclusive "step-down" design in the compact Hudson Jet results in an extremely low center of gravity—enables it to safely handle more power to weight, provide far greater performance, roadability and safety than any other car, except another Hudson.

Because this car is free of excess weight, it cuts driving costs to a minimum. You get both the best performance and economy in the lowest-price field.

Moreover, the Hudson Jet has continental styling and glamorous, jewel-like interiors that give it an exclusive custom-look. Your Hudson dealer invites you to visit him for a brand new driving experience!

rest, but he was soon up again to see reporters and to make the trip to the sanitarium. He had a wistful hope that if he broke the news suddenly to Rose she would recover immediately. As he told his wife what had happened, a flicker of happiness lighted her face and he knew she understood. But no miraculous recovery occurred, and Mrs. Balestrero is still under treatment although she now spends weekends at home.

The story of Balestrero's exoneration got a big play in the papers, bigger than the original stories of his arrest, and he also made a bashfully uneasy television appearance with his sons. He did not hear from the police, the insurance company or the girl witnesses who "identified" him. (Said one later, "I never wanted to send an innocent man to jail. I did what I thought was right. I still think it was right.") But he did receive many messages of congratulation, some from total strangers. One letter was from the principal of his younger son's school and told how she had been sure he was blameless from the start and how she had offered her Holy Communion for him during the trial. Another was from the handwriting expert retained by O'Connor, who said he had been certain of Balestrero's innocence after examining the holdup note. There was a telegram signed "Frank Marti and his Copacabana Band," with which Balestrero used to play. It began "Congratulations to our honest pal," and went on to commiserate on his wife's illness. Showing these to friends, Balestrero's eyes sometimes fill with tears of appreciation at how wonderful people are.

He still knows moments of unreasoning fear of being arrested and he still cannot bring himself to go into Bierkford's, but he shows a remarkable lack of bitterness. He does not blame the police ("They couldn't help it") or the girl witnesses ("If they have a conscience, they'll realize they were wrong"). Asked about his forgiving attitude, Balestrero looks away. "Well, I'll tell you," he says. "It's like I keep telling my friends. Be careful of accusing anyone. Before you accuse anyone you should think—because you can destroy a family, physically and mentally, like mine would have been destroyed."

The night after his sudden exoneration he was eager to go back to work even though he had had little sleep. He wanted to tell the world about his exoneration. When it came time for the La Rotonda band to go on, the manager of the club detained Balestrero a few minutes in the dressing room. When he finally rushed downstairs, the last member of the band to appear, he discovered that the other members of both orchestras were on the stand. As he walked in they began playing and singing *For He's a Jolly Good Fellow*. All the waiters, captains and busboys had been assembled too and they broke into applause. The patrons, forgotten for once, looked up curiously. Balestrero wept. "Oh, I felt so good," he says.



HIS ORDEAL OVER, Balestrero plays from his accustomed place on Stark handstand. He plans a vacation for himself and Rose as soon as she is well.

Now! Exclusive screening formula
gives you
*a Lovelier
Tan*



Illustration by Catalina

Only Skol brings you this marvelous new tanning formula—lets you tan faster, more beautifully than ever!

- Skol's two exclusive screening ingredients let you control your tanning scientifically! When you cover yourself with Skol you draw a protective curtain between you and the "danger rays" of the sun. You don't blister. You don't get a disfiguring red-burn.

Yet Skol's new formula allows precisely enough of the sun's "tanning rays" through to give you a lovely, flattering tan—the most glorious tan of your life. Get non-oily Skol—also available in plastic bottles.



"Skol," Reg. U.S. Pat. Off.

Used by more people than any other suntan lotion

Black and White



BATHHOUSE QUINTET wears, left to right, zip-front, saddle-stitched Lastex (Jantzen, 813), two-piece polka-dot cotton (Brigance, 818), embroidered cotton halter with Lastex pants (Brigance, 823), strapless cotton tube with embroidery reversed on top (Carolyn Schürer, 823), piqué dress over ruffled cotton bloomers (La-santags, 815). Hanging on the peg is embroidered Lastex (Sea Nymph, 815). The big satchel beach bag is strawcloth (AM, 87,95).

All Over the Beach

FASHION



NEWEST BATHING SUITS HAVE A NEUTRAL LOOK AND A MODEST CUT

The most noticeable bathing suits this summer are not the brightest or scantiest on the beach. Instead they are completely colorless black and white, and most of them cover the wearers more than any new suits in years. They represent a sharp deviation from the pastel satin, pated-down hourglass style that came in last summer (LIFE, July 21). Many have high halter neck-

lines, and most two piece suits have puffy, instead of skin-tight, pants. The newest and most modest line of all is a modernized version of the 1933 bathing dress (p. 110) with push-up sleeves that reach almost to the elbow. The new no-color scheme will appeal especially to those proud of their tans, for black-and-white sets off a well-tanned skin better than any color does.



MRS. EDWIN BORDEN WHITE, JR., of Washington, D.C., active member of society in the capital, wears her gossamer-fine blonde hair long... has it arranged in deceptively natural style by the inspired Jeanpierre in New York.

JEANPIERRE OF PARIS

society hair stylist at the Savoy Plaza, uses "babying" Conti shampoo for divinely soft hair-dos—

He says: "Conti shampoo is superb for soft effects. It is made with the world's tenderest ingredient for cleansing—pure olive oil."

TREAT HAIR TENDERLY as baby skin. It is actually a part of the tender, inner skin. Basic ingredient of Conti shampoo is imported olive oil, same as used in beloved Conti Baby Oil, Conti

Baby Powder, famed Conti Castile Soap. Brilliantly compounded for the special needs of hair, Conti "babying" shampoo leaves hair just right for obedient hair-dos. Pure. Safe. Cannot cause drying of hair. A natural oil product for your hair's natural loveliness.

QUICK, EASY ON HAIR. Conti's fast small-bubble lather gets into greasy hair freely. Slips out as easily. Tender. Wash hair often as you like with "babying" **CONTI CASTILE SHAMPOO.** Only 49 cents, regular size. 89 cents, family size.

Don't be a
**Scrub
Crazy
Daisy**



Install new wonder plastic floor. Dirt wipes off fast, easy. Never needs waxing for wear-protection. No kitchen mess can stain. Wears longer! 25 colors by the tile or yard. The MODERN floor—and counter top, too.

Flor-Ever®

FINEST Vinyl FLOORING

SLOANE-DELAWARE
Floor Products
TRENTON, N. J.

ST-ERILIZED

One Try
and
You'll
Always
Buy



So Many
FLAVORS
and
SO GOOD!



CANDIES

New York 13, N. Y.



LONG-SLEEVED SUIT sports a plunging neckline which will eventually cause an unorthodox sun-tan. In Jersey (\$23), its top and hook-and-eye closing copy dress style by Designer Claire McCardell.

CONTINUED ON PAGE 118



Jell-O Pudding and Pie Filling

PERFECT LEMON PIES IN HALF THE TIME!

1. Something new—natural lemon flavor in a package!
2. Guaranteed perfect texture every time . . . in just 15 minutes!
3. Double-feature wonders! Makes the best pie filling or pudding ever . . . and for mere pennies, too! Have some!



Vanilla
Chocolate
Butterscotch
Lemon
Coconut Cream



PIONEER DISTILLER CROW INSTRUCTS HIS NEIGHBORS

James Crow, revolutionizing the making of whiskey in Kentucky, shared his knowledge with his neighbors, but kept his precious Old Crow formula to himself.

OLD CROW

Kentucky Straight Bourbon Whiskey

The fame of Kentucky whiskey owes much to pioneer distiller James Crow who first brought his special knowledge and skill to the making of Old Crow more than a century ago. Today this brand still bears his name and the stamp of his genius. That is why those in the know still ask for Old Crow.

A TRULY GREAT NAME

Among America's Great Whiskeys



**RELIEVES PAIN
OF HEADACHE
NEURALGIA
NEURITIS**

FAST

The way
thousands of
physicians
and dentists
recommend



Here's Why...

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give **FAST, LONG LASTING** relief. Don't wait. Buy Anacin today.



M-M-M-M-M
SO
**IRRESISTIBLY
GOOD**

The Original

Bunte

Thin, crispy sugar shells "stuffed" with luscious fruit jams, nuts and marmalades.

pure
wholesome
delicious

**D
I
A
N
A**



"STUFF" CONFECTIONS

ONLY THE BEST CANDY IS LABELED **Bunte**



LONG TORSO PONCHO with bold inch-broad black-and-white stripes completely covers wearer's bathing suit. It is made of sailcloth with a wide, deep-cuffed neckline (Kenn Barr of Casino, \$10.95).

Enjoy the comforts of home
—Away from home



Remember—

every time you dry
your hands and face
at home—the same
cotton comfort can be
yours everywhere with
Linen and Towel Service

In offices, restaurants, stores, industrial plants—wherever the day's business and pleasure take you—the comforts of home can be yours with spotlessly clean cotton towels, uniforms, linens.

Learn from your nearby linen supplier how little it costs to give your customers, your employees, and yourself the luxury and satisfaction of linen and towel service—in any quantity—as you need it.

Linen Supply Service is listed in your classified telephone directory under **LINEN SUPPLY** or **TOWEL SUPPLY**.





GEORGE LEGLER LOOKS LIKE AN ELF HIMSELF

Life Goes on a Child's Tour of Fairyland



BY SORCERER'S CASTLE, SILHOUETTED

TUCSON YOUNGSTERS ENJOY ENCHANTED EVENING

George Legler, 67, of Tucson, Ariz., is a retired postal clerk who has ulcers, exists on warm milk and 13 kinds of pills and lives largely for the joy of leading children through an imaginative fairyland which he built out of stone, cement and steel cable. For 17 years Legler has been delighting children with free nighttime trips through his dimly lighted "Valley of the Moon," which has a sorcerer's castle, a wishing amphitheater and sugarplum tree, a cave of terror and an enchanted garden. He tells the children fairy tales in which good deeds always bring rewards and bad deeds are punished. He turns water into candy and makes a green feather become a snake. The children follow him, shivering at suggestions of danger but reassured by the magic pebbles and trinkets which Legler gives out as keepsakes and by their mothers following close behind.

During the disenchanting daytime Legler lives in two of the castle's narrow rooms. Already host to 2,500 children this year, he dreams eventually of taking every first grader in Tucson through his half-acre world of make-believe.



MAGIC SYMBOL is traced with fairy elixir on child's right hand to cast protective spell. If mark were accidentally made on left hand, Legler says, "you might go down the road talking to yourself."





AGAINST A STARRY SKY, CHILDREN STOP TO RECITE POEM TO FAIRY QUEEN



STONE SERPENT has jewel gently placed in its mouth as Legler says to the group, "Now here is a snake which was once a prince, and an evil spell was cast over him by a wicked witch. I will give you a magic jewel. If we put enough of them in its mouth it will become a live snake and then turn back into a prince."



← IN VISUAL TRICK girl gazes at sorcerer's castle through hole in card, which produces an optical illusion and makes her see a corridor instead of a flat wall.

SLEIGHT OF HAND by Legler turns a feather into live snake as he says magic rhyme. Children are then given feathers to take home but are not told rhyme.

Be Happy- Go Barelegged WITH Footlets*

Pamper your feet with these delightful wisps of nylon—pamper yourself with the smooth, cool barelegged feel as you enjoy your busiest day. Around the house and shopping too, Footlets will go far to make your day more pleasurable. Enjoy the giridle-free comfort of the barelegged style for evening dancing and fun-filled nights. The original Footlets are your guarantee of perfect style and perfect fit. Remember, there is a Footlet for every style of shoe.

Footlets are manufactured by
J. W. LANDEBERGER & CO.
385 Fifth Ave., New York 16, N. Y.
642 So. Olive St., Los Angeles, Calif.



Full Footlet

Backstrap Footlet

Toe Guard Footlet



Available in fine cotton lisle
as well as sheer nylon.

TM

Child's Fairyland CONTINUED



FAIRY PRINCESS, usually played by Legler's 7-year-old granddaughter, appears to the children in a burst of light outside sorcerer's castle. When an occasional skeptic asks, "Is she really real?" the other children quickly squelch the offender by saying, "Of course she is. She moved, didn't she?"



ERIE EXIT, made under watchful eye of flame-lit cement gnome (*top*), brings a little boy out of cave of terror where wicked witches, ogres and trolls are imprisoned under fairy spell. After this awesome interval, the children are relieved to come out and again spy the fairy queen smiling from a hill.



If sweet soft drinks leave you thirsty...

SWITCH TO **SQUIRT**

Never an
after-thirst

Fresh, clean taste as you drink Squirt...fresh, clean taste after you drink Squirt...never an after-thirst!

Yes, if sweet soft drinks leave you reaching for a water-chaser, then Switch to Squirt—the one soft drink that can say and prove—never an after-thirst!



*When you serve mixed drinks,
and when you drink, be smooth about it...
Switch to Squirt, the SMOOTH mixer.*

What happens when



What happens to BUSINESS ...



CONVAIRE CORP. President, Gen. Joseph T. McNarney, USAF, retired: "There are few responsibilities greater in these days of international tension than keeping the American public apprised of current events. No agency is fulfilling that responsibility better than LIFE Magazine."



TUNA PACKERS Pres. J. B. Lane: "LIFE helped us double sales of 'Break-O-Chicken' tuna in a few years. It is as good an advertising medium as exists."



AVOCADO RANCHER P. R. Hurd: "LIFE is valuable to ranchers and farmers, not only for its news, but also because of its informative articles on up-to-date methods in agriculture. It presents good pictures and texts of great interest to me." In the course of 13 issues LIFE reaches 43% of all households headed by farmers."

HOTEL DEL CORONADO Man. Dir. H. S. Ward: "LIFE is the most popular magazine here. Our guests rely on LIFE for news and features."



PIGGY-WIGGLY food chain owner, D. D. Williams, Jr.: "LIFE is the key to our annual promotions in all 14 stores. LIFE readers are our best customers."



WALKER'S DEPT. STORE, Pres. G. A. Scott: "My buyers use pages from LIFE to show manufacturers which lines we want most. LIFE tie-ins up sales."



LIFE hits

SAN DIEGO?

TOURISTS and tuna, avocados and aircraft—these are only some of the commodities by which San Diego earns its living, and fashions a colorful, sun-warmed way of life that is unique among U. S. cities.

Even the thermometers are shorter in San Diego, since temperatures vary only 21 degrees through the year. But the interests of San Diego's people range far and wide—from deep-sea research to one-man airplanes—from chimpanzees to souped-up Cadillacs—as you see in the pictures on these pages.

Perhaps that is why, as in city after city across the nation, 3 out of 5 of San Diego's households—92,010 in all—are readers of LIFE.*

Certainly they share the universal American

hunger to see and know and understand . . . the curiosity about folks next door and peoples across the sea that is satisfied only by LIFE's special kind of picture-and-text reporting.

On these pages you see how the people of San Diego, like people everywhere, respond to LIFE. You see how admiral, rancher and engineer . . . fisherman and food store owner . . . bishop and boniface . . . each feels the impact of LIFE upon his individual interests, as well as on his general concern with the way people live and work and play together.

*From *A Study of the Household Accumulative Audience of LIFE* (1952), by Alfred Politz Research, Inc. A LIFE-reading household is one in which any adult member has read one or more of thirteen issues.

What happens to INSTITUTIONS...



SCRIPPS INSTITUTE of Oceanography, Professor C. E. Zobel: "It is important to inform the public of scientific discoveries, a job LIFE does with entertaining and educational picture stories each week."



11th NAVAL DISTRICT Commandant, Rear-Admiral J. W. Roper: "LIFE has proven an excellent publication in bringing up-to-date news of world events to business naval personnel." LIFE is read in 64.4% of all households in the 11th District.*



BISHOP of San Diego's Catholic Diocese, C.F. Buddy: "I know the effect of LIFE because many of our people bring articles to my attention for discussion."

ZOO DIRECTOR Belle Benchley is also a best-selling author. "LIFE brings the world closer to millions, and through its pictures makes a great many people aware of the news. Its stories of wild and domestic animals in particular help to educate and inform."



What happens to PEOPLE...



"**POP!** MILLAR DAY for beloved local juvenile officer was covered by LIFE in 1947. "Pop" says: "At least 1000 people whom I had never seen before said, 'You are the policeman who was in LIFE.' To this day, people remember me."



SEA LIONS are supplied to zoos and circuses by hunter John Zolezzi (LIFE, Jan. 6, 1947). He says: "I had letters from all over the world, and made all the papers—here and even in London."

FLIGHT ENGINEER W. F. Chana built world's smallest airplane from scrap and surplus parts (LIFE, Dec. 20, 1948): "LIFE's story on the Wee Bee brought all kinds of mail—some wanted to buy it and some were just curious."

GADGET-LOVING Louis Mattar equipped his car with everything from shower to kitchen sink for non-stop drive cross-country (LIFE, March 10, 1952). He says: "I had phone calls from all over. I even got letters from London and Paris—so many the post office made me pick them up myself."





BOAT LIKE A BIRD

This furiously hurtling craft, half airborne on a wave crest, is a new British torpedo boat in a high-speed test run. First of a new class, the boat is wooden hulled, 75 feet long, 20 in beam, capable of mounting either torpedo tubes or a 4.5-inch gun, and is named *Guy Bombardier*.

Chary of its secrets, the British Admiralty refused to say anything about performance except that it was satisfactory. It was clear, however, that the *Guy Bombardier*, under the full drive of its Packard engines, shares the tendency of all PTs to act as much like birds as boats.

The world agrees
on "GILBEY'S PLEASE"

it's dry, naturally dry... clear, crystal clear...
the right proof, 90 proof... and the right taste
for perfect mixing.



THE INTERNATIONAL GIN

distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil and Chile.

GILBEY'S DISTILLED LONDON DRY GIN, 90 PROOF, 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO

There must be a reason — why

MORE PEOPLE SMOKE CAMELS than any other cigarette!



EVERY DAY, millions of people show their preference for Camel's mildness and flavor by going into stores and buying Camels. You can find out the reason why Camel is by far America's most popular cigarette in this simple way:

Smoke only Camels for thirty days. You'll enjoy them from the start — and you'll keep right on enjoying them pack after pack! Camels have the two qualities smokers want most: cool, cool mildness and a rich, full flavor that doesn't tire your taste.

Start your own 30-day Camel test today!

Why did you change to Camels, DAN DURYEY?

I
WANTED
STEADY
SMOKING
PLEASURE



I FOUND
THAT, PACK AFTER
PACK, CAMEL'S
MILDNESS AND
FLAVOR GIVE ME
MORE PLEASURE
THAN ANY OTHER
CIGARETTE!



Test Camels for 30 days... See what you've been missing!