

LIFE



THE AMERICAN SCENE

THE CONTRASTS BETWEEN
KANSAS CITY AND ST. LOUIS

ONE-MAN CLEANUP
DRIVE IN CHICAGO

CALIFORNIA'S FRISKY,
FORCEFUL NEW GOVERNOR

ACTRESS
PAT CROWLEY

20 CENTS

MARCH 29, 1954



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CRAFTSMANSHIP
STYLE

FORSTMANN
100% VIRGIN WOOL

*Look for this label... it identifies
the finest wools in the world*

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.



B.F. Goodrich Tubeless Tire

PROTECTS AGAINST BLOWOUTS! HERE'S HOW:



B. F. GOODRICH LIFE-SAVER TUBELESS MERELY GETS SLOW LEAK



REGULAR TIRE WITH TUBE BLOWS OUT SUDDENLY, DANGEROUSLY

**COMPARE
the SAFETY**

THERE'S NO TUBE TO BLOW OUT in a B. F. Goodrich LIFE-SAVER Tubeless Tire. Instead, there's a patented inner liner that's part of the tire.

In case of bruise damage to the tire body—the cause of most blowouts in tires with tubes—the B. F. Goodrich LIFE-SAVER lets air out gradually.

Merely a slow leak instead of a sudden explosion, a s-s-s-slowout instead of a blowout. The B. F. Goodrich LIFE-SAVER Tubeless Tire gives you time for a safe, straight-line stop.

B. F. Goodrich LIFE-SAVERS fit your present wheels. Buy them from your B. F. Goodrich retailer, listed in the Yellow Pages under "Tires".



A PATENTED SEALANT under the tread of the B. F. Goodrich LIFE-SAVER seals punctures instantly. When the nail is removed later, it plugs the hole, makes a permanent repair!



THE LIFE-SAVER TREAD has thousands of flexible grip-blocks. In this wet-road demonstration at 30 mph, B. F. Goodrich LIFE-SAVER Tubeless Tires stopped 17 feet quicker than regular tires!

**COMPARE
the COST**

... as little as \$7.60 more than a regular tire and tube

MAKE OF CAR	BFG LIFE-SAVER
	\$30.95 <small>EACH 6.70-15-PLUS TAX and your old tire</small>
	\$34.45 <small>EACH 7.00-15-PLUS TAX and your old tire</small>
	\$37.95 <small>EACH 7.60-15-PLUS TAX and your old tire</small>
	\$41.45 <small>EACH 8.00-15-PLUS TAX and your old tire</small>

COMPARE... You'll buy LIFE-SAVERS®



This One



NY3L-97N-U92P



"In the name of Allah, woman, thou art indecent. Get thee a 'Sanforized' veil at once! I have spoken."



"Nothing stops him since the sheriff bought him those 'Sanforized' shorts!"



"Ladies and gentlemen, my client has been choked all his life by shrunk-up shirts. I ask you, isn't this punishment enough?"



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

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

THOUSANDS FIND NEW INTEREST, NEW HAPPINESS IN LIFE!



FUN FOR ALL... REGARDLESS OF AGE! Age makes no difference when it comes to dancing. Arthur Murray has found this to be true from years of teaching experience. Our Student-Teacher Parties are so gay and the ages vary from grandparents to teenagers. Every student is invited and everyone has a whirl!

HOW OTHERS HAVE FOUND POISE, NEW CONFIDENCE AT ARTHUR MURRAY'S



"I feel years younger and much happier since I enrolled at Arthur Murray's. My only regret is that I waited so long to take lessons. But, I thought learning to dance would be hard and take forever. Was I surprised when I found I could actually dance after my very first lesson and that the lessons were fun, too. And what a wonderful time I've had ever since!" says Arthur Murray Student, Martha Stone.



"I never danced and was too shy to learn. Just a few lessons at Arthur Murray's changed all that," says Arthur Murray student, Paul Chauvin. "Now I have more confidence and really enjoy myself at parties. I certainly wish I'd gone to Arthur Murray sooner."



Meet Joyce Lyons . . . she's a typical Arthur Murray teacher—pleasing personality, interested in helping people. No wonder all her pupils sing her praises.

Doctors Recommend Arthur Murray's Dancing Lessons

Yes, dancing lessons are the most perfect form of exercise. They improve posture, tone up muscles and are a wonderful way to relax and forget your worries! No wonder doctors prescribe them for their patients who need relaxation. But, come in and see for yourself why dancing and good health go together.

See For Yourself How A Few Hours At Arthur Murray's Opens The Door To Good Times And Popularity

Once you've found out how quick and easy and what fun learning to dance at Arthur Murray's can be, you'll wish you had gone there ages ago. You see, there's only one key step to learn—Arthur Murray's famous "Magic Step"—and most people, even beginners, master it at their first lesson. That's why you can do the Rumba, Samba, Tango, Waltz or Fox Trot with expert ease after just a few preliminary lessons. Then come the good times and popularity you've always wanted . . . the invitations and admiring looks as you and your partner whirl about the floor.

No One Can Afford To Miss This Opportunity For Happiness

Shyness and timidity seem to melt away when you are a good dancer. Knowing how to dance well is one of the biggest social assets you can have, a real confidence builder, too. So don't miss out on the good times that should be yours. Visit the Arthur Murray Studio near your home now. See coupon below for special limited offer.

Exclusive Arthur Murray "Magic Step" Makes Learning to Dance Faster . . . More Fun!



© Arthur Murray, Inc.

Free DANCE BOOK AND 2 STUDIO LESSONS

Send This Coupon To Your Nearest
ARTHUR MURRAY STUDIO
(Consult Telephone Directory)

Gentlemen:

Send me the new 64-page fully illustrated "Murray-Go-Round" with all its helpful hints on dancing and information about the Arthur Murray Studios and their wonderful parties. I understand if I send this coupon in promptly, I will also receive a certificate good for 2 FREE half-hour dance lessons.

Name _____ Phone No. _____

Street _____

City _____ State _____

LIFE 3-29

Animals Protect Themselves



White as the snow and ice around him, the polar bear's protective coloration supplements his great strength in defending himself against his enemies.



AC ALUVAC PROTECTS AGAINST DANGEROUS ENGINE OIL DIRT

No engine is safe from damage by dirt, grit and sludge unless it is protected by a good oil filter.

In the opinion of leading engineers and millions of experienced motorists, AC Aluvac affords the finest engine oil filtration money can buy.

Aluvac traps as many as 12 different kinds of dirt—right down to

particles as small as 1/100,000 of an inch—and traps much more because Aluvac has 10 times the filtering area of ordinary elements.

No matter what make of oil filter you use, you can get the benefits of Aluvac superiority by changing to an AC when your serviceman changes your filter element.

Original Factory Equipment on

BUICK



Original or Optional Factory Equipment on CHEVROLET, OLDSMOBILE, CADILLAC and GMC



AC SPARK PLUG DIVISION

GENERAL MOTORS CORPORATION

LETTERS TO THE EDITORS

ARABELLA CHURCHILL

Sirs:

Thanks for the cover picture of a beautiful, luppy, wholesome little girl ("Life Visits Arabella Churchill," March 8). Just looking at her gives one a joyous feeling all over.

ERNEST E. TUCK

New York, N.Y.

Sirs:

... Please, a picture of Arabella and grandpa Churchill.

VIRGINIA L. SUTHERLAND

Marion, Ohio



GRANDPA AND ARABELLA

McCARTHY

Sirs:

Reading "McCarthy and a Besieged Army" (Life, March 8) we are wondering just whom you contacted in sampling opinions about McCarthy's "homic town support." Support of McCarthy means endorsement of Nazism and other equally odious political philosophies. This is an indictment we Appleton Republicans bitterly resent. The rest of the country may be worried about McCarthy, but think of us. We have to put up with him for the next five years.

E. GORDEN JR., L. WITTECK,
D. E. WARREN, E. P. O'BRIEN,
G. KENNINGTON, C. W. FOSTER,
H. A. VANDEN BLEEMER, W. SELZ,
J. KRABBE, R. A. BENNETT,
M. A. POZYRAZ, W. W. TOWNE
Appleton, Wis.

Sirs:

Are you for or against Communism? Your completely biased article tends to brand you as for it! I say God bless Joe, and stepped-on-toes be damned! ...

MRS. ROGER OTIS

Shawano, Wis.

Sirs:

We must rid ourselves of the crime of letting every political headline-hunter ruin the reputation of every man who ever had the youthful illusion of Communism. I have been brought up a Republican and I believe in the Republican program. But if the Republicans cannot clean up this mess, then they have lost my vote to the Democrats.

EGENE C. CICCARELLI

Chestnut Hill, Mass.

Sirs:

The difficulty Senator McCarthy is having indicates the great extent of Communist infiltration in our country. Only stern measures can cope with Communism. McCarthy uses those measures and he has the Red

and pinkys on the run. I believe most people prefer to take the chance of going "too far to the right" with McCarthy to the alternative of going "too far left"—Joward Communism.

ROBERT F. COLANER

Canton, Ohio

Sirs:

His rise to power is so fantastic and the facts so hideous that his ardent supporters claim the man is being smeared when a local paper prints them! Life has done the nation a great service.

HELEN S. SCHLAEPFER

Milwaukee, Wis.

Sirs:

Let me point out that of the men McCarthy "got" Theodore Kagan, while possessing Communist affiliations in the '30s, was in the postwar years one of the most effective anti-Communists in the U.S. information programs abroad. He had strong testimonials to this effect from Austrian Chancellor Figl and Berlin's late Mayor Ernst Reuter. But Kagan was not McCarthy's type of anti-Communist—reckless and irresponsible—and so he became a target. ...

DANIEL BELL

New York, N.Y.

Sirs:

Your one-sentence "summary" under my picture is misleading. I testified under oath that I have never engaged in espionage, that my work at Fort Monmouth was of a nontechnical nature, whereby I had no access to confidential or secret material, and that I had never given such material to anyone. I did use the Fifth Amendment with regard to my political beliefs and personal associations—because of principle and a desire to avoid being falsely incriminated. ...

ELEANOR HUTNER

Brooklyn, N.Y.

Sirs:

I encountered no greater leader of men or keener thinker during the war than Brig. General Ralph W. Zwicker, whom I had the privilege of fighting under with the 38th Regiment of the 2nd Infantry Division. ... I am damn glad he was in Europe with us.

HAL L. HART

Captain, Infantry, Ret.

Texarkana, Texas

Sirs:

An airborne infantry officer on leave after two years in Indochina, I read your article while waiting for a plane, and after the part about Private Schine. I actually had to leave my seat and walk the length of the waiting room to appease my anger. If and when Private Schine ever comes under my command or influence he will be treated like a soldier, as well as act like one, commensurate with his grade. If the duty roster indicates he is to perform KP or gynecology, by George, he will pull it. I defy Senator McCarthy to interfere with the performance of my duty. ...

MAJOR KETH J. HONAKER

Charleston, W. Va.

Sirs:

A man with Private Schine's background—a specialist and expert investigator—should have had basic training waived and been given a captain's commission by President Eisenhower for vital security work in the Army's counterintelligence corps.

CONTINUED ON PAGE 1

Now...enjoy sweet foods and protect your teeth from cavities

New white Ipana with WD-9 inhibits tooth-decay acids*



Now you can eat the sweet things you like—and need for quick energy, a balanced diet—and stop worrying about unnecessary cavities.

Now, with new white Ipana containing acid-inhibitor WD-9, you can guard your teeth against decay acids—formed when sweets and other carbohydrates team up with bacteria in your mouth.

For WD-9 in Ipana's exclusive new formula is one of the most effective ingredients known to prevent the formation of these tooth-decay acids. Acid-inhibitor WD-9 is an active anti-enzyme and bacteria destroyer.

*To get the best results from new Ipana with acid-inhibitor WD-9, use it regularly after eating—particularly after sweets. Thus it acts before tooth-decay acids can do their damage.

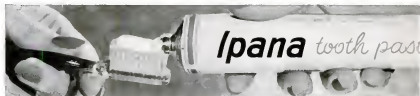
Brushing with new Ipana after eating really works. A 2-year clinical test with hundreds who ate all the sweets they wanted proved that brushing this way can prevent most tooth decay.

So remember, while no dentifrice can stop all cavities—you can protect teeth from sweets with new white Ipana containing WD-9.

Don't cut down sweets ... do cut down cavities with new Ipana®



Your youngsters will love it, too. Ipana's wonderful new minty flavor actually encourages children to brush teeth. No strong, medicinal taste. But new Ipana with WD-9 makes your mouth so fresh and clean that even one brushing can stop most unpleasant mouth odor all day long.



PRODUCT OF BRISTOL-MYERS

New white IPANA
with Acid-Inhibitor WD-9

Here's what the car experts themselves say about "the most exciting new automobile in years"...

"What this design amounts to is a brand-new class of U.S. automobile."



POPULAR
SCIENCE

"America's new 30-miles-per-gallon car has broken economy records in official runs--and its overall performance is hard to beat."



AUTO AGE

"Excellent airflow pattern...a 'big-car' feel...excellent cornering characteristics...seems built to take a lot of punishment."



SCIENCE and
MECHANICS

"A completely sensational car...all you have to do is drive one to prove that statement to yourself."



How to Prepare Your Car for Winter
MOTOR
TREND

"From a pure styling standpoint it doesn't have to take a second place to any American car...A top-flight miles-per-gallon-of-fuel car."



MECHANIX
ILLUSTRATED

"The engine definitely is one of advanced engineering--one of the most economical to operate in the U.S. today."



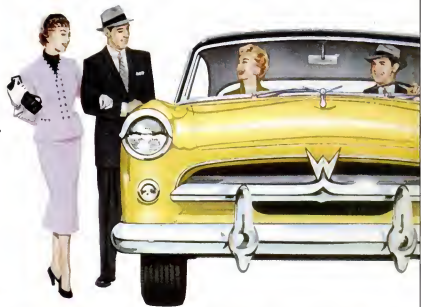
POPULAR
MECHANICS

... and that was even before the development you will learn about on the next page! 

Already the one
really new car in America...

Aero **WILLYS**

now has...



27%
MORE POWER!

Why you step out in front with a Willys...

1954 AERO WILLYS
LOW-PRICED CAR "A"
LOW-PRICED CAR "B"
LOW-PRICED CAR "C"

HORSEPOWER PER POUND OF CAR—WILLYS VS. THE "BIG 3"



Here's the engineering secret behind the beautiful new 1954 AERO WILLYS—MORE POWER PER POUND OF CAR. More than any of the low-priced "Big 3". That's why you're "out in front" with a Willys... ahead of the pack in power, performance and punch... ahead in style, stamina and safety, too. Get behind the wheel of this new AERO WILLYS... with its stepped-up 115 HP engine... 27% more powerful than last year's.

THE NEW
1954

Aero **WILLYS**



VISIBILITY

From the driver's seat, you see ALL FOUR FENDERS—for safer driving, easier parking. And you can see the road as close as 10 feet in front of the car.



ECONOMY

An independent test organization drove the WILLYS 90,000 miles last year, reported better than 30 miles to the gallon, cost under a penny a mile!



COMFORT

You get more than 5 ft. of seating width, in both front AND back seats. And you go around turns without uncomfortable roll and sway of ordinary cars.



CONSTRUCTION

Instead of dropping a body on a frame and bolting them together, WILLYS uses modern AERO-FRAME construction—one unit, for greater strength.



Kaiser-Willys Sales Div.
Willys Motors, Inc.

Listen to "Lowell Thomas and the News"
Mon. thru Fri.
CBS Radio Network

Legband Nylon reinforced!

"Cottontail" Briefs

Legband (with Nylon reinforcement) will hold its shape forever. Non-birding "action gusset." Knit of soft cotton, 9 colors. Ask for "Cottontails" by name.

2-6s. 59¢
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Munsingwear

GUARANTEED NOT TO RIND OUT OF YOU.

**FAVORITE FOODS
SOUR YOUR TUMMY?**

Sweeten it fast with

TUMS



Nirc says-
for EASTER
HAVE YOUR
RUGS CLEANED
Professionally

Professional rug cleaning services make rugs and carpets look lovelier... wear longer.
CALL YOUR TUG CLEANER NOW.
NATIONAL INSTITUTE OF RUG CLEANING, INC.



LETTERS TO THE EDITORS

CONTINUED

Sirs:

... The New York Joint Legislative Committee on Motor Vehicle Problems urging the passage of such a bill in 1949 said: "A compulsory car inspection law in New York State would save upwards of 700 lives a year and reduce by at least 30,000 the number of persons injured in motor vehicle accidents." ... An insurance policy never stopped any racketeer from operating on public highways; never barred a drunken driver, a speeder or a killer from our roads.

DANIEL J. REIDY

New York State Bar Association
New York, N.Y.

TED WILLIAMS

Sirs:

... LIFE certainly put the jinx on Ted Williams. He fractured his collar-



bone a few days before your article, "A Catch for Williams" (LIFE, March 8), appeared.

LOUIS S. PEIRCE

Cleveland, Ohio

YOUNG MAGICIAN

Sirs:

You mention that "The Amazing Master Miller" (LIFE, March 8) earns as much as \$110 a night, and then add that it will enable him to go to college and learn a useful profession. I resent this statement, and so would all those who love magic as entertainment. . . .

B. J. MCGOY

Columbus, Ohio

Sirs:

\$110 a night! How much more education does this lad require?

KATHRYN ATKINSON

Las Vegas, Nev.

Please send 

NAME _____

ADDRESS _____

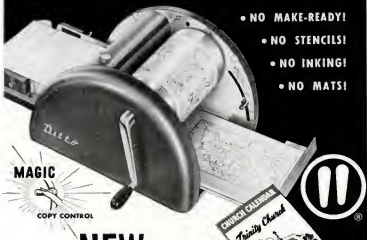
CITY _____

ONE YEAR \$6.75 in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is. (1 year at the single copy price would cost \$79.10-80.)

(Canada: 1 year, \$7.25)

Give to your messenger or to your local subscription representative or mail to LIFE, 508 N. Michigan Ave., Chicago 11, Ill. L-3613

NOW! DUPLICATE 120 BRIGHT COPIES A MINUTE IN five colors IN ONE OPERATION OF ANYTHING YOU TYPE, WRITE, DRAW, OR TRACE



- NO MAKE-READY!
- NO STENCILS!
- NO INKING!
- NO MATS!

MAGIC
COPY CONTROL

NEW DITTO® D-10 (LIQUID) DUPLICATOR

SO SHARP! SO CLEAN!

300 to 500 Copies from One Master In Seconds... for Pennies in Red, Blue, Green, Purple and Black!

NOW—cut copy costs! Your DITTO original or "master" can reproduce up to 5 colors in one operation—of anything you trace, draw, write or type—in seconds, for pennies!

Just snap your original on the new D-10 and out come 300 to 500 vivid copies, at 120 a minute, on varying weights of card or paper, in sizes from 3" x 5" to 9" x 14". On short runs, file your original, change data or pictures if you like, and run more copies later.

See, try the new DITTO D-10! It has wear- and corrosion-resisting stainless steel parts. It has smooth, balanced action—makes an expert of any user. It's low in cost. It's just what you'd expect from the world leader in duplicating machines and supplies.

USED IN OVER 300 LINES OF BUSINESS TO MAKE COPIES

- SALES LETTERS
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- BULLETINS
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- MUSIC SCORES
- MENU'S
- MUSIC ORGANS
- NOTICES
- RADIO SCRIPTS
- CATALOGS
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- SLIDE SHOWS
- SKETCHES
- STATEMENTS
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NOW! FREE! LITERATURE OR DEMONSTRATION ON YOUR WORK IN YOUR OFFICE

Circle number: At no cost or obligation to you OFFICE (check your choice)

Send me literature on new Ditto D-10 Duplicator and Five Color Process.

Arrange a demonstration for me.

Name: Title: _____

Company: _____

Address: _____

City: _____ Zone: _____ State: _____



PLEASANTLY AGONIZED, Dick Conan reacts to recording of *Sing, Sing, Sing* by Benny Goodman.



LUSTILY ENRAPTURED, Steve Katcher joins Eddie Fisher singing *Full Moon and Empty Arms*.



DEEP IN CONCENTRATION, Jose Garcia accompanies *Perdido*, blowing a trumpet mouthpiece.

SPEAKING OF PICTURES

Youthful record store customers put on public show



One of the best shows in Hollywood is put on every Saturday night at Music City, a mammoth self-service record store at the corner of Sunset and Vine. Customers dropping in to hear the newest popular tunes try out the records in glass-walled listening booths which overlook the sidewalk. Although passing pedestrians can plainly look in and see them, the young listeners are so carried away by the music that they ignore their audience outside and react to the recordings as if they were at home in the privacy of their living rooms. As shown in these candid pictures, taken from the sidewalk by Photographers Dick Hewett and Joe Koniczny, the record hounds get real gone in their music-filled goldfish bowl.

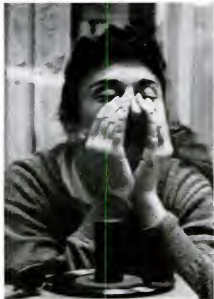
←HOWLING WITH DELIGHT, a poodle shows his reaction to recording being played by his master.



WEARING CARNIVAL HATS, LAURENCE SCOTT AND HARLAND THOMPSON WIND UP AN EVENING CELEBRATION IN HOLLYWOOD LISTENING TO "C'EST SI BON"



STIRRED TO ECSTASY, Jeanie Gibson reacts to Eartha Kitt's recording of *I Want to be Evil*.



LOST IN THOUGHT, Marsha Harmon closes her eyes, listening to Les Brown play *Nocturne No. 2*.



MOVED TO ROMANCE, Don Reed kisses Marjorie Kish as Bing Crosby sings *Changing Partners*.

NOW! WAFFLES IN 1 MINUTE

...extra delicious with deep-flavored LOG CABIN SYRUP

Just pop Frozen Downyflake Waffles into your toaster. Quick as toast...up pop the lightest, crispiest, most wonderful waffles ever to melt in your mouth. Served with plenty of Log Cabin Syrup, Downyflake Waffles are *extra* delicious. There's nothing like the real maple flavor of Log Cabin Syrup...a matchless blend of sugar and pure maple sugar syrups. Mealtime, snacktime, anytime...serve batterless, botherless Downyflake Waffles and rich, deep-flavored Log Cabin Syrup. Always keep Downyflake Waffles and Log Cabin Syrup on hand for times when your family wants delicious food *fast!*



Frozen DOWNYFLAKE
1 minute WAFFLES
NO BATTER... NO BOTHER
Serve with Log Cabin Syrup



A Product of General Foods

Folks buy far more **Log Cabin Syrup** than any other maple-blended syrup!

The largest-selling frozen waffles ...anywhere!

IN YOUR GROCER'S FREEZER

A Product of Waffle Corporation of America



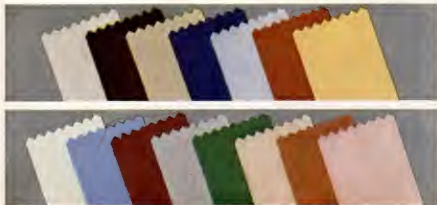
RICHARD WIDMARK in 20th Century Fox's Cinemascope production "HELL AND HIGH WATER." Color by Technicolor.

It's fine gabardine! It's completely washable! It's Van Heusen's famous Van Gab

We were the first to introduce a "luxury" rayon gabardine that is completely washable . . . and it's still America's most popular sportshirt.

Look at these "custom-tailor" features: new pick-stitching that usually adds plenty to the price-tag . . . a Sportown collar that looks as good with a tie as without . . . 20 different colors in new Vanafit sizing for dress-shirt fit, sportshirt comfort. **\$5.95.**

Van Heusen
Van Gab sportshirts



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A PROPHETIC 1866 LOOK AT ST. LOUIS; FORTY-NINERS ROUGH IT IN CALIFORNIA GOLD FIELD; A CARTOON COP ESCORTS CHICAGO GAMBLER



CHICAGO DAILY NEWS

THE CONTINUING TASK OF UPDATING AMERICA

A famous pair of newspapermen, Frederick G. Bonfils and Harry H. Tamm, made the *Denver Post* a success by insisting that "a dog fight in a Denver street is more important than a war in Europe." In today's world, with the U.S. in foreign affairs right up to and past the Rockies, this is not literally true. But as more and more of the Free World looks toward us, the American scene becomes increasingly important. LIFE has always thought it important, and our concern has been as much with familiar local doings, dogfights included, as with the exotic scenes and events abroad.

The drawings above show the America that ever was—a vital and interesting place long before LIFE started publishing. Maybe it was a little rougher then. In 1869 young St. Louis was growing up so haphazardly that one of its cartoonists feared it would all collapse in 10 years. In 1838 California was caught up in a rough and busy El Dorado of gold hunting (above), gambling and vigilantism. And in more recent times Chicago found itself in the hands of hoodlums and their political payees.

Our interest in the America that ever was—and is—has been manifest in our photographic essays on such phases of

Americana as its folk songs and its legends, its great poets and painters and the look of the land itself. That this interest is a continuing one is particularly evident in this week's issue. The St. Louis (and Kansas City) of the grotesque era lampooned above is brought up to date in our story on those two cities (pp. 106-115) a portfolio of contrasts. The death grip of crime and crooked politics that inspired the 1939 Chicago *Daily News* cartoon above apparently still prevails. So much so, at least, that the TV crusade of a one-man cleanup drive gave enterprising LIFE representatives Francis Miller and Richard Meryman a chance at a fine crime story and the exclusive photographs on pages 28-29.

The wild and woolly California days that followed the discovery of gold at Sutter's Mill in 1848 may be gone, but the golden thread that connects them with today's picturesque California Governor "Goodie" Knight is still intact. Knight's father once ran a gold mine and there is something characteristically ebullient about the Honorable Song-and-Dance Man (whose political importance Writer Ernest Havemann analyzes on pages 116 to 127) that harks back to the wide open days of the America that ever was—is—and, we hope, will be.

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ABBREVIATIONS: BOT., BOTANICAL; CEN., CENTER; EXC., EXCEPT; L.F., LEFT BY RIGHT; T., TOP; A.P., ASSOCIATED PRESS; EUR., EUROPEAN; P.P.S., PICTURE SERVICE; INT., INTERNATIONAL; U.P., UNITED

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That Packard Look

Sweeping down the dusty, unpredictable roads of thirty, forty, even fifty years ago, was one automobile that everybody knew! Instantly!

Knew by the well-loved lines of its radiator. Knew by the famous red "hex" on its hubcap. Knew by its proud look of quality.

PACKARD STYLING AGAIN SETS TREND

Much of the old Packard radiator has yielded to the trends in modern motorcar design, but the famous red hex on the Packard hubcap still remains the unerasable signature of the oldest line in the world of quality-on-wheels.

Packard first set the styling trend for quality cars more than half a century ago, and it is highly significant that modern Packards have, for several years, set the styling trend, *not alone for fine cars, but literally for the whole industry.*

Note the high-crowned fenders on the cars you see today—the flat rear decks—the picture windows

all around . . . features that increase your field of vision, your safety, your comfort, your carrying space. These are among the basics in the Packard styling that has set the trend today.

EVERY PACKARD LEADS TWO LIVES

From the days of the old radiator up to the last Packard loaded and shipped last night, every Packard automobile is born with two lives:

... a life of enduring style for the greater protection of your investment;

... a life of enduring performance which has characterized Packard quality production for more than five decades.

This double life has saved Packard owners literally millions of dollars. *Styling that stays in style and performance that keeps on performing* is a double warranty that has been fifty-four years in the living, rather than any mere hour in the writing.

NEW PROGRAM MOVES AHEAD

The new program at Packard began with the introduction of two new lines of cars:

... the new Packard was introduced as "America's new choice in fine cars";

... and the new Packard Clipper, America's newest medium-priced car, was introduced as "Luxury at a lot less—because Packard builds it"

The two new cars made history from the standpoint of public reception, and gradually you saw more Packards on the road . . . heard more people say: "It's great to be back with Packard!" . . . and saw again the influence of Packard styling in competing makes.

So once more . . . sweeping down the highways of today, is an automobile that men and women from seventeen to seventy recognize instantly as either an old friend returned or a proud newcomer bearing with dignity and poise its ageless tradition, its unmistakable character . . .

"That Packard Look"

The greatest testimonial to Packard has been *lived*, not written. Even after years of service, a Packard still bears that valued Packard look and the prestige that makes owners proud to say: "I drive a Packard!"



PACKARD



People all over the world know the Packard red "hex" on the hubcap—one of the most famous of commercial marks of identification.

Now - ask the man who owns one !



WITH A GEIGER COUNTER, DOCTOR IN TOKYO HOSPITAL EXAMINES SANJIRO MASUDA, ONE OF SERIOUSLY BURNED SAILORS ABOARD "FORTUNATE DRAGON"

FIRST CASUALTIES OF THE H-BOMB

The scientists had warned of the power of the hydrogen bomb, but in abstract language that did not fully register with Americans until last week when fantastic news came filtering across the Pacific. On March 1 in the Pacific the U.S. set off that kind of thermionic explosion, the biggest in all history. The explosion was 150 times that of

the Hiroshima A-bomb and had three times the power scientists expected. Twenty-three Japanese fishermen, minding nets in a supposedly safe place many miles away, were casualties of the blast. Their story, told here by LIFE's Tokyo bureau chief, translated the awesomeness of the H-bomb into human terms all Americans can comprehend.

by DWIGHT MARTIN

Before Hiroshima and Nagasaki the Japanese had no such word as *pikodon*, although *pika* had long been used as a colloquial word for "flash." *Pikodon* is what they came to call the atomic bomb, with a sharp accent on the *ka*, a pause, then *DON*, brought out like a drumbeat or a thunderclap. In the nearly nine years that have elapsed since Hiroshima and Nagasaki the word has been heard less and less frequently. But last week *pikodon* was on every Japanese tongue again. The reason for this was the terrifying mishap that brought a shower of *shi no kai*—ashes of death—down on the 23 crewmen of a Japanese fishing ship.

Five weeks out of Yaizu, her home port 120 miles southeast of Tokyo, the 99-ton tuna trawler *Fukuryu Maru* ("Fortunate Dragon") hove to at a position 166°30' east longitude and 11°52' north latitude. She dropped anchor and cast her nets at 5:30 a.m. on March 1. The *Fortunate Dragon's* position, though her skipper and crew did not realize it, was 71 miles east-northeast of Bikini atoll and 14 miles outside the boundary of the restricted zone of the U.S. government's atomic testing area.

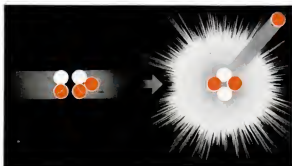
A calm sea was running and the weather was clear. Sunrise was at 6:09 a.m. and visibility was excellent. The *Fortunate Dragon's* skipper,

24-year-old Tadaichi Teutsui, was standing watch on the bridge, and eight crewmen were enthusiastically hauling in their first nets. After nearly three weeks of poor catches near Midway Island, the *Fortunate Dragon* had finally run into luck in more southern waters and her hold was already filled with 16,500 pounds of fat tuna. It was just a few seconds before 6:12 a.m.

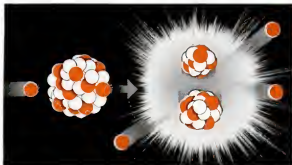
"Then," said Crewman Sanjiro Masuda later, "we saw flashes of fire, as bright as the sun itself, rising to the sky. They rose about 10 degrees from the horizon and the sky around them glowed fiery red and yellow. Someone

TEXT CONTINUED ON PAGE 19
ON NEXT PAGE: H-BOMB HISTORY

HOW U.S. BOMB DEVELOPED



IN FUSION deuterium (red neutron, white proton) and tritium (two neutrons, one proton) collide, fuse, to release energy and a neutron.



IN FISSION a neutron strikes a U-235 nucleus. The nucleus breaks in two, releasing energy and more neutrons to cause other fissions.

The hydrogen bomb's devastating power results from the same process that has sustained the brilliance of the sun for billions of years—the "fusion" of hydrogen atoms. Under the sun's intense heat the hydrogen atoms come together and fuse (*top diagram, above*), releasing large amounts of energy—and in the process, forming helium. A decade ago nothing existed on earth which could reproduce the extreme solar temperatures necessary for a fusion reaction. Nevertheless the principles involved were well known, and a few scientists were already discussing the possibility of making a fusion bomb. What prompted them was the approaching development of the atomic bomb, which derives its power from the opposite process—the disintegration of atoms by fission (*above*). The temperatures of the A-bomb were expected to equal those of the sun and such a bomb, surrounded by hydrogen, might cause the hydrogen to fuse, producing an explosion many times more powerful than the original atomic "trigger." Special forms of hydrogen—heavy hydrogen (deuterium) and superheavy hydrogen (tritium)—would have to be used, for they fuse more readily than ordinary hydrogen.

The succession of events in the actual development of the hydrogen bomb follows:

Sept. 1949—RUSSIAN A-BOMB When it was announced, on Sept. 23, that the Russians had developed their own atomic bomb, the U.S. was threatened by loss of its advantage. The hydrogen bomb became far more than an academic matter, for the development of such a superbomb could move the U.S. ahead another big notch. As scientists, military leaders and congressmen discussed the bomb, many objections were raised: It was immoral; it might be less useful than a bevy of well-placed A-bombs; it would interfere with A-bomb production. Against this was weighed the psychological—and military—advantage of possessing the most devastating weapon in the world. President Truman ordered the AEC to go to work on the superbomb.

April-May 1951—"GREENHOUSE" In less than two years a scientific task force sailed for Eniwetok atoll to test two crude and cumbersome types of thermonuclear devices at "Operation

Greenhouse." Both "shots" exceeded expectations. With this information scientists returned to their laboratories to grapple with the 1,001 details of perfecting the hydrogen weapons.

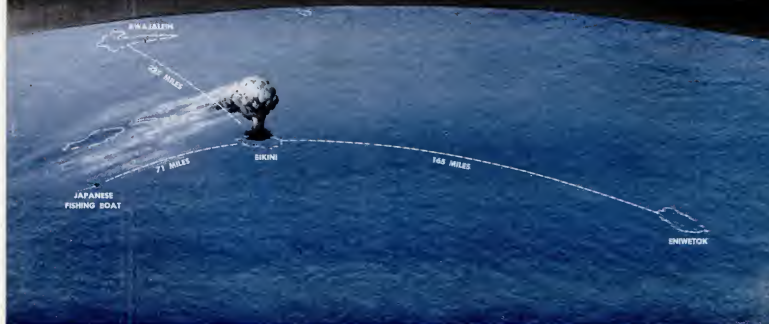
Nov. 1952—"IVY" Another year and a half went by, and then another task force arrived at the mid-Pacific testing ground, this time to carry out "Operation Ivy." The shot was to be a full-scale thermonuclear bomb, and the result was described by eyewitnesses in letters home: "The ball of fire started to rise. . . . You could see countless tons of water rushing skyward—drawn up the column by that tremendous unseen force. . . . Then the mushroom expanded into a free halo, growing with tornadolike speed. . . . About 15 minutes after shot time the island on which the bomb had been set off started to burn and it turned a brilliant red. . . . Within six hours . . . a mile-wide island had actually disappeared." Instead there was now a crater in the ocean a mile across and 175 feet deep. The bomb's power was estimated at five megatons (5 million tons of T.N.T.), 250 times the power of the bomb which shattered Hiroshima.

March 1954—BIGGEST SO FAR Nine months after "Operation Ivy" the AEC announced that a thermonuclear explosion had taken place in Russia. Quietly the U.S. continued to perfect its own weapons. The bomb which rained radioactivity on a Japanese fishing boat on March 1 was estimated at three times the power of the "Ivy" superbomb. The weapon which had begun as a cumbersome rig was now reputedly small enough to be carried in a B-36. One was scheduled to be dropped late this month.



HYPOTHETICAL BOMB might use implosion to compress U-235 to critical mass. Heat of fusion would fuse hydrogen in compound, then deuterium and tritium kept in liquid state below -400°F. by vacuum. Tamper would contain explosion momentarily, increase its efficiency.

How does this limitless weapon work? The details are known to only a few top scientists. But AEC news releases plus textbook facts suggest several basic methods, shown in the schematized bomb above. A "boosted" A-bomb might be made by surrounding a fissionable core with U-235 combined with tritium and deuterium. Implosion charges would compress the core to a critical mass, giving a chain reaction whose heat would fuse the hydrogen and increase the blast. To make a true hydrogen bomb this boosted A-bomb would be surrounded by additional deuterium and tritium. Its fusion would increase the bomb's energy a hundredfold. If the booster were hot enough, cheap lithium could replace costly tritium to fuel the powerful superbomb.



THE BLAST AREA, looking southeast from Japan, was in the Marshall Islands. Danger zone—which has now been tripled—was 50,000 square miles

enclosing Bikini, where blast probably took place, and Eniwetok. *Fortunate Dragon* was a few miles outside zone, but Marines on Kwajalein also saw flash.

FIRST H-BOMB CASUALTIES CONTINUED

yelled to the men below, "The sun is rising in a strange fashion. Hurry up and see it." Then I realized that what we were watching could not be the sun, for the light was coming from the west. It was at this moment that I first felt fear and first thought of *pikadon*."

The glow continued for several minutes—two or three, Masuda thinks. "Then," he continued, "the yellow seemed to fade away, leaving a dull red, like that of a piece of iron cooling in the air."

The sounds of explosion came about six minutes later. "There were two of them," said Masuda, "and they went *do-ken*, like the sound of many thunders rolled into one. We felt no concussion, although the ship did seem to roll to starboard. It was as if she were trying to ward off some blow." Then a pyramid-shaped cloud began to form. How high it went no man knew because, said Masuda, none could see its top as it billowed up and up into the sky. Those who watched do not agree on the color of the cloud. Masuda says it seemed to change "many times." Some swear it went through a series of strange bursts and flashes that included nearly every color in the spectrum—red, orange, violet, greenish-blue.

The colors gradually faded and the sky was cleared again. "Against the sky," said Captain Tsutsui, "a trailing thin cloud appeared. I

recall Saburo Ando saying, 'Look, a contrail. I wonder if it could be an atom bomb?'" But the fishermen returned to their nets.

They worked the nets for quite a while—Masuda remembers it as three hours, Captain Tsutsui as two hours. The catch was good.

Then a fine white dust, or ash, began to fall. "Some ash fell in my eyes and began to burn," Captain Tsutsui said. "Then the ash got in my nostrils. I blew my nose and took off my straw hat and tried to brush the ash away and off myself."

"The sun was obliterated"

THE ash was fine, like talc. Said Masuda, "When the first clouds from the explosion began to come over us, just before the rain of the ashes began, the real sun in the east was obliterated. We looked in the direction of Kwajalein; it seemed completely enveloped in dark clouds.

"There was another curious thing. I was wearing a pair of cotton gloves, tied to my wrist with rubber bands. When I put the gloves on, before the ash fell, the rubber bands seemed strong and springy. But when I took them off they crumbled and came to pieces.

"I remember that shortly before I entered the engine room for my bath after the ashes fell, I felt much warmer than usual, almost as if I were glowing, and that several others remarked they felt the same way. Again, we paid little attention to this because we are so used to sunburn and windburn."

But Captain Tsutsui was getting more and more uneasy: "I thought, 'The bomb tests were being conducted over coral reefs. It could be pulverized coral ash, couldn't it?'" He thought some more about *shi no hai*, then ordered the crew to up anchor. The trawler steamed for home, 2,000 miles away.

"On the first night," said Radioman Aikichi Kuboyama, "we were unable to eat our supper. We tried drinking some sake (rice wine) to improve our appetites, but our appetites would not improve and the sake did not make us drunk. We were very depressed. Some of the crew grumbled '*pikadon*' but others said it couldn't be. I think someone said it was probably dust from some volcanic explosion."

In three days the *Fortunate Dragon* made 498 miles. And whatever was the trouble with her crew, it certainly was not sunburn. Said Crewman Tadashi Yamamoto, "Our faces felt very hot and then when our faces began to turn this pencil-lead color, we knew something extraordinary had happened. If we had realized how sick we were, I think we would have put in at Midway and asked the Americans there for help. But we did not know." Sanjiro Masuda's face and hands began to swell. "At first," he remembers, "I did not connect this with what we had seen. Then one of my shipmates said, 'Masuda, you are looking strange indeed.' I looked into the mirror and was shocked. It was not like sunburn at all. I began to itch. I noticed that the parts of my body which had not been covered at the time of the strange explosion and the falling ash were the most afflicted. Someone said again, 'We have been hit by *pikadon*.' But even then this suggestion was not taken seriously."

Other crew members began to complain of headaches and nausea. Then they too came down with the itch. "We had washed the dust—the ash—from our bodies," said Masuda, "but we forgot that we had been regularly handling our nets and ropes and that they had not been washed. The itch became almost unbearable, and we began breaking out with huge irregular blisters. They were terribly painful. I think it was about this time that I recalled

CONTINUED ON NEXT PAGE



CONTAMINATED SHARK FLESH produces X-ray picture when set next to photographic film.



AT HER DOCK the unfortunate *Fortunate Dragon*, still radioactive, boats untended by crewmen.



SOOTHING SALVES are spread on the painfully burned neck of crewman by Tokyo hospital doctor.



U.S. AID for the victims brought Lieut. Jack J. Lewis, a Navy doctor, to examine them in hospital.



PANICKY CITIZEN insisted on a head-to-toe examination in Yaizu hospital after eating suspect fish.

FIRST H-BOMB CASUALTIES CONTINUED

having read of the *shi no hai* that is supposed to fall in the wake of *pidodon*. I collected about an ounce of the ash still on the ship and wrapped it in an oilskin paper so that doctors could examine it when we returned.

"We made port in Yaizu at 6 a.m. on March 14. We were now quite sick and frightened, and we went to see Dr. Toshiuke Oii at Kyo-risutsu hospital. He said we had severe burns and gave us some white ointment."

Then Dr. Oii got on the phone to Tokyo and described the symptoms to Tokyo University atomic authorities. The university doctors reacted swiftly. They made a tentative diagnosis of atomic radiation burn and instructed the hospital to send Masuda and Yamamoto to Tokyo as quickly as possible. Then they called the Maritime Safety Board and the port authorities at Yaizu, telling them to place both the *Fortunate Dragon* and her cargo in immediate quarantine. The order was too late. The cargo, mostly tuna and shark, had been unloaded and dispatched to Tokyo, Osaka, Kyoto, Nagoya and Tofu. The resultant campaign to track down and destroy the *Fortunate Dragon's* cargo touched off one of the biggest flash scares in Japan's history.

In Japan tuna is most frequently eaten in the form of *sushi*, rice balls flavored with hot, green horseradish and decked with strips of raw, red tuna fish. The great fish market at Tsukiji in Tokyo daily handles about 280,000 pounds of fresh tuna; the Japanese nation consumes one million pounds a day. There are some 2,500 *sushi* shops in Tokyo alone.

Within six hours after Tokyo University put out the first warning, Japanese radio stations and newspapers were out with their own. The scope of the problem was immense. The Tsukiji fish market alone handled a total of 160,000 pounds of fish the same day that it received its share of the *Fortunate Dragon's* cargo. Had the radioactive tuna transmitted its poison to other shipments of fish? If so, where had they been sent? How dangerous was the radioactive fish anyway?

Within 24 hours the wholesale price of fresh tuna dropped 30% to 50%. *Sushi* shop owners reported business almost at a standstill. In Tokyo, Kyoto and other large cities, business in big, foreign-style restaurants hit record highs. One hotel proprietor in Kyoto reported, "We have customers today who have probably never eaten foreign food in their lives before."

"Hot" fish and click-click-clicks

GOVERNMENT atomic radiation specialists checked fish supplies in Tokyo, Nagoya and Osaka with Geiger counters. In Tokyo 4,125 pounds of suspect fish were buried at dawn on Tuesday, March 16. Early Wednesday government Geiger counters located 19 large, "hot" tuna in the main fish market in Osaka. Welfare ministry officials found that "hot" fish had already been sent out to more than 10 prefectures throughout Japan. Six families from the town of Sagamiura reported stomach pains, numbness and diarrhea after eating raw tuna and gray mullet. In Sapporo City, on Japan's northernmost island of Hokkaido, 14 tuna from the *Fortunate Dragon* were ordered buried after tests disclosed radioactivity in two of them. Eleven cases of fish shipped from Yaizu to Toyama prefecture were similarly disposed of. Over the radio housewives heard the telegraphic click-click-click of Geiger counters and shook their heads. "That click-click," said

a Tokyo housewife. "I won't touch tuna for a long time again."

At week's end Tokyo University specialists agreed that the danger from the "hot" fish had probably been overemphasized. But the average Japanese was dubious. At Tsukiji market one merchant laughed bitterly at the efforts of Japanese and U.S. medical experts to bury the radioactive tuna. "This is just the catch from the *Fortunate Dragon*," he said. "What of all the rest of the fish in the sea? A tuna can travel 35 miles an hour. You will be standing here with Geiger counters for months, and my business, what of it? What have you done, what have you done?"

Black blisters and swollen hands

ON the third floor, in Room 5 of Tokyo University Hospital, the Geiger counters clicked on. On Tuesday (before doctors shaved his head) the counters gave a reading of approximately 6,500 "counts" when held over Sanjiro Masuda's scalp. On Friday, after his head was shaved, the reading was only 654. Masuda's face was almost black with blisters and a pus-like substance had flowed from his eyes and ears. His hands were swollen up ("like baseball gloves," said a visitor), and he seemed in considerable pain. The oilskin bag of the ashes which Masuda thoughtfully collected and brought back was also tested; it registered a reading of 40,000 counts. Crewman Yamamoto was in better shape than Masuda, possibly because he had been wearing a hat when the ashes fell. (Masuda was wearing only a *hachimaki*, or headband, to keep his hair out of his eyes.) Masuda and Yamamoto, who had eaten several meals of contaminated tuna aboard the *Fortunate Dragon* before they lost their appetites, were on a hospital diet of hamburger, shredded cabbage, bread, jam and no fish of any kind.

Inevitably anti-American politicians seized on the affair, but their attacks were blunted considerably by prompt U.S. assurance of medical treatment and profuse and sincere expressions of regret. From Hiroshima, headquarters of the Atomic Bomb Casualty Commission, U.S. Radiation Sickness Expert Dr. John Morton rushed to Tokyo to help with the case and also to advise a harried American embassy. "The patients," Morton said, "are in better shape than I had thought. I now think recovery will take from three weeks to a month. . . . I personally will request that experts be sent out to help from America." Then he hastened to Yaizu where he examined the other 21 crewmen who had originally been sent home with burn ointment, and asked that they be transferred to the Tokyo hospital. In Tokyo, Masuda and Yamamoto welcomed assurances of their recovery, but they were still worried. "I read in the newspapers," said Yamamoto, "that the American scientists made a miscalculation when they estimated the power of their new bomb. I cannot help wondering if the doctor's prediction for us will really come true. It puzzles me that *pidodon* cannot be used for peaceful things instead of bombs."

As the radioactive *Fortunate Dragon* awaited an uncertain disposition at Yaizu, the Japanese found some traces of radioactivity on eight other tuna ships. This raised a new question: was the *Fortunate Dragon* the only fishing ship that was showered with *shi no hai* on that morning of March 17? But for the Japanese, the worst had already happened: *pidodon* was back again. And the Japanese people, who knew its horrors best, did not like that at all.



MASS FISH BURIAL took place on outskirts of Tokyo market where tuna were interred in pits nine feet deep. Scientists with Geiger counters had taken the

fish from shop stalls. Though many worried Japanese stopped eating fish, the workmen showed no fear and handled the condemned catch with no concern.

DECONFUSING THE 'NEW LOOK'

THE NEWEST THING ABOUT THE AMERICAN MILITARY POSTURE IS THE FACT THAT WE HAVE ONE

The so-called New Look in U.S. military strategy has caused much public confusion, some of it due to the way it has been described by its authors. For instance Secretary Dulles declares that "a potential aggressor [must] be left in no doubt that he would be certain to suffer," yet refuses to say how he would retaliate or under what provocation; that "is a matter as to which the aggressor had best remain ignorant." The President promises flatly not to fight in Indochina without consulting Congress, but a week later asserts his right to act alone against unexpected aggression. And so on. One reporter, trying to summarize the New Look, said to Secretary of Defense Wilson, "In other words you keep the enemy guessing and you keep us guessing."

"Well," replied the Secretary, "you are paid to guess, aren't you?"

Accepting the Secretary's challenge, let us do a little guessing, like armchair generals, and try to distinguish what is new in the New Look from what is not.

Only one element in our 1954 military strategy is wholly new. This is the degree of preparedness the military budget represents, a degree unprecedented in U.S. history in times of nominal peace. In each of the three 20th Century wars which the U.S. has entered, including the Korean war, we started fighting badly unprepared. After each of these wars, except the Korean war, the U.S. immediately demobilized the bulk of its forces and reverted to its chronic unpreparedness. It is historically notorious that this unpreparedness failed to prevent the ensuing war and perhaps helped cause it, by neutralizing American influence in international affairs.

The military budget for '54-'55 (\$37.6 billion) represents a long-haul military posture. Says Admiral Radford, "We have never before attempted to keep forces of this size over such an extended period of time." The forces include a standing army of over a million men, an Air Force of nearly another million and the largest Navy in the world. This is a good deal short of omnipotence, but if sustained as intended, it will indeed be something new in modern history, unparalleled since the British navy policed the 19th Century world.

New in part, but only in part, are the next two basic facts about our military strategy. First, it is a strategy of alliances. As Dulles says, "No single nation can develop alone adequate power to deter Soviet bloc aggression"; so we help create military strength in other countries as well. This policy was new for the U.S. when the NATO alliance began to be built in 1949. In 1954 it has added only a new bipartisan look of permanence.

Somewhat new also is the role of atomic weapons in our military strategy. The weapon itself, some 10 years old, has developed in two directions. For strategic bombing it has become several hundred times as terrifying as the Hiroshima bomb (see page 18) and is approaching, if it has not already achieved, the dubious utility of blind Samson's biceps, good only for pulling down the temple. At the same time the atom has been tamed to a wide variety of non-suicidal uses, including battlefield tactics. The NATO plan for defending Europe, for example, envisions the use of ground troops to force a concentration of the invader's troops into targets of atom-worthy size.

As a result of a National Security Council decision last October, there is no longer any doubt that we will use atomic weapons when and where they promise to be effective. That doubt, traceable to the nonuse of atomic weapons in the Korean war, never did hinder the plans of the Strategic Air Command, to whom Mr. Dulles' "instant retaliation" has been a daily and well-rehearsed possibility for almost six years. But now the other services are also learning to live with the atom, and so are some of our allies.

Because atomic weapons have a more definite role in U.S. strategy, and also because they are increasingly expensive, a slight shift in the balance of forces has been found advisable. The Army ground forces, to be reduced from 20 to 17 divisions, are feeling the shift most. This does not represent a new strategy, least of all a departure from the strategy of alliances. If the NATO alliance, for example, should be psychologically weakened by the partial withdrawal of U.S. ground troops from Europe, it would be logical to send the troops back.

Two other aspects of our strategy, so far from being new, are as old as the United States. One is how we decide to fight. Here our difficulty is written into the Constitution. In the draft of August 1787, Congress was given the power to "make war." The convention forthwith changed this to "declare war," for the purpose, according to Madison, of "leaving the executive the power to repel sudden attacks." As commander-in-chief, the President can send troops or ships or bombers anywhere and at any time he wants in the national interest, to fight or not. This power has been used at least 100 times in our history, from the undeclared naval war with France of 1798 to the Korean "police action" and the recent sending of technicians to Indochina. Congress's check on this power rests not in the verb "to declare," but in its power to withhold funds in the case of a fight it disapproves.

The strategy of alliances imposes one new check on the President's traditional leeway in making war. Unless he is willing to risk losing the support of our allies, he cannot use force in ways or places which they disapprove. Circumstances are conceivable in which this risk would be worth taking, but our strategy is to avoid them. That new complication is the penalty of leadership.

The other old element in our strategy is that although we call it a strategy of defense, it would turn out to be one of offense in case of war. We have always won wars by carrying the fight to the foe. In the present world-power lineup a strictly defensive strategy would be one in which we draw the boundaries of the Free World, like Tom Sawyer with his toe in the dust, and proclaim our readiness to fight when and only when this line is crossed. This is a perfectly respectable strategy. It was that of the Roman Empire behind its *limes*; it is the one Churchill seems to hanker for, as do those Americans who want a Big Deal with the Soviets. But it is not the strategy of the Eisenhower-Dulles administration, nor that of the American people during most of their history.

Our refusal to draw a boundary of the Free World is probably the greatest single source of confusion about our policy. It makes it impossible to predict just what we will do in any given contingency, or what weapons we will use. Though we rely heavily on atomic weapons, we are still prepared to fight "conventional" wars as well. And in diplomacy also, uncertainty is our own and our enemy's lot. Dulles has promised to "abstain from diplomatic moves which would seem to endorse captivity." With those words (and others like them) he has jettisoned the diplomacy of containment and served notice that we can never regard the present boundaries of the Soviet world as fixed.

This does not mean that our diplomacy will be as offensive as our military strategy, or that we will ever launch a war of liberation; the strategy of alliances, as well as the horrors of atomic warfare, forestalls that. But it does mean that for the foreseeable future, peace will remain as precarious as freedom. The one new and hopeful element in world affairs is American preparedness. If our military strength is to make the future at all different from the past, it must include the willingness to use it. The strength and the willingness combined are the real New Look.



A HANDY STUNT

Johnny Medro's father is a circus performer, and on St. Patrick's Day a stunt he taught one-year-old Johnny came in handy. When the Medros turned out with two million others to

see the Irish parade in New York, they found their view blocked. But Johnny stood on his father's big hand for two- and three-minute stretches and got a fine look at everything.



TOWNSPEOPLE PEER INTO THE PADLOCKED BANK ON CLIO'S MAIN STREET

MISSING DOUGH IN CLIO

Banker returns after leaving Alabama town broke

Until a few weeks ago, the most trusted person in Clio, Ala. was Royall Reynolds, whose unchartered and uninsured Merchants Exchange was the town's only bank. Then Reynolds and his wife disappeared, leaving behind their 15-year-old son but taking along the bank's cash and its records, which depositors said totaled over \$165,000 of their money.

The banker's sudden departure left many of Clio's 840 residents with little more than small change. Though merchants gave liberal credit, and the missing man's 72-year-old father pledged \$25,000 to help pay bank depositors, business headed toward a standstill. After a mass meeting the townspeople published an offer to forego any charges against Reynolds if he would only return the bank records. With them they could claim \$81,000 that Reynolds had left on deposit in an Atlanta bank.

Last week, after an 11-day absence, Reynolds and his wife turned up again in Clio. Booked for embezzlement and freed under \$7,500 bond, Reynolds promised everyone would be repaid. But depositors were skeptical. The banker had not explained what had become of more than \$85,000.



AT HOME AFTER RETURN, DESPONDENT BANKER ROYALL REYNOLDS, 40, SITS



RETURNING RECORDS of deposits to the bank after they had been surrendered by Reynolds, mayor (foreground) helps unload them from police car.

WONDERING WHAT TO DO about recovering money, Mayor Dan Easterling (left) and citizens meet in mayor's office, which was the news center.

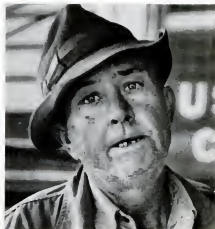




WITH SON TOMMY, 15. AFTER HIS PARENTS DISAPPEARED TOMMY WENT TO STAY WITH GRANDFATHER



BANKER'S FATHER, Winston Reynolds, a respected seed and fertilizer merchant, put up Royall's bail but son did not come to see him on his return.



HOPEFUL DEPOSITOR, Charlie Paine, 67-year-old peanut farmer, had several hundred dollars in the bank, still thinks Royall Reynolds will repay it.



SUSPICIOUS DEPOSITOR, William Strickland, set out after Reynolds and caught up with him in Phenix City, Ala. He persuaded him to return his \$1,600 deposit then and there but forgot to ask for \$50 belonging to son Billy (right).



BESIEGED FORTRESS of Dienbienphu is drawn to show the deployment of Vietminh and French forces as they would appear looking down from the

west. The Reds in vantage points in hills surround the French. The hive-like structures on far side of valley are sandbagged French strongpoints. The two

triangular forts-at left were overrun by Reds, while four others are still held by French. In this battle the Reds used concentrated ack-ack and artillery for



PROBING FOR REDS, a French Legionnaire spots sniper and fires. Patrols like this were sent out from Dienbienphu before battle began to get information on Vietminh concentrations.



CAPTURED REDS are herded back to Dienbienphu by French patrol. First prisoner is wearing Chinese-style uniform and pack.



NEWLY LANDED PARATROOPERS RUN FOR BUNKER AS A RED SHELL BURSTS

A SIEGE IN A SAUCER

Ringed in by the Reds, French cling to vital Indochina fortress

Last week the Indochina war moved from the jungle into a huge open arena, the smoking saucer-shaped valley (left) of Dienbienphu, 175 miles west of Hanoi. There 10,000 French troops, holed up in bristling strongpoints, were fighting off four crack Vietminh divisions. The Reds pounded the valley mercilessly with artillery and mortar shells, raked it with machine-gun fire and stormed it with waves of wildly screaming men. But the French rained bombs, napalm and their own heavier artillery on the rebel emplacements. They also parachuted in

three fresh battalions to bolster their forces. By the week's end the French had lost two of their strongpoints. But they had wiped out some 3,000 Reds and still held firmly to the rest of Dienbienphu. If they continued to hold out, they would block the main Vietminh invasion route to Laos. Even more important, they would also thwart the Red's main objective in wanting Dienbienphu: to so dishearten the French government at home that it would make a deal with the Communists on Indochina in the forthcoming conference at Geneva.

the first time in Indochina. The Reds spent three months lugging weapons and supplies down route (top left) from China preparing for the mass attack.



EMPLANING PARATROOPERS get ready at base near Hanoi for jump into Dienbienphu. Red artillery fire, zeroed in on drop zone, made their mission one of the war's most hazardous.



WOUNDED OFFICER, Lieut. Xavier Massnat, leaves medical bunker for evacuation on the first hospital plane able to take off.



"SPOTLIGHT ON CHICAGO" pans from painting and violin (city's culture) to gun and garbage.

ONE-MAN DENT IN CITY CRIME

An alderman arouses Chicago

A young alderman named Robert Merriam, who holds a master's degree in public administration, last week appeared to be making a noticeable nick in Chicago's armor of crime and corruption. An alderman since 1947, Merriam has fought an unrewarding guerrilla action in the city council. Needing something bolder, he recently launched a TV show on Station WGN called *Spotlight on Chicago*. Its dramatic contents included tape-recorded accounts by "Policeman X" of payoffs he received from gamblers and of tie-ins with city officials.

In *Spotlight's* audience was Mrs. Lottie Hollingsworth, a small apartment house owner who had just been visited by a city building inspector named George ("Shrimpy") Lasser. For years Mrs. Hollingsworth had met inspection requirements, but now Lasser suddenly thought her building needed six more bathrooms—however, for \$150 he would think this thought. He gave her several days to think it over. Mrs. Hollingsworth hurried to Merriam, who hooked up a tape recorder in her living room while Lasse hid a camera there. When Lasser returned, his visit was recorded in picture (right) and words, including a protestation that the swag had to be split five ways among "upper" men. When Lasser returned a third time, he was arrested.

City officials reacted promptly. They raced four inspectors to Mrs. Hollingsworth's property and charged her with a battery of building code violations. Then they hauled before the grand jury not any of those charged with corruption but Merriam himself (next page).

PHOTO THAT FIGURED IN ARREST FOR BRIBE SOLICITING



CAUGHT IN ACT, "Shrimpy" Lasser makes his proposition to Mrs. Hollingsworth. The recording

reveals that he said, "Lottie, if I could pass the whole thing and not charge you nothing I'd be very



happy but I'm not the boss." Microphone which took down conversation was hidden under TV set.



RECORDING CONVERSATION between Lasser and Mrs. Hollingsworth, Robert Stearer (fore-

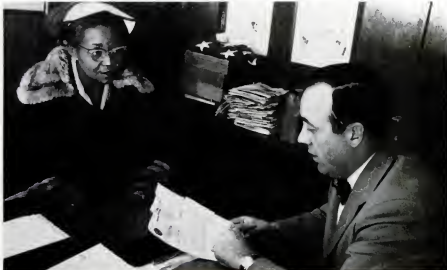
ground), Merriam's assistant, and Robert Herschel, check machine in cellar hooked to mike upstairs.



THE ACCUSED, "Shrimpy" Lasser, waits anxiously as assistant state's attorney draws up charges.



ANXIOUS OWNER, Mrs. Hollingsworth stands in hall which inspectors said had to be widened.



CRUSADER AND VICTIM, Merriam and Mrs. Hollingsworth, discuss violations charged against

her. She estimates the repairs ordered by the city inspectors may cost \$1,000 but, "It was worth it."



ARGUING IN COURT, State's Attorney Gutknecht (center) tells the judge Alderman Merriam (second from right, foreground) should be cited for contempt

of court. Merriam protested, then got in some more licks on crime in Chicago. "We'll go out as citizens and get evidence if officials won't act," he said angrily.

FIGHTER TAKES ON STATE'S ATTORNEY TOO

When Alderman Merriam arrived at the courthouse in answer to a grand jury summons, he found another adversary was waiting for him. State's Attorney John Gutknecht, who had been embarrassed by Merriam's disclosures, showed no interest in a briefcase full of crime evidence Merriam had with him. He was concentrating on just one thing: that Merriam identify Policeman X. The man whom Gutknecht had often accused of being Policeman X was at that moment sitting in the corridors outside the jury room. Merriam did not want to reveal X's name officially, fearing that it would end the state's interest in the case. Gutknecht put the question to Merriam, ready to bring contempt charges if he refused to answer. Merriam

refused. Gutknecht, trailed by the whole grand jury, marched him upstairs to a criminal court (above) where he asked the judge to give him a contempt citation on the spot.

But Merriam had foresightedly brought no lawyer and the judge was obliged to postpone the hearing. On leaving the courtroom Merriam cornered Gutknecht and extracted a public promise from him: as soon as he identified Policeman X he could appear before the grand jury and tell all. Merriam walked off, having won what he had wanted all along—a chance to empty his big briefcase before the grand jury. Meanwhile a couple of coincidental happenings (below) bolstered Merriam's general thesis on crime and corruption in Chicago.



IN CONFERENCE Harry Goetz, who often has been accused of being Policeman X, talks with Merriam.



NARCOTICS WHOLESALERS hide from camera after arrest by U.S. agents. Arrest broke up an \$8.5 million dope ring, one of Chicago's biggest in 20 years.



FROZEN CORPSES of hoodlums, "Needle Nose" Labriola and James Weinberg, were found in car during Merriam crusade, probably strangled by gangsters.



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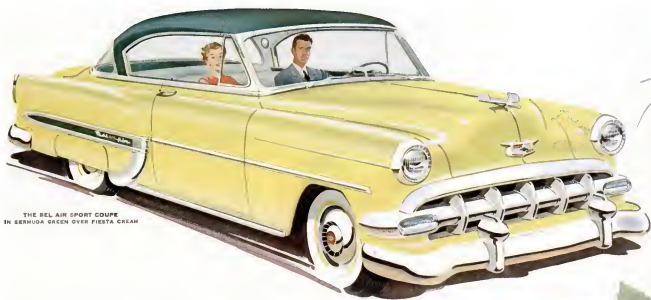
Ready in 4 minutes. Simply add an equal quantity of water, heat... and you have a delicious French-style onion soup! As an added touch, try floating a piece of toast on the soup, well sprinkled with Parmesan cheese.

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THE "TWO-TEN" 4-DOOR SEDAN
IN SADDLE BROWN AGAINST A BACKGROUND OF DAFFODILS



THE "TWO-TEN" 2-DOOR SEDAN
IN INDIA IVORY OVER BISCAIYNE BLUE AGAINST A BACKGROUND OF PHLOXES



THE BEL AIR 2-DOOR SEDAN
IN BURLINDE BROWN OVER PERSIC TAN
AGAINST A BACKGROUND OF VIOLETS



THE "TWO-TEN" HANDVAN
IN INDIA IVORY OVER HORIZON BLUE
AGAINST A BACKGROUND OF BLUE BELLS





THE BEL AIR TOWNSMAN
IN BERNUSA GREEN AGAINST A BACKGROUND OF TRILLIUMS



THE OELRAY CLUB COUPE
IN SURF GREEN AGAINST A BACKGROUND OF PRINCEBLES



THE BEL AIR 4-DOOR SEDAN
IN INDIA IVORY OVER HORIZON BLUE AGAINST A BACKGROUND OF NYCTANTHUS



THE "ONE FIFTY" 2-DOOR SEDAN
IN INDIA IVORY OVER BIRGATE BLUE AGAINST A BACKGROUND OF CROCUSES



THE "ONE FIFTY" HANDSMAN
IN HORGED RED OVER SHORELINE BEIGE AGAINST A BACKGROUND OF LILIES-OF-THE-VALLEY



THE "TWO-TEN" 4-DOOR SEDAN
IN SURF GREEN AGAINST A BACKGROUND OF COLUMBINES



THE "ONE-FIFTY" UTILITY SEDAN
IN BLACK AGAINST A BACKGROUND OF TULIPS



THE BEL AIR CONVERTIBLE
IN ROMANY RED AGAINST A BACKGROUND OF BLUE FOREST-WE-NOTS



THE "ONE FIFTY" 4-DOOR SEDAN
IN SAGOLE BROWN AGAINST A BACKGROUND OF SHOOTING STARS

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WEARING A PRESSMAN'S PAPER HAT, EUGENE MEYER HAPPILY STARTS THE PRESS RUN OF HIS NEW COMBINED PAPER

MR. MEYER BUYS THE COMPETITION



GOING OVER FIRST EDITION, Meyer stands with his son-in-law Philip Graham, *Post* publisher.

Washington 'Post' gets McCormick paper

For 78-year-old Eugene Meyer, board chairman of the internationalist, independent *Washington Post*, it was a great moment. He had just purchased (for an estimated \$8.5 million) his only morning competition, the isolationist, archconservative *Times-Herald*. Four years ago Meyer's bid for the paper was ignored for that of the *Chicago Tribune's* Colonel Robert R. McCormick, who paid \$4.5 million for it. In the past year McCormick has been ill and the *Times-Herald* has lost circulation and advertising; last year it lost an estimated \$500,000. Meyer, a financier who served under Hoover as head of the Federal Reserve Board and the RFC, had bought the *Post* in 1933 for only \$825,000, put \$20 million into it and tripled its circulation to 200,000. Now alone in the morning field, the *Washington Post-Times-Herald* will continue the *Post* editorial policy.



THE MEYER FAMILY talks over purchase. From left: Meyer's daughter Katharine Graham, his wife Agnes and

son-in-law Philip. Mrs. Meyer, a former reporter now active in civic and educational work, writes articles for *Post*.

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1. Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.
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3. So Bufferin acts twice as fast as aspirin to relieve pain. Take two Bufferin tablets the next time pain strikes and get fast relief!

BUFFERIN combines aspirin with two effective antacid ingredients. These ingredients accomplish two very important things:

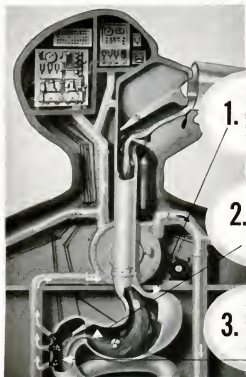
1. They cause the pain reliever in Bufferin to get into the blood stream, to relieve your pain, *twice as fast* as aspirin.
2. These same ingredients *protect* your stomach from any aspirin irritation, so you do not suffer the upset stomach which aspirin may cause.

NOTE:

BUFFERIN was first made available to the public and to the medical and dental professions in October, 1948. Since then, EACH YEAR, MORE AND MORE PEOPLE, by the hundreds of thousands, have been changing to BUFFERIN for fast relief of pain without stomach upset.

Most people take two Bufferin tablets as the usual dose.

P.S. If you suffer pain of arthritis or rheumatism, ask your physician about BUFFERIN.



**TAKING COLD?
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Acts twice as fast as aspirin to relieve cold miseries.



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LIFE ON THE NEWSFRONTS OF THE WORLD

Arabs ambush busload of Jews, Red union loses a local, Bentley recovers

Seven uniformed Arabs armed with machine guns ambushed a bus on a mountain pass in Israel, raked it with fire, then entered and finished off 11 occupants. Four others—two soldiers, a woman and a child feigned death and were wounded but not killed. Israel accused Jordan of responsibility. Jordan disclaimed connection with the slayings and offered to help trace the killers. The U.N. Armistice Commission opened an inquiry. But Israel and the surrounding Arab countries rolled more troops up to their borders.

A lively week for McCarthy

Last week Senator McCarthy 1) said Adlai Stevenson had "used the approved Communist method of attacking McCarthy and the Republican party;" 2) accused the Democratic party of "20 years of treason"; 3) took another slap at the President by saying, "I don't give a tinker's dam how high or how low are the people who are unhappy"; 4) likened himself to St. Patrick by saying the snakes didn't like St. Patrick's methods when he drove them out of Ireland; 5) expressed confidence in his counsel Roy Cohn thus: "As of today I back him to the hilt." The Senate inquiry into Cohn's pressure methods on the Army will be made by McCarthy's committee, but with Senator Mundt presiding and a special staff.

The biggest, strongest local of the Red-led United Electrical Workers, Local 301 at the G.E. plant in Schenectady, were voting to decide whether to leave U.E. and join the CIO's rival International Union of Electrical Workers. To thwart the secession two U.E. officials, James Matles and Michael Jiminez, tried to strong-arm their way into the meeting hall, but guards threw them out (below). Later they were allowed to come in and have their say, but Local 301 members overwhelmingly voted to leave the leftist union.



LEFT-WING LEADERS ARE REPULSED AT UNION HALL



RESCUE CHAIN TUGS ON FATHER METZGER

In Ionia, Mich., when basketball referee Theodore Horn called a fifth foul on Dan Metzger, putting him out of a high school district tournament game, the whole family and some neighbors got into the act. Father Metzger ran onto the floor, knocked the referee down, kicked him in the face. Ionia's druggist Max Koss came down to pull Metzger away. Daughter Connie Metzger, a player and a coach helped Koss form a human chain to rescue the referee. Metzger was given a \$50 fine and 30 days in jail. The referee's decision stood.

Jail education pays off

Sing Sing Prisoner Robert McCray, serving a 15-year-to-life sentence, had been educating himself behind the bars. Illiterate, he learned to read and write and used this skill to write to a girl outside. Next he learned to speak French and Spanish, how to play the saxophone and guitar, and to press clothes professionally. Then he started reading law books and discovered he had been wrongly sentenced. Last week, with a lawyer's help, he got his sentence reduced to five years—after serving 16—and he was freed. Making the rest of his education pay off too, he will work as a presser in a tailor shop and marry the girl he wrote to from prison.

Britain seized the passport of Alan Winnington, Communist newsman who covered the Korean war from behind Red lines, often acted as spokesman for the Reds. Now in Peiping, Winnington must either return to England or do his traveling without papers.

The great poisoned-dart mystery

Police of 13 states were alerted for thieves—perhaps unprincipled game poachers or diabolic criminals—who had stolen 68 South American blowgun darts, supposedly coated with deadly curare poison, from New York's Museum of Natural History. Next day a New York man spotted the culprits and rushed them to police headquarters. The thieves were his 12-year-old son and two friends who had the darts and were busily poking each other with the sharp points. None had tried so far were loaded with curare.

CONTINUED ON NEXT PAGE

NATURE
IN HER OWN
SURE WAY
PUT THE FLAVOR
IN P.A.

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Fir Plywood

... makes them easy to build. Large, light, good-looking real wood panels speed work, need no special tools. For Built-ins Idea Portfolio send 10c to Douglas Fir Plywood Assoc., Tacoma 2, Wash. (USA only). Or see your lumber dealer today!

Buy Only DFP-Graded Panels

The Communist-supported United Front party won a surprise victory in East Pakistan provincial elections, overwhelmingly defeating the incumbent Moslem League. The winners based their campaign on promises to improve living conditions for the province's 12 million inhabitants. Though badly shaken by the results, the national government of Premier Mohammed Ali, who is head of the Moslem League, was in no immediate danger of being overthrown.



THE PRESIDENT AND MacARTHUR IN A GAY REUNION

The board chairman of Remington Rand, General Douglas MacArthur, went to visit the President of the U.S. last week. For three hours the generals talked about old wars and current problems and had a general good time. "Someone recently showed me a picture," remarked the President, "of you and me together in 1938 in which I had my head shaved." Rejoined Mac Arthur, "I have often said the only man I thought good-looking with his head shaved was you."

\$3,450 for a cabinet minister's career

For 10 weeks Canada's Acting Prime Minister C. D. Howe was harried by strangers phoning day and night to find out whether he slept in pajamas, a nightcap or nightgown, what habits he had, what objects were in his house. Reason for their belligerent curiosity: a radio quiz-show prize offered for the answer to a series of nonsense riddles. All clues led to Howe. In parliament Tory M.P. Nickle rose and said he was so worried by Howe's plight he had worked on the puzzle himself and concluded the answer was "C. D. Howe's career." Last week a Quebec housewife submitted this answer and won \$3,450, putting an end to Howe's harassment. Unlike thousands of unsuccessful and less considerate contestants, she hadn't phoned Howe once.

The most seriously wounded victim of the Puerto Rico Nationalists' attack in the House, Representative Bentley, was well enough to sit up in his hospital bed, point out his bullet hole (below). In New York two Nationalist leaders were sentenced to six months in jail for contempt. They refused to answer questions put by federal grand juries currently investigating the party's activities for possible prosecution.



REPRESENTATIVE BENTLEY SHOWS WHERE BULLET ENTERED



Cinderella

FROCKS FOR GIRLS

Such a fun-filled world! Games, goodies, giggles... and new Cinderella dresses bright as Easter eggs. Luscious little cottons with floaty skirts — and a way of washing wonder-fresh!



- A. Sparkle cotton and organdy. 3-6X, 7-14.
 B. Sampler-woven Wrinkle-shed cotton. 3-6X, 7-14.
 C. Piny embossed cotton. 3-6X, 7-14.

LITTLE SISTER SIZES, about \$6.
 BIG SISTER SIZES, about \$8.

Easter-time Cinderellas available now at these and other fine stores everywhere:

MACY'S, NEW YORK
 J. L. HUDSON, DETROIT
 WISBOLD'S, CHICAGO
 MAY COMPANY, LOS ANGELES
 MACY'S, SAN FRANCISCO
 OR WRITE ROSENAU BROS., INC., PHILADELPHIA 29, PA.

No off-key claims...just
the perfect harmony of fine tobaccos

Smoke **OLD GOLDS** for a **TREAT**
instead of a **TREATMENT!**



When you want the comfort and relaxation of good smoking—light up an Old Gold and enjoy the companionship of the world's best tobaccos. No far-fetched claims! Old Gold simply gives choice quality to suit your individual taste, Regular or King Size.

So good...So quick...So many...

FEATURED AT YOUR FOOD STORE'S

1. Save time—you can have any of these easy-to-fix Armour Pantry-Shelf Meals on the table in 15 minutes or less. Some don't even need heating! Keep a wide variety of them on hand—for snacks and regular meals in a hurry. There are more than twenty-five different meals to choose.

2. Save work, too. These meals look and taste homemade—because they're made as you'd make them yourself. But Armour has done the work for you. And you don't have to worry about the wasted effort of meals that turn out wrong—these meals are always uniform in quality, flavor, deliciousness.

3. Save money every time you serve these economical Armour Pantry-Shelf Meals—they all taste so good and cost so little. Remember, it's the fine fresh meat in these canned meats that makes them America's best-sellers—by far! Better stock up now—at your grocer's Triple-Saving Festival.



The chili that's rich with beef and flavorful imported spices!



A blend of tender pork and sugar-cured ham—no bone, no waste!



Meaty stew that looks and tastes homemade—nothing to add!





Traditional modern style. Hide-A-Bed in persimmon mohair fringes. (Also in gray, moss green, beige and dark green.) Full size \$359. Apt. size \$319. Convenient payments can usually be arranged.

Compare! Get these exclusive Hide-A-Bed® features. (1) More coils in the cushions and back. More seating comfort, wider seating space than most. (2) Simmons locking system keeps the bed so securely in place it

takes a detective to know there is one inside. (3) New, pivot-point action makes it easier than ever to open. (4) All-steel frame lasts a lifetime. Living room beauty and bedroom comfort for long, satisfying years!

Compare the sleeping comfort! Exclusive stabilizer-bar prevents rolling toward center. Simmons mattress is longer, wider and thicker than average sofa-bed mattress! Only Hide-A-Bed offers genuine Simmons mattress (even famous Beautyrest,* if you choose, for only \$20 more).

Compare with any sofa bed. Only **HIDE-A-BED** offers you a famous **SIMMONS** mattress!



Regency style in green floral matelassé (above) also in cocoa, red, gold and gray. \$289.50 with Deep-sleep® mattress. Beautyrest mattress only \$20 more.



Single-size settees in persimmon wood, also in moss green, charcoal, beige, gold, turquoise. \$219.50 each with Deep-sleep mattress. Beautyrest \$20 more.



Low-backed Tuxedo style in charcoal bouclé (above) also in silver, gold, cinnamon, brown, coral and moss green. Full size \$229.50. Apt. size \$219.50.



Sectionals in gold antique satin (and many other fashion fabrics). Twin beds! With Deep-sleep mattress about \$229.50 each. Beautyrest \$20 more.

HIDE-A-BED sofa and **BEAUTYREST** mattress made only by **SIMMONS**, the greatest name in sleep.

For full-color decorator booklet "14 Ways to Make an Extra Room" send 25¢ and address to Simmons Co., Dept. D-3, Merchandise Mart, Chicago, Ill.



AT EXPLORERS CLUB HEAD TABLE PICTURE OF TENZING OCCUPIES SEAT BETWEEN CLUB PRESIDENT EDWARD WEVER JR. (LEFT) AND INDIAN CONSUL GENERAL

TOUGH TIME FOR CLIMBERS

Tenzing misses a U.S. dinner and Hillary is just plain tired

Things were not going too well for climbers of Mount Everest. In New York a place of honor had been saved at the 50th anniversary dinner of the Explorers Club for Tenzing Norgay, the Sherpa who with Sir Edmund Hillary had scaled Everest last May. Then suddenly it developed that Tenzing was not coming. The Indians gave a flimsy-sounding explanation: that Tenzing was too busy organizing a new mountaineering school. U.S. Ambassador to India George V. Allen, hoping to smooth things over, gave another story: that Tenzing decided not to come for fear of jeopardizing some book

publication rights. But a more likely explanation was that the New Delhi government had canceled Tenzing's visa because it was miffed at U.S. military aid to Pakistan. The explorers filled Tenzing's chair anyway (above) and sat down to a repast of alligator eggs and yak, walrus and rattlesnake meat.

If Tenzing had seen what America had done to his co-climber Hillary, he might never have accepted the invitation in the first place. After six weeks of lecturing across the U.S. and Canada, Sir Edmund was worn out and lay like a log on his hotel bed in Vancouver, B.C. (right).



SIR EDMUND HILLARY ARRIVES IN VANCOUVER FOR YET ANOTHER LECTURE →

saves water! saves suds!

*Adjusts to all size loads of clothes—Maytag's
new Automatic Water Level Control*

Mrs. A. G. Erwin, Jr., of Wilmette, Ill., knows that spotlessly clean clothes are no problem for her family. She owns the Maytag Automatic Washer and matching Maytag Dryer. That's Mr. Erwin and daughters Courtney and six-week-old Patricia watching the Maytags at work.



No half-clean clothes!

The Maytag Automatic washes everything cleaner; saves water too. Maytag's new Automatic Water Level Control adjusts to small, medium, or full loads of clothes. Saves as much as 9 gallons for small washings.

Never any dirt streaks! Exclusive double-spin tubs never let dirty wash water strain back through clothes.

Even stubborn "ground in" dirt washes out with exclusive Gyrafoam agitator action.

Mothers love it. Washes baby clothes so sweet and soft. And Maytag's Safety Lid is complete protection for youngsters.

Husbands like it too! Of course, for the Maytag is built to last. That means years of dependable, trouble-free performance.

A Matching Maytag Dryer! The new Maytag Automatic Dryer never lets lint nor moisture escape into the room. No costly, ugly venting is needed.

Maytag



automatic washer

DRYERS • IRONERS • FREEZERS • RANGES

More than 8 million Maytags have been sold... far more than any other make... evidence that **People believe in Maytag!**

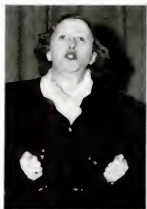


COMMUNIST-INSPIRED HECKLER ASKS MADAME PEYROLES (SEATED RIGHT) WHAT SHE HAS DONE FOR WORKERS

UNITY BEATS THE REDS

French parties combine to elect a woman deputy

At long last some of France's anti-Communist politicians gave signs that they recognized Communism as their first enemy. In a by-election in the Seine-et-Oise department west of Paris first-round voting showed familiar results—nearly 45% of the electorate did not bother to vote and 38% of the rest voted for André Stil, Communist editor. Stil didn't win the 50% plus vote required for a first-round victory. On the second round, save for the Socialist who clung to a dusty anticlericalism, all six major candidates from center to conservative threw their support to Madame Germaine Peyroles of the Catholic M.R.P. (Popular Republican Party) who ran second to Stil in the first round. Madame Peyroles soft-pedaled views contrary to those of her new allies—among them her advocacy of the European army which is opposed by Gaullists—and concentrated on one important issue: beating the Communist. She did, 138,394 to 125,957.



SHOUTING BACK at her heckler (top) Mme. Peyroles cries, "I am a lioness defending my cub."

CONTINUED ON NEXT PAGE

FEARLESS FOSDICK
by AL CAPP

WAI HAIT—DISGUISED AS A CLOCK, I CAN BLOW UP THIS VAULT, AND NO ONE WILL SUSPECT THAT I AM—

ANYFACE!! MASTER OF A MILLION DISGUISES!

YOU'RE MISTAKEN, SIR!! I AM (TICK TOCK) A RELIABLE OLD BANK CLOCK—MEREY MARKING OFF THE HOURS—

YOU MEAN BLOWING UP THE VAULT, ANYFACE! PUT UP YOUR HANDS!!

REAL BANK CLOCKS ARE NEAT! WHAT GAVE YOU AWAY WAS YOUR—UGH!!—MESSY HAIR!!

SO, GET WILDROOT CREAM-OIL, CHARLIE!!—AND YOU'D BETTER USE IT FAST!!—THEY'RE GOING TO HANG YOU IN THE MORNINGS!!—AS SOON AS YOU STRIKE EIGHT!!

LOOK YOUR BEST, KEEP HAIR NEAT—BUT NOT—(GRR!!)—GREASY WITH WILDROOT CREAM-OIL. NON-ALCOHOLIC. RELIEVES DRYNESS. REMOVES LOOSE DANDRUFF!!

WILDROOT CREAM-OIL
CREAM-OIL HAIR TONIC

An Alligator Makes Sense

it's the "coat you'll live in"



There's an easy, casual look and feel to all Alligator coats. There's one for you that says "This is just for me... does most for me." You'll see it in the full and classic sweep of its styling... in the drape of its generous yardage... in the rich fabrics, handsome tailoring. You'll live in it... enjoy it rain, sun or cold. Alligator gives you value that really makes sense!

from \$8.50 to \$49.75

Gold Labels America's most wanted gabardine. Luxurious all wool woven. Water repellent processed for year 'round wear, \$40.75.

Deeran Gabardine Finely woven of 50% dacron*, 50% Wool Waxed. Amazing wrinkle resistance and water repellency, \$40.75.



Smart Variety: There's an Alligator in the style, fabric, pattern and price that exactly suits you. Shown at left, TRAVIS business for smart wear in the rain \$19.75. Center, soft barohomety patterned wickstratella Sherbond \$33.75. Right, FLORIAN Rayon-ORLON blend \$35.75. Other Alligators, water repellent or water-proof from \$8.50. Zip-Lined Warmers in many models.

*Du Pont's Polyester fiber. Hb-Fox's Acrylic fiber.

BETTER STORES FEATURE:
Alligator
ALL-WEATHER COATS
THE BEST MADE IN BATHING

THE ALLIGATOR COMPANY • ST. LOUIS • NEW YORK • LOS ANGELES

Unity Beats Reds CONTINUED



RUSHING FROM COPS, Communist Candidate Stil (entering car) leaves Ford plant where he tried to speak despite ban on meetings near the highways.



PUSHING RED LINE, Stil argues that the EDC would make France a vassal of Germany under Hitler's generals.



AT VICTORY FETE Madame Peyrolles, 51, a grandmother, lawyer and resistance heroine, receives her congratulations from Foreign Minister Bidault.



DELICIOUSLY
YOURS!

PS IT'S ALL RIGHT—EAT 'EM WITH YOUR FINGERS! NOTHING'S
TASTIER THAN DIPPING-HOT FRENCH FRIES WITH A SPRINKLE
OF SALT—AND A GENEROUS HELPING OF SPICY, TART-SWEET
HUNT'S CATSUP. HUNT—FOR THE BEST!

BOYS! GIRLS! Win a FREE

Just make this **NEW** Baker's Coconut

WHAT A CONTEST! NOT JUST ONE, BUT

18 lucky kids can win first prizes!

A boy and a girl of each of following ages: 8, 9, 10, 11, 12, 13, 14, 15, 16 years old!

PLUS 100 SECOND PRIZES

Argus Cameras and cases with flash attachments!



Mr. Muggs, the captivating chimp on Dave Garroway's show, is teaming up with Baker's Coconut to send 18 kids to summer camp. All expenses paid!*

And it's so easy! First, you make Muggs Sundaes (or ask Mother to). They're a scrumptious, new dessert—easy and fun to fix. And are they good! Imagine—ice cream 'n Baker's Coconut, the only coconut with all the luscious *fresh* flavor of just-picked coconut. Mm-mm!

Then, after you eat this treat, sit down and write Muggs a note—telling him why you want to go to camp. Put your birth date, and whether you're a boy or a girl, at the top of the page. Be sure to enclose the box top, or the end of the can with the number on it, or cellophane bag from your package of Baker's Coconut. That's all there is to it!

And you may win 8 weeks in camp this summer!

*Including traveling to a camp within 500 miles from home.



TUNE IN
"Today," NBC-TV,
featuring Mr. Muggs
and Baker's Coconut.

Here are the rules:

1. Make this Muggs Sundae with Baker's Coconut. (Or have Mother make it for you.)
2. Finish this sentence: "I want to go to camp because..." (Use as many words as you wish, up to six.)
3. At top of page, put your birth date (day and year). Then your name and address, and tell whether you are a boy or a girl. Include numbered end of Baker's Coconut Southern Style can, or Baker's Premium

Shred box top, or 8-oz. cellophane bag—whichever you or your mother used.
(Note: If you win first prize and the 8-ounce bag accompanies your entry, you will receive an extra bonus of \$100 in cash.)

4. Send the above to: J. Fred Muggs, P.O. Box 893, New York 46, N. Y. Must be postmarked before midnight May 2, 1954 and received by May 7, 1954.
5. Enter as many times as you wish, but each entry must be your own, original work, your own entries in your own words, submitted in your own name,

and each accompanied by the evidence that you purchased Baker's Coconut as explained in Rule No. 3.

6. Entries will be judged separately for boys and girls in each age group on the basis of the fresh, natural, and appropriate approach you as a youngster make to telling us your reasons for wanting to go to camp, by the independent and impartial judging staff of The Reuben H. Donnelley Corporation. Duplicate prizes in the event of ties.

7. Contest open to anyone, age 8 through 16, residing within the continental limits of the U. S. A., except children of employees of General Foods Corporation and its advertising agencies.

8. Entries become the property of the General Foods Corporation to use as it sees fit, and none will be returned. Contest subject to all federal, state, and local laws and regulations.

9. Winners will be notified in person or by mail. Winners lists will be available to any contestant who sends a stamped and addressed reply envelope with his entry.

10. Camps will be selected with the help and guidance of *Parents' Magazine*. Or winner may elect to accept cash equivalent of \$500.

Summer in camp!

(or cash equivalent)

dessert—and write Mr. Muggs why you'd like to go to camp!



MUGGS' SUNDAE

So easy! So good!



1. Scoop servings from firm ice cream. Or use 2 soup spoons and shape into balls.



2. Cover generously with snowy, tender-moist Baker's Coconut. Make Muggs' face using Baker's Chocolate Chips or raisins for eyes and nose, cherry strips for mouth.

MOTHERS: — \$100 extra bonus to the first prize winners whose entries are accompanied by the 8-oz. cellophane bag.

BAKER'S COCONUT

Products of General Foods







CUTE BABIES, a film feature of *Home*, flash on screens as Emcee Arlene Francis studies her script.

BE IT NEVER SO HUMBLE

Costly gadgets fill NBC 'Home'

For weeks NBC heralded a new show: "There's no place like HOME!" A few weeks ago an hour-long daytime show called *Home* went on the air. Critics and public quickly agreed there undoubtedly was no other place like HOME, for what NBC delivered was far from cozy.

Housed in an elaborate studio (left), with a budget of \$50,000 per week, *Home* (weekdays 10-11 a.m. E.S.T.) was designed as a "magazine of the air" to provide advice on "housewives' problems from grooming to gardening. It boasted a cooking expert, a child psychologist and such gadgetry as revolving stages and devices to create rain and snow. But *Home's* first programs inevitably displayed some bugs, both technical and tactical. They were overburdened with lectures and loud talk (one critic said, "No wonder husbands leave home") and had too little effective physical and pictorial action. Its gadgets sometimes balked and its commercials were obtrusive. However, *Home* is a good enough idea—far more helpful to women than soap operas—to survive its early errors and to make daytime TV rewarding.



TWO MODELS DEMONSTRATE UMBRELLAS UNDER ARTIFICIAL RAIN CREATED BY PUSH-BUTTON GADGET

← **VERTICAL AIR VIEW** shows how specially built \$250,000 studio houses the program's elements (see panoramic photo below), enabling cameras to swing quickly from one feature to another. Studio has revolving stages, rising and sinking platforms, hoists to whisk props in and out, all controlled by push buttons.

PANORAMIC VIEW shows how its elements appear on TV. From left: Fashion Editor Eve Hunter; Cooking Editor Poppy Cannon; Arlene Francis; *Home's* lone male, Announcer Hugh Downs; umbrella exhibition; Interior Decorator William Pahlmann's display; "grocery" (*Home* term for garden) with dirt from 48 states.





In the house you buy or build this spring,
install super-sensitive Electronic Moduflow—and
enjoy a new world of home comfort next winter!

Costs \$199⁰⁰ installed... easy terms...

Thermostat outside your house gives you ideal Weather Control inside

Now is the time to plan ahead, to assure your
comfort next winter—with Honeywell Electronic Moduflow

No matter what part of the country your home is located in—it's now possible for you to enjoy ideal "indoor weather" next winter, and every winter to come.

What makes it possible is a new kind of all-electronic temperature control system known as Honeywell Electronic Moduflow.

Key element in the new Electronic Moduflow system is the Electronic Weathercaster, a thermostat that's mounted *outside* your house.

Electronic Moduflow, the result of years of research and testing, helps provide you with *constant* comfort—by *varying* indoor temperatures.

Conventional temperature control systems work on the principle that a constant temperature should be maintained indoors regardless of outside temperature. Now, tests show that the last word in healthful comfort is secured by *varying the indoor temperature* in relation to the outside temperature.

Electronic Moduflow is also available in a year-round model—to control your central cooling plant in summer, too.

Look for Honeywell Electronic Moduflow when you plan to buy a house. Hundreds of builders from coast to coast are featuring it in their spring models.

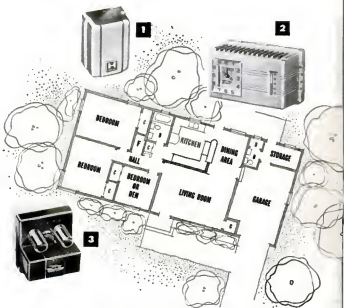


J. C. McCauley, a leading Southwest builder

In addition to the Farmington, New Mexico, house you see here (one of 175), builder McCauley has completed 17 homes in Aztec, N. M., and is planning to build 250 more in the Farmington-Durango, Colorado area. McCauley houses sell for about \$12,000, always include Honeywell Electronic Moduflow.



Electronic Moduflow home in Farmington, New Mexico. Price in Farmington: \$12,000. Builder: J. C. McCauley.



What Electronic Moduflow is, and how it works

Only three simple parts make this wonderful system work. The Electronic Weathercaster (1), mounted outside the house, senses the outdoor temperature and by means of electronic signals continually tells the Electronic Clock Thermostat (2) what indoor temperature is required to maintain comfort. This Electronic Clock Thermostat, mounted in your living room, signals the Relay Amplifier (3) which automatically tells the heating or cooling plant to provide the amount of adjustment required to keep your home at the right temperature—no matter how changeable the weather might be.



Electronic Moduflow is installed by heating dealer Charles E. Spaeth for builder McCauley, Architect Irving Coryell designs homes for the McCauley firm.

Why you need varying indoor temperatures

Tests show that if indoor temperature is *merely held constant* as the temperature outdoors falls, you feel chilly and uncomfortable. Because as the walls of your home become colder they "draw" increasing amounts of heat from your body. Electronic Moduflow solves this problem—and provides ideal indoor weather control.

It's easy to get Electronic Moduflow for your home

When you're buying a *new house* Electronic Moduflow can be included in your mortgage. This way it costs you only a few cents a day. In your *present home* Electronic Moduflow can be used with any type of adequate central heating plant. No carpentry or construction work is required to install it. The price, \$199.40, includes average installation cost. With a home improvement loan you can pay as little as \$6.39 a month.

No house is a modern house without Electronic Moduflow!

See your builder, heating dealer or architect *today*. Insist on this truly *modern* comfort control system for your present home or the one you are planning to build or buy.

Write today for free book, "The Story of Electronic Moduflow." Also the name of your nearest Honeywell dealer. Write Honeywell, Dept. 2850, Minneapolis 8, Minn. In Canada, Leaside, Toronto 17, Ont.

Look ahead to next winter



Your body loses heat less rapidly on a mild winter day because walls are warmer. If you're average, you're comfortable with the room at 71°.



*Your home loses heat faster when the outdoor temperature drops, making walls colder. So Electronic Moduflow automatically raises the room temperature—to keep your *comfort* constant.*

MINNEAPOLIS
Honeywell

Electronic Moduflow



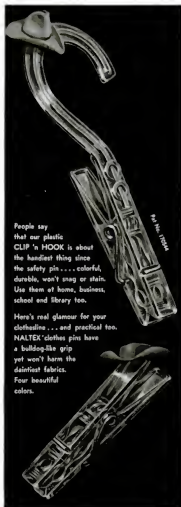
SEQUEL

A CAR THE PUBLIC HELPED DESIGN



A pair of "hands"
—from Texas

to help you round up the chores....



People say that our plastic CLIP 'n HOOK is about the handiest thing since the safety pin.... colorful, durable, won't snag or stain. Use them at home, business, school and library too.

Here's real glamour for your wardrobe... and practical too. NALTEX clothes pins have a bulldog-like grip yet won't harm the delicate fabrics. Four beautiful colors.



Card of 12
Card of 4

On sale at leading stores; or send \$1.00 for two cards of either, or one card of each.



Naltec brand of quality
Nalle Plastics, Inc.

108-16 West 2nd St., Austin, Texas

New pint-size Nash is result of poll

In an effort to find out what features the U.S. motorist wanted in a small, low-priced car, Nash Motors four years ago showed off an experimental model called the N.X.I. (LIFE, Jan. 30, 1950) and asked the public for its opinion. Last week the company unveiled the Nash Metropolitan, a new car designed in accordance with suggestions received in more than 50,000 answers to its questionnaire. The Metropolitan, which has a 42-hp motor and a top speed of over 70 mph, is larger and more powerful than the N.X.I. and also has more room for passengers and luggage. Two thirds the size of the standard American automobile, it will travel 40 miles on a gallon of gas. The Metropolitan will be built in England and marketed in two models: a coupe at base price of \$1,445, a convertible with manual top at \$1,469.

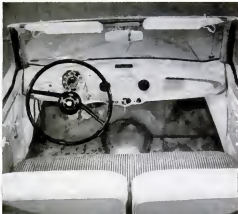


THE N.X.I. drew many favorable comments, but majority wanted more horsepower and a rear seat.



THE METROPOLITAN, being demonstrated in Detroit showroom by Nash President George R. Mason, is 149½

inches long, 61½ inches wide and has space for two children in rear seat. It will be sold in the U.S. and Canada.



INTERIOR VIEW of Metropolitan shows gear shift on dash board. N.X.I. had bucket seats, gear shift on the floor.



REAR VIEW of Metropolitan shows tire outside. It was in trunk in N.X.I., was moved to give more luggage space.



...too good to burn!


IT'S COAL — but a very special kind of hard coal from only *one* vein in the country, hand picked by a trained technician. We will bake it, treat it, make it into tiny but perfect carbon granules and put them inside Bell telephones to help turn voice vibrations into electrical impulses.

YOU CAN COUNT on these bits of carbon to last and last . . . and so can your Bell telephone company. This means low upkeep and less cost in the long run; which is the way we want it, too!

SINCE Western Electric is the manufacturing unit of the Bell System, our aim is to produce telephone equipment that won't let you down — and to do it so that the price of telephone service may be as low as possible. That's how Western Electric helps to make your Bell service so good and such a good value.



Western Electric

A UNIT OF  THE BELL SYSTEM SINCE 1882

A Wonderful

Start your day with
a bowl of BITE SIZE cereal.



Your energy-refresher for the day... delicious *BITE SIZE* Wheat Chex, so rich in the nourishment of whole wheat, so rich in flavor, too. This is whole wheat at its best! Nut-sweet, toasted to stay crisp in milk, right down to the last *Bite Size* biscuit in the bowl. Add a favorite fruit, pour on the milk and you're off to a wonderful start. Try it. See what a difference a Wheat Chex breakfast makes!

RALSTON PURINA COMPANY, St. Louis, Missouri



Rice Chex... delicate, delicious, tender-crisp. And nourishing (restored to whole-grain levels of vitamin B₁, niacin and iron). Try this other *Bite Size* cereal for delightful breakfast variety.

Way to Feel Better

*Builds strength, not fat — and
a milk and cereal breakfast gives
you food elements you need to
feel better at all ages.*

...and plenty of MILK!



Herrell DeGraff, Professor of Food Economics,
Cornell University

● "Milk helps keep your energy *up* and your weight *down*. That's because milk furnishes an abundance of protein, vitamins and minerals—especially calcium—adults as well as children need every day. Cereal supplements milk very well. Eating a cereal and milk breakfast and drinking at least three glasses of milk, every day, is one of the best and cheapest health habits you can have."

Eat cereal with milk every day

★ SEE BOB CROSBY, 3-45 EST, TUESDAY AND THURSDAY, CBS-TV
★ LISTEN TO BOB HOPE, 8:30 EST, FRIDAY NIGHT, NBC RADIO

Homemaker service and research for the public, supported by dairy farmers across the nation.



AMERICAN DAIRY ASSOCIATION
"Voice of the Dairy Farmer"
20 North Wacker Drive, Chicago 6, Illinois



Known by the Company it Keeps



Seagram's VO

SEAGRAM-DISTILLERS CORPORATION, NEW YORK CITY, 86.8 PROOF, CANADIAN WHISKY—
A BLEND...OF RARE SELECTED WHISKIES • SIX YEARS OLD



GRIINING AND CHATTERING EXCITEDLY, NEW ORLEANS YOUNGSTERS WAIT AT WINDOW OF OLD LAFON SCHOOL FOR SIGNAL TO MOVE TO NEW SCHOOL (BELOW)

A REASON FOR SMILES IN 'BACK-OF-TOWN'

**New Orleans Negro youngsters
get new school to relieve jam**

In New Orleans "Back-of-Town" for years has meant only one thing: a worn-out section inhabited by Negro families with an ever-growing number of children. For their education the youngsters have been jammed into schools long overdue for the wrecking crews and, at that, mostly on the half-day platoon system.

Last month some of the children who live Back-of-Town had something to smile about. The new Thomy Lafon school, named for a New Orleans Negro born in 1810 who rose from poverty to civic prominence, was opened, and into it streamed 600 of the 1,600 enrolled at the old Lafon school. The rest will stay in old Lafon, but now each youngster will get a full day's schooling. Furthermore, because new Lafon was built on concrete stilts, all of them will be able to use the ground space beneath the elevated classrooms as a sheltered playground.

Lafon is the first new Negro school built in New Orleans in 13 years. In the same time the city has built three schools for white youngsters, but, with five other Negro schools going up this year and plans for seven more, it was making a start toward redressing the balance.



ACROSS YARD FROM OLD LAFON (REAR), PUPILS MASS AND MARCH UP INTO NEW SCHOOL-ON-STILTS

Why this is the ideal time to do something about AIR CONDITIONING

1 Benefits start at once. You get filtered, clean, freshened air. Rooms are draft-free; street noises and dust are shut out. And the moment hot weather starts, you can be cool.

2 An air conditioner is a long-term investment, so you'll want all the facts before you buy. A FREE booklet is now ready, with full details of how air conditioning affects your job, health, family's happiness (use coupon below).

3 Last year RCA Air Conditioners were scarce when hot weather began. So don't be disappointed this year.



All these advantages are yours only in RCA Air Conditioners:

- PUSH-BUTTON CONTROLS
- THERMOSTAT CONTROL
- HEART-OF-COLD COMPRESSOR
- HUSH-A-BYE FANS
- PERMANENT FILTER
- DIRECTIONAL GRILLES
- RCA FACTORY SERVICE FOR EXPERT INSTALLATION AND MAINTENANCE

Ask your dealer to show you RCA Air Conditioners—models to fit your rooms—cassoles and window units. Prices start as low as \$229.50*. Models available with combination heating and cooling. Models with concealed panel lights and automatic thermostats also available.

*Suggested list price—slightly higher in West

You'll feel better with an

RCA AIR CONDITIONER

Don't wait for hot weather... Get the facts now!

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TM 53



AT NEW DESKS in their bright, uncrowded classroom, fifth graders turn quickly and seriously to their geography lesson despite first day's excitement.



AT RECESS TIME on still-unfinished playground, a dozen youngsters explore a free-form concrete sculpture as boy at top proclaims, "I'm Superman!"

CONTINUED ON PAGE 51

TUNE IN Dennis Day Show every week, NBC-TV. Hear Pat Harris and Alice Faye Friday nights, NBC Radio.



FREE BOOKLET tells all you want to know about the benefits, features, details of air conditioning...

Waldorf

is today's Great Buy

*it's white
it's softer than ever*



Soft enough for baby

another Great Scott Value

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Chips

SIZES 4 TO 12

EXCLUSIVES!

Twiggs

SIZES 2 TO 7

little lads look "Sunday Best" in

Easter Airs!

Leave it to Chips 'n Twiggs to hatch fashions with Easter magic in every stitch! Elegance for the "young in years" expressed in nubby and textured fabrics... compound colors, inspired styling, and custom-tailored workmanship! Exclusive "Repel-o-ized" Northcool rayons—water repellent, spot resistant—and so wonderfully long wearing.

AT FINE STORES
EVERYWHERE



(A) Picture of smartness! Spring tussome with "nubby touch" and grown-up airs. Rayon and acetate blend. Favorite shades... 18.95

(B) Center of attraction! Sport coat and contrast saddle-stitched slacks, pure silk and rayon, in shantung weave. Spring colors. Sport coat... 10.95 Slacks... 6.95 Exclusive washable plaid vest, knit back, assorted colors. 3.50

(C) Seen in best circles! Contrast check Twiggs Eton in luxury thick 'n thin texture weave. Rich color combinations... 12.95

all models shown are available in both Chips and Twiggs sizes, except where otherwise indicated. Twiggs priced lower.

Wm. Schwartz & Co., Inc., 1187 Broadway, New York • 1620 Avenue G 2nd St., Philadelphia, Pa. • Merchandise Mart, Chicago, Ill.

Smiles 'Back-of-Town' CONTINUED



A MURAL OF TILES includes maps, A B Cs, varied designs and story of Thomy Lafon, who left his fortune, amassed in real estate, to men of all races.



STACKING BOOKS in shelves, second graders carefully comply with sign that encourages each pupil to share responsibility for keeping the school neat.

*Pillsbury uncovers another great
new cake mix*

Pillsbury Spice

the one you
don't have to
add eggs to



Now you really have something. Now you can make a rich old-fashioned spice cake without buying, cracking or separating a single egg.

This great new Spice Cake Mix from Pillsbury has the choice, wholesome, country-fresh eggs right in the mix for you. Milk is all you add.

And what a spice cake you get . . . spice cake with all the aroma and rich, full-flavored goodness of the famous New England recipe on which this cake is based.

Can't you almost smell it baking? Pillsbury Old-Fashioned Spice—the newest flavor in the cake mixes that women have made their first choice.

Milk is all you add to Pillsbury Cake Mixes • White • Chocolate Fudge • Golden Yellow • Spice

Moonlight by Palm Beach

Gown by Maurice Rentner • Convertible by Buick

BODY BY FISHER

Rapturously beautiful, form-of-the-future styling! Yours exclusively in Bodies by Fisher
— whose neatness of fit, sturdiness of structure reflect added millions recently
invested in scientific construction advances! For modern beauty,
safety and enduring value you're wise to select a
car with — Body by Fisher.

"Be careful . . . drive safely"



on



cars only: CHEVROLET •



PONTIAC · OLDSMOBILE · BUICK · CADILLAC



Cordalon
broadloom
by Bigelow
brings you
clear,
spring garden
colors.

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

- 1 Cinnamon—a favorite with today's decorators.
 - 2 Doekin Beige—a lovely, light color, yet wonderfully resistant to soil.
 - 3 Grey—you'll love it with flowered chintz.
 - 4 Lido Beige—a beautiful background color.
 - 5 Suburban Green—so neutral, so smart.
 - 6 Avocado Green—use with blonde or dark woods.
- Cordalon is available in 5 other wonderful colors.



You have a garden of gorgeous colors to choose from with Bigelow's Cordalon. Each one is lovelier than the next.

Every inch of yarn in Cordalon is color blended, as only Bigelow can do it . . . to bring you the richest, clearest shades of today's most wanted decorator colors.

Then Bigelow weaves it into a wonderfully textured pattern, designed to capture the highlights and shadows like a precious jewel.

Cordalon wears beautifully, too. Its sturdy wool and carpet-rayon yarns resist soil, foot and scuff marks.

What's more, Cordalon is a Bigelow Lokweave. That means it can be pieced, patched, re-cut and re-laid without binding or stitching seams.

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



Bigelow
Rugs and Carpets

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

Jeanmaire Shouts for Love

AND THE AUDIENCES LOVE HER TOO

Twisting about in these five attractive attitudes, which indicate that something terrific is about to befall her, is a French dancer named Jeanmaire. In a song *Free to Love*, she is shouting about the happy days when she can marry a young American and is stopping a new Broadway musical called *The Girl in Pink Tights*. New York first saw Jeanmaire in 1949 in the sexy Ballets de Paris, and three years later as a star of the film *Hans Christian Andersen*. Now, in an otherwise routine production, she emerges as one of the exalted few who can carry a show by her own talents. Just about the same height (5 feet 2 inches) as Napoleon, whom she somewhat resembles, Jeanmaire has conquered Broadway with her gustiness and grace.



\$33.95 never bought
such a watch before!

Dependable? Every Illinois is guaranteed by Hamilton—most trusted name in watches. Lovely to look at? Just let your jeweler show you all the exciting styles! You'll find water-resistant,* shock-resistant, self-winding watches; nurses' watches; watches with sweep second hands. And prices start at only \$33.95!

ILLINOIS watches by Hamilton

DEBONAIR "D," With strap \$33.95; with band \$39.95. LADY GAY "H." With bracelet \$39.95.



*Prevalent original and is restored if special for service. PRICES INCLUDE FEDERAL TAX. © H.C. LANCASTER, PA.

NEW Heavenly BOILED FROSTING

Smooth

Whips Soft
Spreads Soft
Stays Soft



7-MINIT Fluffy FROSTING

NEW BOILED FROSTING
MADE WITHOUT BOILING!

• Country-fresh egg whites guarantee its light, fluffy texture and delicious, full-bodied, rich flavor. You just add water... whip up... and whisk on!

Never fails. Always heavenly smooth and light. Lavishly frosts large two-layer cake or up to thirty-eight cup cakes.

FREE! Illustrated booklet showing cakes for all occasions. And giving nineteen 7-MINIT Fluffy FROSTING variations. Send your name and address to: 7-MINIT, Dept. FL-1, 660 Madison Ave., New York 21, N. Y.



JEANMAIRE CONTINUED



REBELLIOUS BALLERINA from Paris flees her tyrannical ballet master (Charles Goldner) as they rehearse in 1865 for troupe's New York opening.



BALLYHOOD BALLERINA (top, center), ready for her gala premiere, is welcomed by brass band and drawn in carriage through streets by college boys.

CONTINUED ON PAGE 19



MOTHER OF THREE rabid knot-holders, Mrs. George Sedlmayr can talk baseball like a ball club manager. Her \$25 Sacony suit (note interesting stitched waistline) was bought originally for trip with air-line captain husband.

Sacony bats high



THOUGH BROTHER scouts for opposing team, Joan Widmayer enthusiastically sells Brooklyn Dodgers to taxi driver. Suit is Sacony's famed two-button classic at \$25.



MIMI BARKER goes to root for rookie ball player Peter Gillespie, whom she plans to marry. Mimi wears Sacony's junior suit with nipped waist, curved hips at \$25.

BASEBALL SHARES SPOTLIGHT WITH \$25 SACONY SUIT IN REMARKABLE PALM BEACH* CLOTH

The pretty young women on this page have at least two major enthusiasms in common. All three are deeply interested in baseball. And they share a devotion to one other great American tradition—the Sacony suit made of a new-world merger of rayon, acetate and wool called Palm Beach cloth.

Palm Beach cloth has what tailors call "a perfect hand." Unlike most warm-weather suitings, it cuts and drapes superbly, has sufficient body to hang

well. Dry cleaning actually seems to improve it. Many women with the knack of ironing triumphantly wash it. And it emerges from a plane, a taxi or a subway crush looking cool and unwrinkled.

Sacony tailors these suits with fanatic zeal, puts them into so many size ranges that alterations can frequently be by-passed. There are fourteen styles and ten colors. For store names write Sacony, Dept. S, College Point, New York.

ADVERTISEMENT: copyrighted by Sacony

*PALM BEACH TRADE MARK REG. BY SOCIAL-LIFESIZE, INC., WFL, OF FLA.

1/2 price special



O-CEL-O Sponge

Introduce yourself to easier clean-ups, try O-CEL-O Sponges' *1/2 Price Special*. It's a natural for spring—available in two popular size sponges—
MEDIUM—for kitchen and bathroom clean-ups—bath and showers.
LARGE—for windows...walls...woodwork all large clean-ups.

You'll find hundreds of daily uses for these wonderfully absorbent O-CEL-O Sponges. Don't delay...get a good supply of America's favorite sponges while this $\frac{1}{2}$ price special lasts.

One for $\frac{1}{2}$ price when you buy one at regular price...look for the Special label with the BETTY CROCKER Queen Bees Pattern Silverware Coupon on the back.

Remember, no matter *what* you clean-up—*when* you clean-up or *where* you clean-up—America's favorite... O-CEL-O Sponges will do it faster, easier and better for you.



General Mills
Sponsored by
Good Housekeeping
THE HOUSEKEEPING SOCIETY

O-CEL-O © General Mills, Inc.

P.S. It's FUN to clean-up with O-CEL-O sponges!

JEANMAIRE CONTINUED

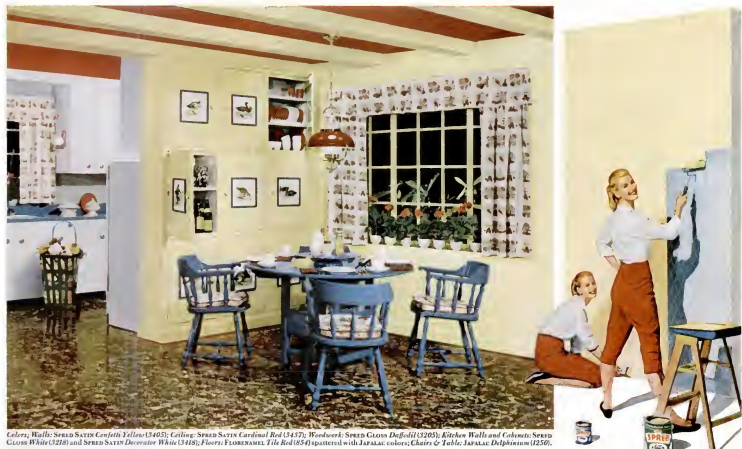


ROMANTIC RENDEZVOUS is engineered by Jeanmaire with suitor in order to torment her real lover. She begins in grand ballerina style by making him drink champagne from her slipper, then shocks him by loosening his tie and finally pounces upon him in a mock display of overpowering passion.

You paint best...for less...

with the Stay-Fresh Colors you get only in

SPRED SATIN



Colors: Walls: SPRED SATIN Cornforth Yellow (3405); Ceiling: SPRED SATIN Cardinal Red (3437); Woodwork: SPRED GLOSS Defford (3205); Kitchen Walls and Cabinets: SPRED GLOSS White (3218) and SPRED SATIN Decorative White (3418); Floor: FLORENAMIL Tile Red (854) spattered with JAPALAC colors; Chairs & Table: JAPALAC Dolphinum (2550).

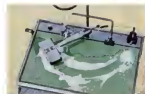
With SPRED SATIN, you can easily and quickly decorate an entire room—walls, ceiling, woodwork—all with a single purchase of paint. No special thinners or brush cleaners to buy. And you get luxurious *lasting* satin beauty on every surface. You repaint only when you want to, because SPRED SATIN is *guaranteed washable*—scrub it again and again!

COLOR CHOICE IS SIMPLE. Select exactly the colors you want from the giant color card at your SPRED dealer's store. You'll love the 180 beautiful shades... from lightest pastels to popular deep tones.

FASTEST CLEAN UP. Just rinse out brush or roller under water tap. In a few seconds they're ready to be stored away for your next use. And you can wipe up floor-spatters quickly with a damp cloth!

GUARANTEED WASHABLE. In this rigid test, 40,000 scrubbing strokes on a panel painted with a pastel shade of SPRED SATIN failed to change the color... mar the satiny texture... or in any way affect the finish.

SPRED PRODUCTS are also sold by dealers for the following paints: HEATH & HILLIGAN • CLIMATIC • ROYAL • T. L. LODGE



SPRED Color Twins

a soft satin sheen or a rich glowing enamel

SPRED SATIN—for walls, ceilings, woodwork, too! A luxury finish with a tight latex film that resists dirt, stays new-looking longer. So washable, so durable!

SPRED GLOSS—easy-to-apply beauty for bathrooms, kitchens, all woodwork... wherever you prefer a rich luster finish... not a glaring sheen, but a subdued gloss.



Glidden

Pacemaker in Paints

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MODERN LIVING

CHILDREN'S WING → provides play space outside children's bedrooms (right). Linoleum floor is easy to take care of. Furniture is sparse, extremely modern. Pin-up board is for the children's art.



Modern Wins Store Battle

DESIGNING A HOUSE CHANGES MINDS OF 'TRADITIONAL' FURNITURE SALESMEN

Though the six Jackson stores in northern California sell more modern furniture than traditional, most of the salespeople don't go along with the customers. They personally much prefer Chippendale. The most hidebound staff was in the Sacramento store where, President Harry Jackson found, only five of 44 employees were modern enthusiasts. Jackson decided it was easier to retain than replace the staff.

As an experiment he asked all 44 employees to design a house which he would actually

build and let them furnish. He gave them a plywood model with movable walls (*following page*) to help them work out a design, convinced that as his employees thrashed out the problems of modern family life they would inevitably discover the virtues of modern. When the differences were finally arbitrated, the three-bedroom house built in Sacramento bore out Mr. Jackson's contention. It was modern inside and out and only 10 members of the staff remained unreconstructed traditionalists.

CONTINUED ON NEXT PAGE

← **LIVING ROOM** is large area with 12-foot ceiling. Door in foreground opens to a patio. A hanging steel fireplace costs less than a conventional fireplace. Pillows make informal sitting on floor comfortable.



MASTER BEDROOM → might seem small, 10'6" x 15'6", but window wall (left) opens onto enclosed patio, enlarging the room. Low furnishings have an Oriental feeling and not many pieces are needed.

PERFECT RICE WITHOUT COOKING

Just add to boiling water
to make
PERFECT RICE
instantly!

MINUTE
BRAND
RICE
PRE-COOKED

PERFECT EVERY TIME



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

Now you can fix perfect rice—*instantly!* Just add amazing pre-cooked Minute Rice to boiling water, remove from heat. In a few minutes, look! The snowiest, fluffiest rice you ever saw! Never a fear of failure—every Minute Rice grain swells up plump and separate, tender and delicious *every time!* Needs no watching. Leaves no sticky pans. And so thrifty, too! Ask for the big economy package.

Only Rice Of Its Kind! Marvelous For Lenten Meals!

MINUTE RICE and TUNA TREAT

Perk up Lenten fare . . . serve fish with snowy, fluffy Minute Rice! As a vegetable . . . in glamour-casseroles . . . or for thrifty "swifties" like this:

Add 1½ cups Minute Rice and ½ teaspoon salt to 1½ cups boiling water. Cover; remove from heat; let stand 13 minutes. Meanwhile, sauté 2 tablespoons diced onion, 2½ tablespoons each diced green pepper and pimento in 2 tablespoons butter—until tender but not brown. Mix in 1 can condensed cream of celery soup* and ½ cup water. Carefully stir in 1 can tuna fish, drained and flaked; heat thoroughly. Stir in 1 tablespoon lemon juice; add 2 hard-cooked eggs, cut in sixths. Serve over rice to 4.

*For non-Lenten meals, try other condensed cream soups—like mushroom or chicken.

Product of General Foods



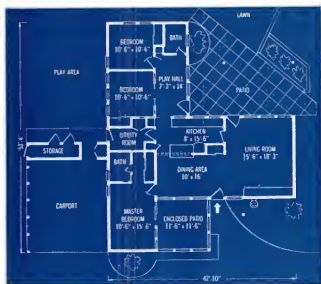
FLEXIBLE MODEL which helped Jackson employees work out floor plan is studied (from left) by Ralph Spence, maintenance; Bud Dixon, appliance manager; Jo Gorra, merchandise control; Vivian Armstrong, delivery. Jo Gorra wanted separate dining room, said, "You need it for kids." She was outvoted.

WALLS CAME TUMBLING DOWN

All 44 Jackson employees agreed that the house should cost no more than \$15,500 to build, should have three bedrooms with the children's rooms not next door to the master bedroom, have adequate indoor play space for the children and easily accessible outdoor living space. They wanted a central kitchen, a large living room and two baths. As they worked with the model, they found that of necessity solid walls came down, were replaced by sliding doors and large window areas. Inevitably as the house became more open it also became modern.



FINISHED HOUSE, whose design was finally carried out by Architect Herbert E. Goodpastor, has rectangular planes (front view, above), a flat roof and rough-sawn, natural wood siding. Almost every room (as floor plan below shows) opens to the outdoors. Children have a private wing with play area.



Easter parade in . . . Sundial Shoes

. . . comfort-crafted
to fit your footprint!



Have you been fitting your feet to shoes and regretting it? Try something new...buy Sundials. They're crafted to follow the normal lines of your footprint...give you easy-going comfort...long-wearing good looks. Yes, enjoy your Easter parading in Sundials!

You'll like the prices...
\$8.95 to \$14.95

At better independent stores

Sundial Shoes FOR MEN

comfort
crafted
to fit
your
footprint!

© 1934
SUNDIAL SHOE
COMPANY,
MANCHESTER, N. H.,
DIVISION OF
INTERNATIONAL
SHOE COMPANY



Lift winter out of your Ford



Winter gives your Ford the severest treatment it gets all year. So with the coming of spring, it's time to have your Ford thoroughly checked and made ready for the pleasant driving months ahead.

And if replacements are needed be sure you

get the parts that are made *right* for Fords—to standards set by the same men

who built your Ford—Genuine Ford Parts.

FORD Division of FORD MOTOR COMPANY



Ford Batteries

Before approved for production they are cycled from full charge to discharge hundreds of times for long life. Your dealer can advise the Ford battery for the requirements of your Ford. Each battery has a liberal warranty.



Ford Spark Plugs

Ford Spark Plugs with the unique Siliment seal are designed to "seal in" compression . . . keep power high. They are balanced to your Ford's ignition needs to give your engine continuous smooth performance . . . high gas mileage.



Ford Oil Filter Elements

Ford Filters of specially designed filtering material, with millions of tiny pores, screen out harmful contaminants quickly and thoroughly . . . yet oil flows freely for proper engine lubrication and useful additives are retained.



"Trade" where you see these signs





TWO-YEAR-OLD DONNA MARIE CRESCENZI MIMICS SOUNDS SHE RECOGNIZES WITH HEARING AID PROVIDED AFTER TEST REVEALED DEGREE OF HER DEAFNESS

DETERMINING DEAFNESS IN BABIES

Doctors measure perspiration to study hearing defects in infants too young to react to other tests

The most difficult form of deafness to diagnose has been deafness in infants. Tots not yet a year old have no way of answering doctors or responding to standard deafness tests that require reasoning. Until recently, parents of such deaf babies have been in the agonizing position of not knowing whether their child is profoundly or only partially deaf and have had to wait until the child got older before seeking help. In the interim the infant could not learn to speak. This could hamper him for life since the normal and best years for speech development are between 2 and 6.

As the result of research pioneered at Johns Hopkins University, at least 25 clinics—including the Children's Medical Center in Boston, shown on these pages—are now solving the problem by using a test that determines the degree of deafness in babies as young as two months. The

examination is based on the fact that the nervous system of any person at any age reacts spontaneously to a sudden stimulus, such as noise, by making the skin sweat. By electrically measuring the amount of perspiration produced by a baby when sounds are projected to him through earphones, scientists can tell whether the baby has heard the sound, whether he can detect various magnitudes and whether his lack of response is due to ear damage or another cause, such as mental retardation. Babies can then be equipped with hearing aids. They get used to them quickly, do not try to pull them off and grow up quite unselfconscious about them. Along with lip reading, the hearing aid enables many children to attend regular schools instead of special ones for the deaf and helps all of them learn in the crucial early years of life how to talk and to understand others.

The Only *Chocolate Milk*
That *Makes Itself!*



©1954 The Nestlé Company, Inc.

NESTLÉ'S Quik!

**NO BEATING NO SHAKING
JUST GREAT CHOCOLATE DRINKING!**



It's instant! Just add 2 heaping teaspoons of QUIK powder to your glass of cold milk. Look, it dissolves right away!

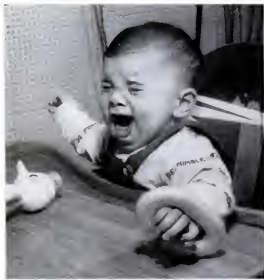


No beat or shake! Just a quick stir and it's ready. QUIK stays mixed, stays chocolaty all the way down, never separates.



A delicious chocolate treat! Only Nestlé's QUIK has such creamy consistency, rich smooth chocolate-bar flavor. Delicious!

Deafness in Babies CONTINUED



STARTLED when he suddenly hears loud sound on earphones, slightly deaf 6½-month-old Sidney Shapiro reacts equally loudly.



WIRED with electrodes by Clinic Director Adam Sortini, 3-year-old Suzanne Phillips starts test. Wires to hand measure skin's electrical conduction during sweating. Because child will soon ignore noise leg electrodes give her mild shock which conditions her to perspire whenever she hears amplified sounds.



LISTENING intently to loud tones Suzanne thinks the test is a game. Suzanne's auditory nerve was damaged in an accident.



**Can you
count on long wear
from stockings?**

It depends on the stocking. Take long-wearing Cannon stockings, for instance. They're knit—by the makers of famous Cannon towels and sheets—with such care that they're bound to wear longer than most stockings at any price.

Long-wearing Cannon stockings are protected by a *soft* finish which guards against snags far better than the hard finish used on most stockings.

Long-wearing Cannon stockings are reinforced *all the way* round the toes—including the little toes, where runs are apt to start.

Long-wearing Cannon stockings are *knit*, never stretched, to fit. They come in three proportioned lengths to fit you perfectly.

Long-wearing Cannon stockings are carefully inspected—only *flawless pairs* are ever labeled Cannon!

It all adds up to long wear. That's why we say that *you can count on long-wearing Cannon stockings*, just as you've come to depend on long-wearing Cannon towels and Cannon sheets.

Ask for long-wearing, full-fashioned Cannon nylon stockings at your neighborhood store. In every fashion shade and sheerness—from \$1 to \$1.50.

Try them yourself—give them for welcome Easter gifts—and count on their long life! Cannon Mills, Inc., 70 Worth Street, New York City 13.

Cannon stockings

by the makers of Cannon towels and Cannon sheets



At Last! The loveliest hair of your life...

Helene Curtis lanolin discovery

*Ends Dull,
Dry-Looking Hair*

*Gives Thrilling New
Color Brightness*

(WITHOUT DYEING OR BLEACHING)

*Brings an Utterly New
Kind of Manageability*



**Gives You Precious Lanolin up to 10 Times
More Effective for Hair and Scalp**

Here is a creation that offers a new kind of hair beauty never possible before.

It is called Helene Curtis "LANOLIN DISCOVERY"—and does these three remarkable things: (1) Works wonders with dry and semi-dry hair when used regularly. (2) Imparts natural, new color-brightness to any type hair, without dyeing or bleaching. (3) Brings a new kind of manageability—without greasiness or oily after-effect.

Helene Curtis "LANOLIN DISCOVERY" does these things because it brings you—for the first time—the concentrated beautifying effect of pure lanolin. This is important. For other lanolin hair aids of the past have been

diluted with as much as 90% of oily "fillers" that give the hair no lanolin benefit whatsoever.

But now, in "LANOLIN DISCOVERY," Helene Curtis beauty scientists have found a way to convert pure lanolin into a delicate, almost invisible mist you spray directly on hair and scalp. A way that brings you precious lanolin up to 10 times more absorbable—up to 10 times more effective for dry, normal, and even "problem" hair.

So even if you have used "lanolin" preparations in the past, you have never experienced more than a fraction of what this new form of lanolin can really do for your hair—until you try Helene Curtis "LANOLIN DISCOVERY."



UP TO NOW, lanolin hair preparations have been extended with as much as 9 parts of oily filler to 1 part genuine lanolin. Now, for the first time, Helene Curtis "LANOLIN DISCOVERY" brings you pure, 100% lanolin, undiluted with other creams or oils.



DRY
DULL
BRITTLE

SOFT
PLIABLE
SHINING

AMAZING EFFECT ON DRY HAIR. Because Helene Curtis "LANOLIN DISCOVERY" now furnishes precious lanolin in 100% absorbable form, it conditions your hair as it beautifies. "Parched" hair literally drinks it up. Dull, dry-looking hair becomes soft, pliable, shining. Such troubles as brittleness, break-

ing—and itchy, flaking scalp—are effectively combatted. What it does for split ends is almost unbelievable. And even normal hair seems livelier, springier—acquires greater "curl-ability"—when groomed regularly with new Helene Curtis "LANOLIN DISCOVERY," the very first product of its kind!



COMPLETE MANAGEABILITY AT LAST! Helene Curtis "LANOLIN DISCOVERY" brings a new kind of manageability that is impossible to achieve with hair dressings alone. Makes even unruly hair unbelievably easy to arrange. Beauty-grooms your hair perfectly—without greasy "after-film," or the unpleasant oiliness that women rightly object to. Brings you completely new "after-shampoo" manageability, too!



NEW, NATURAL COLOR-BRIGHTNESS for even drabdest hair—without dyeing or bleaching. Almost instantly, your hair acquires new, vibrant richness of color—new sheen and sparkle after a single

application of Helene Curtis "LANOLIN DISCOVERY." You see a wonderful difference almost instantly. Thousands of women say that this feature alone makes "LANOLIN DISCOVERY" invaluable.

For a new experience in hair beauty, try Helene Curtis "LANOLIN DISCOVERY" without fail. See for yourself how it combats dryness—how your hair gleams with new color-brightness—how completely manageable it becomes!... "LANOLIN DISCOVERY" is extremely economical because you use such a tiny bit at a time—as a hair dressing and hair conditioner. Get Helene Curtis "LANOLIN DISCOVERY" in the pastel peach-colored aerosol container today.



spray... brush... that's all!

SO EASY TO USE. You simply spray "LANOLIN DISCOVERY" onto your hair—then brush. That's all! No fuss or messy fingers. Just the mere presence of "LANOLIN DISCOVERY" on hair and scalp—plus brushing—is sufficient to produce maximum beauty results instantly.



Economical—
lasts for months

\$1.25
(plus tax)

CREATED BY *Helene Curtis* FOREMOST NAME IN HAIR BEAUTY

*TRADE MARK

THE GRAND NATIONAL
STEEPLECHASE HANDICAP CUP

*For Steeplechasing
at its Best...*

*...the most cherished trophy in steeplechasing,
given annually at Belmont Park, N. Y.*



For Whiskey at its Best...

*After the races...reminiscing with friends, complete
your pleasure with a glass of Hill and Hill. Generations of
fine Kentucky breeding make it a trophy-winner, too!*



BLEND STRAIGHT



PLAYING PEPPER BEFORE A BALL GAME, GIANTS' FIRST BASEMAN WHITEY LOCKMAN (RIGHT) TRIES TO INTERFERE AS WILLIE MAYS LEAPS TO MAKE A CATCH

TEASING WILLIE

Giants' outfielder laughs last at teammates in pepper game

"Pepper" in baseball is a pregame limbering-up exercise in which a batter hits balls to a group of fielders. In the Giants' camp at Phoenix, Ariz. pepper has been made into a hilarious side-show which, among other things, produced the curious tableau above.

The game is a pet pastime of Manager Leo Durocher, who tries to make a fall guy of Willie Mays, the Giants' high-spirited star outfielder

whose return from service may mean a pennant for the Giants. With Cokes at stake, Durocher and Mays stand side by side with other players at pepper. A miss costs a Coke. To harass Willie, Durocher raves, waves, kicks, Willie shrilly screams, "Cheat, cheat" and does some harassing himself. In the end Durocher always owes more Cokes than agile Willie but, being the manager, he never pays off.

Me?
I'm *Qwip!*

Qwips made from farm-fresh cream...

...and never, never sours. You can use some today, some next week, some next month!

Phooey to bowls and beaters! Qwips ready to go!

Qwip whips at your fingertip!

made from real cream
NEVER, NEVER SOURS!*

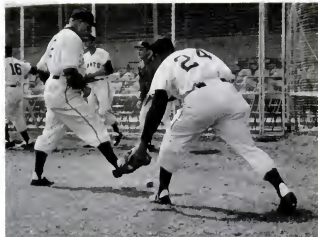
No matter how long you take to use up the can Qwip stays sweet till the can is empty!

ARGENT COMPANY
SAN FRANCISCO, CALIF.

Teasing Willie CONTINUED



NUDDING MAYS, Durocher tries to get him off balance, distract his attention so he will miss ball hit his way.



KICKING BALL, Durocher puts it out of reach. When Mays makes good play, Leo yells, "Showboat," accuses Willie of making easy play look hard.



STEALING PLAY, Durocher and Lockman step in front of Mays to reach for ball so Willie will miss turn at it.

CONTINUED ON PAGE 11

NEW GREASELESS WAY TO KEEP YOUR HAIR NEAT ALL DAY



Vitalis® with V-7 makes even dry, unruly hair easy to manage

- 1. New grooming discovery.** V-7 in new Vitalis is not an animal, vegetable or mineral oil. It makes your hair easy to manage—yet you never have an over-slick, plastered-down look.
- 2. Prevents dryness.** What's more, Vitalis maintains the natural moisture balance of your hair better than any other leading hair tonic.
- 3. Kills dandruff germs.** Laboratory tests prove new Vitalis kills on contact the germs many doctors associate with infectious dandruff—as no mere cream or oil tonic can.
- 4. Stimulates scalp.** Vitalis Hair Tonic actually stimulates your scalp circulation, thus helps maintain health and vitality of both scalp and hair. Get Vitalis today.

• • •
Your barber is an expert on keeping your hair in tip-top condition. Let him give you a professional application of new Vitalis with V-7.

"TISSUE TEST" photos show how Vitalis outdates messy oils



NEW VITALIS

MESSY OILS

In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!



Don't miss the new "Arthur Godfrey Digest," CBS Radio Network, Fridays, 8:30 P.M., EST.

Everybody loves
Jetglas[®]
the worry-free water heater

STOPS RUST—Plenty of crystal clear hot water, for carefree cooking . . . bathing the baby . . . snowy laundry . . . sparkling fixtures.

STOPS LEAKS—Never worry again about unexpected failures, flooded floors or basements. Stop frequent replacements that ruin your budget.

COSTS LESS, TOO—No premium price, yet Jetglas outlasts more than two old-fashioned water heaters.
That's why everybody loves Jetglas.



PROVED IN THE AIR where this type of coating protects jet engines operating in 1500 degree heat.

PROVED IN THE LAB where this glass lining was perfected to give Day & Night water heaters amazing extra life.

PROVED IN THE HOME where Jetglas gives you the world's first really worry-free water heater.

Only Day & Night makes

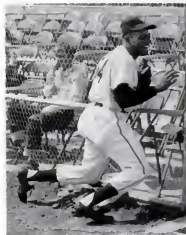
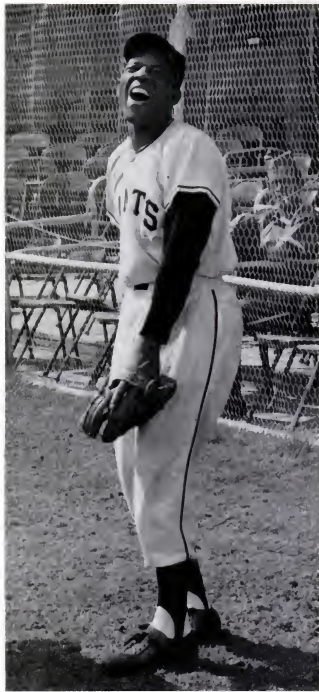
Jetglas[®]
THE BUY OF A LIFETIME

DAY & NIGHT, a division of
AFFILIATED GAS EQUIPMENT, INC.

See your master plumber for America's finest water heaters, Panelray heaters, forced-air heating, and air-conditioning equipment—all by Day & Night.



Teasing Willie CONTINUED



GLOATING after good play despite interference by Durocher, Mays shouts laughing insult at Giant manager.

DOUBLING UP with laughter after Durocher has muffed ball, Mays grabs wire screen to keep from falling down.



"LoveLight" by Betty Crocker of General Mills

THE LUXURY LAYER CHIFFON YOU MAKE WITH ONLY 2 EGGS!



LoveLight Chocolate 2-egg Chiffon

So large . . . so light . . . so luscious, you have to bake it to believe it!

- 2 eggs, separated
- 1½ cups sugar
- 1¼ cups sifted Softasilk Cake Flour
- ¾ teaspoon soda
- ¾ teaspoon salt
- ½ cup Wesson Oil
- 1 cup buttermilk*
- 2 oz. unsweetened chocolate
(2 oz.), melted

* Sweet milk may be substituted for buttermilk.

Heat oven to 350° (moderate). Grease generously and dust with flour 2 round layer pans, 8 by at least 1½ inches or 9 by 1½ inches, or 1 oblong pan, 13 by 9½ by 2 inches.

Beat egg whites until frothy. Gradually beat in ½ cup of the sugar. Continue beating until very stiff and glossy.

Into another bowl, sift remaining sugar, flour, soda, salt. Add oil, half of buttermilk. Beat 1 minute, medium speed on mixer, or 150 vigorous strokes by hand. Scrape sides and bottom of bowl constantly. Add remaining buttermilk, egg yolks, chocolate. Beat 1 more minute, scraping bowl constantly. Fold in meringue. Pour into pans. Bake layers 30 to 35 minutes; oblong, 40 to 45 minutes.

Table of adjustments for high altitudes: 2,500 to 4,500 ft., use ¼ tsp. of soda, 4,500 ft. and over, use ½ tsp. of soda. Increase oven temperature 25°. Bake layers 23 to 26 minutes; oblong, 33 to 40 minutes.

What a joy to find the luxury of Chiffon—all its blissful flavor and airy delicacy—in an easy, glamorous 2-egg layer cake.

And think! Just 2 minutes batter beating—a light, liquid batter, too—to make these handsomely high, feathery layers. Homemakers, like yourself, who pre-tested LoveLight agree they had never baked such a large, light 2-egg cake before.

Betty Crocker of General Mills developed LoveLight. To assure you LoveLight's luscious flavor and its fairy-like loveliness, be sure to use Softasilk and Wesson Oil. With Softasilk, you are sure of extra goodness, richness, and lasting freshness. This *supremely fine cake flour* is designed to carry extra sugar and shortening. With Wesson Oil, you'll find the baking easy—it's the *shortening you pour*. And delicate Wesson helps give LoveLight its special delicate texture and delicate taste.

SOFTASILK
CAKE FLOUR

The world's most modern cake flour



Wesson
Oil

America's Favorite Salad Oil
and Liquid Shortening

New miracle way
to "cream" your coffee!



PREAM

**DELICIOUS 100%
DAIRY PRODUCT IN
POWDERED FORM**

100% dairy product. Instant Pream is made entirely from fresh, sweet cream and other milk products—powdered for your convenience! Nothing added.

Stays fresh without refrigeration. Because it's in powdered form, you don't have to refrigerate Pream.

Never sours! Never "turns"! Pream keeps indefinitely while sealed. When opened for regular use, it stays fresh-tasting to the last spoonful.

Saves over 1/2. One 4-ounce can of Instant Pream equals 2 half pints of coffee cream—yet costs so much less.

Dissolves instantly. Just put a spoonful of instant-dissolving Pream on top of your hot coffee—or tea or cocoa. Stir to blend. It's so easy to make your favorite beverage more delicious with Pream . . . any time, any place! Your food store has Pream now.

The new way to
"cream" it is
to Pream it!





POLITICS and political campaigns are dream of 11-year-old boy, who wrote, "Vote for me. I shall make Japan a good country so there will be no more wars."

JAPAN'S YOUNG DREAMS



HOUSEWORK was drawn by girl who sees herself carrying out a traditional career when she grows up, but in Western dress, pushing a modern baby carriage.

Children's drawings
show how Occupation has changed
their aspirations —

The 6½-year American occupation of Japan was one of the unique experiments in history. Although it has been the subject of many conflicting reports, few have concentrated on what is probably the most important aspect of the Occupation—its effect on the children. Now, however, an American has devised a way to measure that impact. Theodor Suess Geisel, creator of "Quick, Henry, the Flit!" and the "Dr. Seuss" who is author-illustrator of nine books for children, went to Japan and enlisted the help of more than 100 teachers. The children were asked to draw a picture showing what they would like to be when they grew up. They were not told they were doing this for an American. The results, and Suess's interpretations of them, are shown on these pages.



TEACHER with flowers is visualized by fifth-grade boy, who says, "I will teach the truth. Japan shall live hand in hand with all the countries of a peaceful world."

YOUNG DREAMS

CONTINUED



SCHOLAR, bearded, wise and benedict, is work of a 9-year-old boy who said he wanted to have foreign degree and be the president of a university.

Future generals
give way to teachers,
doctors, umpires
and space explorers

"If we had given them this assignment ten years ago," one teacher told Suess, "every boy in Japan would have drawn himself as a general." When Suess finished examining his stacks of pictures, the total number of generals was one. For in a country whose new constitution is the first in the world to outlaw war, the only soldiers are foreigners or the legless, begging veterans of a disaster few of the children are old enough to remember. A decade ago schoolboys wrote, "Japan's sacred mission is to spread out and conquer the earth." Today a new generation writes, "I wish to work against war, the thing I hate most." Not one hopeful aviator pictured himself plunging to eternal glory as a kamikaze volunteer. Seemingly boys drew themselves skipping freighters "around the world making friends." The combination of rapidly advancing technoeracy and Japan's staggering social and economic problems led one bemused schoolboy to promise, "I shall invent a machine to make rice out of the air."



DOCTOR giving kids checkup was painted by 12-year-old tailor's son. If all schoolboys hoping to be doctors succeed, Suesz estimates, Japan will have one to every 17 people.



SPACE EXPLORER making friends on another planet is expressionistic creation of a boy who pictured himself fulfilling wish "to shake hands with the king of Mars."



FARMER planting rice and wearing typical blouse and straw hat is helpful occupation imagined by an 11-year-old girl who captioned this picture, "I want to make more food."



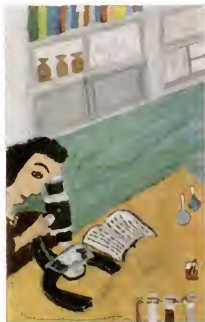
UMPIRE (left), gesturing fiercely and firmly, was done by boy who hopes "to play baseball on the Olympic team." As in the U.S., baseball is Japan's favorite national game.

Young Japanese girls'
new slogan:
'Let's think and act
for ourselves'



One of the most dramatic social revolutions wrought in Japan by the U.S. occupation was the change in the status of women. For centuries men have dominated Japanese culture. Until recently a poor father could pay his debts by renting his daughter to a geisha house. Today, in contrast, women can even vote—an unheard-of privilege before the Occupation. The old expression, "unimportant as a Japanese woman," has been replaced by the new feminist slogan, "Let's develop the power to think and act for ourselves." The hopes of Japanese girls for careers or businesses, illustrated by these drawings, may not seem very revolutionary to Americans, but a startling phrase now is heard among them—"my own."

BEAUTICIAN gossiping with customer under dryer was career imagined by this girl, who said emphatically, "I want to set up my own shop."



SCIENTIST "waging war against germs and disease" was drawn by 10-year-old Tokyo student. "I shall become famous like Mme. Curie," she says.



TEACHER, sketched by 10-year-old, leads a kindergarten class. One of few careers open to women before the war, teaching is attracting many of the

growing number of girls who want to work for themselves. But they are still confined to lower classes; men continue to supervise upper grades.



SECRETARY working in a job away from home illustrates girl's hope for financial independence: "I want to make my own money in a big office."



FACTORY WORKER doing piecework on sewing machine is all this second-grade girl, like most from poor families, can hope for.

Higher education, though more available, is still so expensive that many parents spend only for their sons' careers. And while most

children in Sues's test pictured themselves in up-to-date jobs, a few still saw themselves in the old traditional occupations (next page).



The secret of giving leather that hand-rubbed look

Once upon a time, bootmakers spent hours upon hours to give shoes that expensive hand-rubbed look.

But now you can do it in minutes.

The secret? A new miracle shine called Dress Parade Stain Boot Polish. It not only waxes as it *polishes*, but it has

special ingredients that make a shine last on and on. Waterproofs the leather, too.

Because it's also a stain, Dress Parade covers every scuff mark as it gives shoes that deep-glowing custom-made look.

Don't *your* shoes deserve such a treatment?



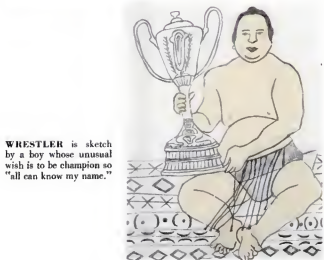
This is the exclusive "finger clean applicator" that comes inside each Dress Parade can.

DRESS PARADE STAIN BOOT POLISH

FLOWER-ARRANGER is graceful self-projection by girl still untouched by new feminist ambitions.



DILETTANTE "who has money and time for joy" was drawn by the only boy who dressed himself in a kimono.



WRESTLER is sketch by a boy whose unusual wish is to be champion so "all can know my name."

Now! One bra for every neckline with

Lilyette's 3-WAY HALTER

1. halter bra

2. backless bra

3. regular plunge bra

It works three ways - a halter bra for bareback fashions... a backless bra with pull-down tab for evening wear... a regular bandeau for your deepest plunge fashions. The extra elastic halter strap secures about your neckline for the easiest, most comfortable support and security. Elastic inserts and tiny side-boning guarantee no slipping. The Halter is the perfect quick-change bra for you to wear with everything, everywhere!
 A cup, 32-36; B cup, 32-38; C cup, 32-40. White or Black.
 Broadcloth or Eyelet Cotton 2.50 Satin 3.50 Nylon Lace 5.00 (White only).

where? At your favorite store, or write

Lilyette

Lilyette brassieres, 358 Fifth Avenue, New York 1, N. Y.

Or send coupon and we will arrange for store nearest you to fill your order.

Color	Size	Cup	Fabric	Price

Name _____
 Address _____
 City _____ Zone _____ State _____
 Cash Money order

STOP

Running Toilets

Don't be a BATHROOM JIGGLER

End water waste and aggravation... Buy the new improved "ALERT" today.

Over 5,000,000 satisfied users 3 year guarantee. Sold by your plumber or hardware merchant. Ardmore Products Co., Ardmore, Pa.

ONLY \$2.29* with brass fittings

*slightly higher in West

"ALERT"

Friction-Free

FLUSH VALVE

NEW!

Ask your plumber for the new DELUXE "ALERT" with AMEL fittings

NEW!

OIL MIST SPRAY!

3-IN-ONE's Oil-Spra protects tools with fine mist of oil! Press button for penetrating oil spray! It's so easy to use!

"3-IN-ONE" OIL

Fight Fatigue Safely

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Since 1933

Safe as Coffee

Send 10c for Generous Sample

Dept. L - HARRISON PRODUCTS, INC., 43 Second Street, San Francisco 5, Calif.

12 TABLETS 35c

GOOD EATING ANY TIME - SUGAR-SWEET SUN-MAID RAISINS!

SUN-MAID RAISINS

More Flavor However You Use Them!

Ask your grocer for the SUN-MAID 6-PACK. Six snack packages (just right for between meal snacks) NOW FLAVOR-PROTECTED WITH CELLOPHANE

Proof of much more glamour from "Air Spun" than any other face powder!



ORDINARY FACE POWDER

COTY "AIR SPUN" POWDER

HALF A FACE PROVES
the advantage of using the one powder
with ALL the vital qualities needed
for a bright flawless lasting finish!

Face powders may look alike in the box, but here are the important differences you'll see on your skin with just a single powdering of COTY "AIR SPUN":

SPREADS EASIER	CLINGS LONGER
COVERS EVENLY	GLOWING SHADES
LIGHT TEXTURED	WILL NOT CAKE
DELIGHTFULLY PERFUMED	

There's no reason for "AIR SPUN's" light, bright complexion flattery—but many reasons, combined through the famous exclusive COTY process. No wonder "AIR SPUN" gives you more glamour, more lasting beauty than you've ever had from face powder before!

No other face powder gives you so many fine features!

If you tried faithfully to reproduce the clear radiance and glowing quality of a perfect skin, you couldn't come closer than the warm color-tones of "AIR SPUN." Flattering color that smooths on almost like a cream—evenly, without streaking!

Coverage takes on a completely new meaning, too. For even with two coats of many ordinary powders, minor flaws and blemishes still show through—while "AIR SPUN" covers evenly and completely with just a single powdering.

Yet "AIR SPUN" is the lightest powder you ever put on a puff! Ordinary heavy-textured powders

sink into skin crevices, accent lines. The light texture of "AIR SPUN" actually makes lines seem to disappear. And, because it takes less to cover, you never risk a heavy, painted, artificial look.

What's more, with all its lightness, "AIR SPUN" stays on! You don't re-powder for hours, so your complexion never has the caked areas that come from constant re-touching with ordinary powders.

See the difference in your complexion when you use the only powder that combines ALL these qualities. Go to the cosmetic counter of any fine department or drug store and discover COTY "AIR SPUN."

NEW! LONG LASTING!
*Creamy
Skin Perfume*
PREVUE EDITION
PURSE SIZE

Yours practically
as a GIFT with
"AIR SPUN"

BOTH FOR \$1.50
plus tax
For a limited time



COTY "Air Spun"
FACE POWDER

WHAT U.S. WILL SEE



WHAT THE QUEEN SAW



Cutting a Queen's Choice

When the Queen of England last year accepted René Clair's *Les Belles de Nuit* (*Beauties of the Night*) as the French film she was to see at a royal performance in London, it posed a delicate problem for the strict British censor. The film contained a sequence showing Gina Lollobrigida descending nude into a bath, and famed Director Clair had previously raised a row when Italian authorities tried to cut the film before its showing at the Venice Film Festival. (He won the

row, and his film won a grand prize.) Up a tree, the British censor finally decided that what the queen would see was suitable for the British public, and vice versa, and passed it uncut. But when the film opened here last week, U.S. Customs had trimmed the now-celebrated sequence to the chaste version above. The trimming in no way affects the film, a delightful hodgepodge about a penniless young musician who dreams his way back into the past.

CONTINUED ON NEXT PAGE

IF YOU SUFFER PAIN
of
**HEADACHE
NEURITIS
NEURALGIA**
get
**FAST
RELIEF**
WITH



The way
thousands of
physicians and dentists recommend

Here's Why . . .

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

INGROWN NAIL
Hurting You?
Immediate
Relief!



A few drops of O.T. Tinkidg bring blessed relief from irritating, pain of ingrown nail. O.T. Tinkidg keeps the nail thin and softens the skin. It's safe to use and thus prevents further pain and discomfort. O.T. Tinkidg is available at all drug counters.

Easter time or
anytime



GIVE HER

KIDDIE KRAFT
fine jewelry



\$3.00



\$4.00



\$3.50



\$4.50



10K \$3.75

A lasting gift
of precious jewelry



10K \$4.50

Made in Gold Filled and 10 K. Gold.
Designed and created
especially for children
for over half a century....

AT YOUR LOCAL RETAIL JEWELER
WRITE FOR FREE CATALOG
MARATHON CO. • ATTLEBORO • MASS.

Picnic for Mother...

Gordon SOCKS, UNDERWEAR, COTTON KNITS

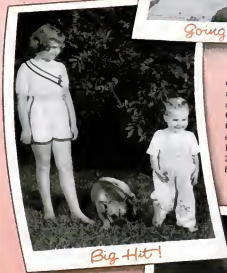
... for every child,
of every age

GORDON UNDERWEAR is knit of sturdy cotton, and shrink-controlled to keep its fit! Baby, boy, and girl sizes: 3 months to 16 years. Priced from 59¢.



Going Places!

GORDON COTTON KNITS in washfast colors launder like a dream, need no ironing! Gordon's tubbable new Gabardine Crawlers—very stylish for your smallest fry. Boy, girl, and baby sizes: 3 months to 16 years. Priced from \$1.00.



Big Hit!

GORDON SOCKS wear, and wear — and WEAR! And every stitch is knit to fit. Gordon makes Tinysocks for babies, Skoolsock for small fry; Debsock for misses; Varsitysock for older boys. Sizes: 3 months to 16 years. Priced from 39¢.



Hop, Skip, and a Jump Ahead!

It's a "picnic" to care for smart new Gordon styles, in bright new washfast colors! Your little busybodies outgrow their easy-washing Gordons, long before they wear them out. See them all, at better stores. For where, write: Gordon, Dept. L-3, Cambridge 42, Mass.

Gordon

SOCKS, UNDERWEAR,
COTTON KNITS

OUR 82nd YEAR

the smartest mothers buy Gordon products!

QUEEN'S CHOICE CONTINUED



DREAM GIRL Gina (above) in baren appears to sleeping hero after he sees her (left) as cashier in his neighborhood cafe.



DREAM MUSICIAN, after ruining the hero's waking hours with air hammer, turns up in a dream orchestra to wreck opera.



To discover better living
known by 21 million
American families...

taste California wine tonight

Make this the month
you discover how wine
helps you live better!



you may have been missing

IT'S FREE—packed with tips that make wine-serving real fun. For example, there are easy-to-make wine recipes that taste "out of this world"... pictures and flavor descriptions of the world's most popular wines... ideas for making entertaining more glamorous—with wine. Get your copy *free* this month from your wine dealer or by writing Wine Advisory Board.

Discover the sparkle California Sherry or Port gives your entertaining

Serve California Sherry at cocktail time. It's so easy—just pour glassfuls of that bright wine right from the bottle. Then taste that smooth, smooth flavor! You—and every guest—will vote Sherry "the perfect appetizer." Serve California Port wine in the evening. That's a rich-red wine as gay as its color. And the flavor? Ah—mellow, velvety and tops in popularity!

Discover the extra flavor California Burgundy or Sauterne gives to your dinner

These are wines to make any food taste better! Try this: broil or bake fish in California Sauterne—and serve the rest of the wine at dinner. It will equal the finest food and fun you've ever had. Or use California Burgundy as the liquid in a meat loaf. Serve *that* with glasses of Burgundy at dinner and you're in for a real treat!

WINE ADVISORY BOARD, 717 MARKET STREET,

SAN FRANCISCO 3, CALIFORNIA





PASTELS ARE PRACTICAL and pretty in Chromspun combinations like these eggshell bark cloth draperies and ninon curtains. Each pair 90" long. Under \$5.00.

READY-MADE MAGIC FOR WINDOWS

**Curtains and draperies of color-locked
CHROMSPUN[®] all ready to hang to give you
a decorator look at little cost**

Achieving fashionable, original window décor like this need no longer mean hours of precious time, an enormous expenditure in money. It can be simple in the doing, satisfying in the saving, and more than gratifying in an investment sense. That is, when the ready-made draperies and curtains you buy (yes, you're the decorator) are woven of Chromspun, the Eastman

acetate fiber made in color. And that is where both the beauty and investment qualities come in, for Chromspun fabrics possess many valuable features. They are color-locked against all the normal fading hazards such as light*, gas fumes, cleaning, washing, crocking. They resist soil, wrinkles, mildew. They retain their shape. And they feel and look utterly wonderful. On

these pages, five new, genuinely *pretty* ways possible with the curtains and draperies you can buy, all ready-made. To be arranged by you (so easy since color-matching and blending are simplified when fabrics are woven of Chromspun). The sixth imaginative, equally pretty way is for you to do yourself. ¹Chromspun is an Eastman trademark. *All Chromspun colors have passed Class I_B, AATCC tests for light fastness.

COLOR OVER COLOR creates a lovely *light* effect and makes one attractive window unit where 2 outside windows were before. Simply tie back 2 pairs of Chromspun marquisette curtains placed one over the other, each in a different hue, at the far sides of each window. 90" in length, 5 colors, under \$3.00 the pair.

BOLD AND DELICATE colors used together look new, the dark taffeta draperies for drama. For contrast, pastel taffeta on bed. A Chromspun color scheme that stays handsome because fabrics are color-locked against light*, atmospheric fumes. 90" draperies, 10 colors, under \$16.00. Bedspread about \$20.00.





TIER CURTAINS newly hung in a cascade of color break up the monotony of a long window-sweep. Three pairs of Chromspun nimon, color-locked against fading from washing and all other normal fading hazards, available in sizes 21" to 60", 8 colors, under \$4.00 the pair.

CHROMSPUN is the color-locked

Eastman ACETATE FIBER

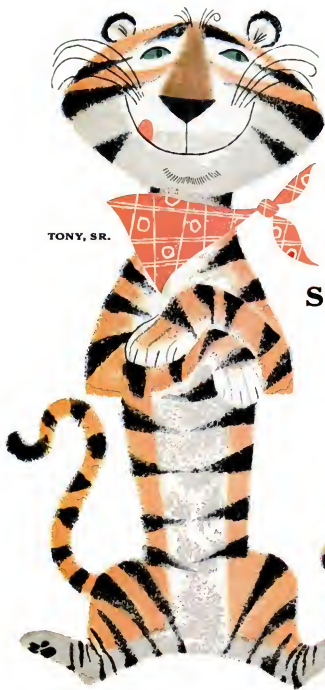
EASTMAN CHEMICAL PRODUCTS, INC., SUBSIDIARY OF EASTMAN KODAK COMPANY, 260 MADISON AVE., N. Y. 16

MATCHING DRAPERIES in Chromspun bouclé, ready-to-hang, in two different lengths are the answer when the problem is mismatched windows on adjoining walls. Mask the smaller window with a mirror. Draperies, 90" length, 7 colors, about \$15.00 the pair. 90" Chromspun nimon panels, 8 colors, under \$5.00.

CHROMSPUN TAFFETA wall panels create an illusion of depth in a shallow room. Because Chromspun colors are locked in against all normal fading hazards, those nuances of color remain true. These you make, fabric in 20 colors, under \$1.50 a yard, at leading stores or through your decorator. Pillows, in 7 colors, under \$4.00.



TONY, SR.



Which Tony
has the
Kellogg's
SUGAR FROSTED FLAKES?

TONY, JR.



They're both lucky tigers! Tony Sr. snacked his up right out of the box. Tony Jr. has his in a bowl with milk! Either way, you know these days 'most everybody has Kellogg's Sugar Frosted Flakes—Tonys, Smiths and folks with your name. Aren't they gr-r-reat fun to eat?





AT NEW YORK HATCHERY SUNDAY-SCHOOL CHILDREN PLAY WITH CHICKS-FOR-EGYPT WHICH THEY HELPED TO BUY

MASS CHICKLIFT

Churches send Easter gift to Egypt

Moslem farmers in Egypt are finding out this year about one symbol of a Christian holiday in America. They are getting 35,000 baby chicks as Easter presents from U.S. churches, and they will find more use for them than the average U.S. child does. The gift, partly financed by Sunday-school children, was sent by airlift from New York to Cairo. Organizer was Heifer Project Inc., an interdenominational group, which had learned the Egyptians needed more protein in their diet. Heifer has already sent livestock to other needy countries. The chicks were able to travel 30 hours without food. Some got their first meal in Egypt in coops set up in a palace of ex-King Farouk.



SEEING CHICKS OFF, young philanthropists watch crates being loaded into an airplane at New York airport.

CONTINUED ON NEXT PAGE

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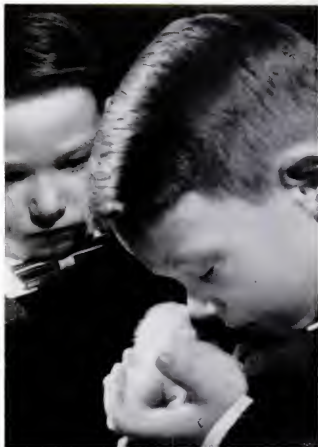


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Chicklift CONTINUED



GOODBY NUZZLE is given chick by Jeffrey Nichols before it is packed into carton for journey. Jeffrey enjoyed letting chick peck him on the nose.



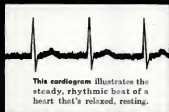
WELCOMING KISS is given chick on its arrival in Cairo. Farmers promise eventually to give 30 eggs to government so that more chicks can be given out.

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CITY MANAGER L. PERRY COOKINGHAM STANDS BEFORE HIS SKYSCRAPER CITY HALL



KANSAS CITY

Picture portfolio shows some contrasts

PHOTOGRAPHED FOR LIFE BY

Back to back in the middle of the U.S., 235 miles apart across the state of Missouri, are two cities—Kansas City (pop. 456,662) and St. Louis (pop. 856,796)—which together sum up a good part of America. In many ways the two are alike. Both were founded by French traders (St. Louis in 1764 by Pierre Laclede Liguest and Auguste Chouteau, Kansas City in 1821 by Chouteau's nephew). Both are on great rivers, both lie in the same farm belt, both are famous for their newspapers and both are prospering. But in outlook and temperament the cities are radically different. The pictures on these 10 pages make up a portfolio of differences between the two cities through which—with allowance for the simplification which is inevitable in limited editorial space—their characters may be discerned. Old and mellow, St. Louis reflects the East and South of the U.S.; its most prominent statue (*top, opposite page*) is that of Louis IX, the saintly French monarch for whom the town was named. Young and brash, Kansas City faces the wide-open energetic West; its favorite statue (*above*) is of an American Indian who gazes out over the stockyards.

Kansas City, which lies at the confluence of the Kansas and the Missouri, has promoted and driven itself relentlessly toward success since its first years as a prairie trading post. When the railroads came, Kansas City spent hundreds of thousands of dollars to get the main lines built through it. It labored frantically to build the first railroad bridge across the Missouri and gave its use free to the roads. Its later leaders waged an endless campaign for civic betterment and helped make Kansas City one of the best laid out and most beautiful cities in the U.S. Today the city manager looks out from his modern city hall (the nation's second tallest, *left*) on a hooster-conscious town whose only big problem is how to

MEMBERS OF THE SADDLE AND SIRLOIN CLUB, A CIVIC-MINDED KANSAS CITY BUSINESSMEN'S ORGANIZATION, TAKE A WESTERN-STYLE MORNING WORKOUT NEAR THE CITY





AND ST. LOUIS

between striving city and a settled one

EDWARD CLARK AND HOWARD SOCHUREK

handle its own rapid growth. A thriving cattle-trading and distribution center, it is living strenuously through its muscled middle age.

St. Louis is a city settled down after its most spectacular surge of success has passed. Blessed by an ideal location just a few miles below the confluence of the Missouri and Mississippi rivers, it was in its early years a fur-trading and steamboat-shipping center. Prosperity came easily; when river traffic declined almost a century ago St. Louis turned its back on the Mississippi and prospered still more with the railroads. Guided by its early French residents and immigrant Germans who came mostly between 1830 and 1880 it was for decades the undisputed commercial and cultural queen of the West. Then in 1890 came a shock: an upstart city on Lake Michigan had passed it in population. Today the mayor of St. Louis looks out from his old city hall (right) on a dowager city. Once it was known playfully for being "first in hooze, first in shoes and last in the American League," but today it has given up its American League team and some of the shoe plants are moving out. But St. Louis is still a major financial and manufacturing center. Its outskirts are expanding. And its cultural life—it has two fine universities and the second oldest symphony orchestra in the country—is envied throughout the U.S.

St. Louis is socially stratified, Kansas City is a social free-for-all. The mayor of St. Louis (right) is a quietly progressive former university professor; Kansas City's city manager (opposite) made his reputation in Saginaw, Mich., sending firemen to fires in taxicabs to save time and money. Many people in St. Louis insist that their city needs some of Kansas City's farsighted energy if it is to survive. A few in Kansas City feel that it should study its older sister's easygoing, thoughtful approach to life.



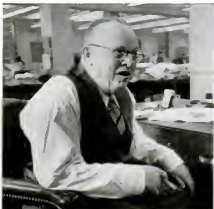
MAYOR RAYMOND TUCKER STANDS BY HIS ORNATE, SOOT-STAINED OLD CITY HALL

IN OPEN FIELDS OUTSIDE ST. LOUIS THE PINK-COATED MEMBERS OF THE BRIDLESPUR HUNT CLUB SET OUT WITH A PACK OF HOUNDS FOR SOME HUNTING, EASTERN STYLE





WORKMEN DIG FOUNDATIONS FOR A NEW HALLMARK GREETING CARD PLANT TO GO UP WITHIN THE CITY LIMITS OF KANSAS CITY, WHOSE SKYSCRAPERS RISE IN THE DISTANCE



"STAR'S" EDITOR Roy Roberts sits in his shirt-sleeves at a desk right out in his huge newsroom.

ONE CITY GROWS WITH EASE,

Nowhere is the contrast between St. Louis and Kansas City more noticeable than in civic improvement. Kansas City is eager to better itself; efforts to make St. Louis pay for its own civic health run into endless delays.

Kansas City's first citizen, *Star* Editor Roy Roberts (left), whose solid, influential paper has argued for civic betterment since its founding, says, "In St. Louis the wealth is reaching the third generation, and when this happens in any town it goes dead for a while. In Kansas City we are just now making our wealth." Kansas City uses this new wealth for civic

improvement. It gladly voted \$43 million in bonds in 1947. The city's slum area is only 6% and is dwindling. Whenever the city needs to expand it annexes a neighboring area and keeps building. Once known as the most sinful town in the U.S.—a condition abetted by the late Pendergast machine—Kansas City voted in a reform administration in 1940 which cleaned it up. The city's energy in comparison with St. Louis is pointed up revealingly by two similar highway projects.

St. Louis began to make trouble for itself back in 1876 when it shortsightedly seceded



NEW KANSAS CITY ROAD, the Southwest Trafficway, was planned in 1948 on basis of state and federal grants. Construction began in 1948, road opened in 1950.



NEW ST. LOUIS ROAD, Third Street Expressway, was planned under the same grants, but construction did not begin until 1952. It is due for completion in 1954.



ST. LOUIS BUSINESSMAN EDWARD CLARK, WHO HELPED PUT OVER THE 1953 BOND ISSUE, POINTS TO BUILDINGS WHICH ARE TO COME DOWN FOR A NEW PARK AND APARTMENTS

OTHER MUST REMAKE ITSELF

from St. Louis County and thereby deprived itself of room for future expansion. Since that time communities along the city line have incorporated themselves, until now the city itself is completely ringed by independent towns. Today St. Louis is the most crowded of the 17 largest cities of the U.S. When it wants to put up any sizable new building it has to tear down existing buildings. In a way this is a blessing since 15% of the city is slum area. As with several other urban areas in the U.S., St. Louis suffers from the paradox that because it is deteriorating it is losing not only industries

which bring it wealth but residents who could spark its development. Recent attempts to jolt St. Louis out of its lethargy gained momentum with a 1950 series of articles entitled "Progress or Decay? St. Louis Must Choose" in the *Post-Dispatch*, the city's famous crusading newspaper of the Pulitzer family. Last September the city finally voted \$1.5 million in municipal improvement bonds—the first since the war—and its passing was due largely to the tireless organizing of a newcomer, Edward Clark (above), a telephone company president, who has lived in St. Louis only since 1950.



ST. LOUIS PUBLISHER Joseph Pulitzer Jr. of the *Post-Dispatch* sits in august, paneled private office.



KANSAS CITY PLANNING STAFF numbers 28 people and works on a \$128,000 budget. Here staff members consider housing development near center of town.



ST. LOUIS PLANNING STAFF is only half as large (13) as Kansas City's, has a budget of only \$72,000. Here they mull over plans for downtown redevelopment.



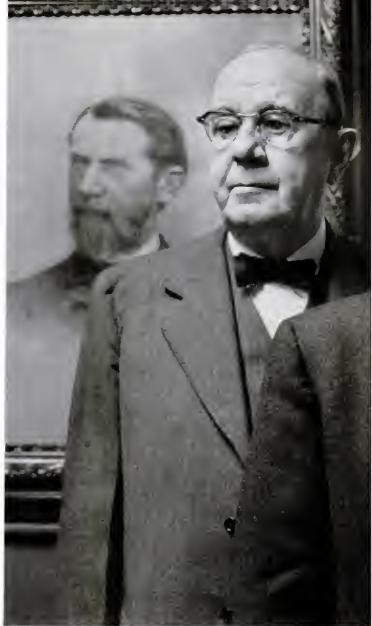
WORKING FOR CITY, Carl Meyer (right) talks with J. C. Spotts of National Park Service about proposed Jefferson monument which will stand on river front.

A MAN OF ST. LOUIS AND HIS QUIET WAYS

Carl F. G. Meyer of St. Louis is president of the Meyer Bros. Drug Co. and one of the city's leading residents. He begins each day with a vitamin pill and a boiled egg. Precisely at 7:50 a.m. he leaves his Georgian home and drives along the privately owned street on which he lives and then to the crowded downtown district in which are the Meyer Company's old warehouse buildings. Women employees are not allowed to smoke in the quiet, hushed office, but the company is an enterprising one. Last year it sold \$20 million in drugs. Founded in 1852 by Meyer's grandfather, it was carried on by his father. Meyer never considered working anywhere else.

After a morning of work Mr. Meyer habitually lunches at the Noonday Club, one of the city's most exclusive ("A father to son deal, you know—very nice," says Meyer). Driving home in the evening Meyer listens to the news over the car radio. "I only read the headlines and death notices in the paper. It's just a rehash of the radio anyway."

Carl Meyer loves St. Louis but he is far from satisfied with it. Generally regarded as one of the town's bright young (45) men—he is a leader in a group organized to push river-front improvement—he exemplifies its constructive, clear-sighted citizens. "We're ultraconservative," he says, "and sometimes that can be a detriment. St. Louis needs some waking up."



BEFORE A PORTRAIT OF HIS GRANDFATHER, CHRISTIAN F. G. MEYER, CARL F. G. MEYER



WITH HIS FATHER, who is partly retired, Meyer goes over business. Though he is really head of the company

now, Meyer works not in this big office decorated with old drug-store globes but in a much smaller one outside.

MEYER STANDS OUTSIDE HIS HOME (RIGHT)





(CENTER) STANDS WITH HIS FATHER, C.F.G. MEYER II, AND HIS SON C.F.G. MEYER IV ON PRIVATE STREET WHICH IS STILL GASLIT



AS BANK DIRECTOR on the board of the Mercantile-Commerce National Bank in St. Louis, Meyer talks with the bank's executive vice president, Ralph Griffin.



AT BREAKFAST Meyer chats with wife, son "Pete," 13 (left), and daughter Deborah, 11. Children go to private

schools. His wife, the former Dorothy Dehlendorf, is the daughter of one St. Louis banker, sister of another.



BERRY SITS IN OFFICE WITH HIS PERSONAL SECRETARY. OFFICE HAS A BAR, CURVED COUCH, GOLD DRAPES, TV SET



BERRY LOUNGES ON 10x11-FOOT BED WITH HIS CHILDREN.

LEAVING FOR WORK. Berry chooses one of his four cars, a 1954 Mercury Sun Valley coupe with a transparent top. He also owns a '54 Lincoln and two '54 Fords.



KANSAS CITY GUSTO

Berl Berry came to Kansas City from Oklahoma in 1940 with \$5,000 in loans to open a Ford agency. Inside of one year he was the biggest Ford dealer in town. Today, at 43, he and a partner conduct a vastly successful, nationwide business selling Ford cars and financing dealerships; in 1953 his organization sold more than \$110 million worth of cars. His imagination and drive have set him apart even in Kansas City. Berry is in charge of fund-raising for a new hospital and backs the summer opera, but his prime interest is the Saddle and Siroin Club, a western-riding group which promotes the American Royal, the city's big annual splurge (*next page*). Last fall Berry helped promote the American Royal by purchasing the Grand Champion steer for \$6,000, just for table meat.

Berry loves a good time. Two years ago to his already spacious house he built a \$203,000 addition including a huge bedroom (*above*), a large recreation room and a shooting gallery. He likes wearing \$300 western suits and red, white and blue cowboy boots. But even more than a good time Berl Berry loves Kansas City. "This is the best city in the world. It will just keep growin' and growin' and growin'. It can't keep from it."



BEDROOM SUITE CONTAINS KITCHENETTE, FIREPLACE, SKYLIGHT CONTROLLED FROM HEADBOARD OF THE BED, SUNKEN BATHTUB, STEAM BATH. HOUSE HAS FOUR BARS, SIX TV SETS

EATING BRUNCH of pork chops and fried apples at the Saddle and Sirlon Club after a morning ride, Berry sits with Mrs. Jo Hudson (left) and his wife Alice.



INSPECTING HEREFORDS, Berry visits the ranch outside Kansas City which he bought in 1952. He is breeding cattle and hopes to be ready to show some in 1954.





AMERICAN-ROYAL QUEEN DeLois Faulkner is a beauty-contest winner, attends Oklahoma A. and M.



VEILED PROPHET QUEEN Julia Terry is chosen from society ranks by the head of the organization.



MAIDS OF HONOR at the Veiled Prophet Ball sit demurely waiting for the queen to arrive. The

entertainment includes parading of businessmen as "Bengal Lancers" who march around the hall.

THE DEBS AND THE COWGIRLS

Culturally and socially St. Louis exhibits its maturity while Kansas City tinges most of its efforts with a self-conscious boosterism. Of the two art museums (*below*), the St. Louis one is far more actively attended and Kansas City's is far less ambitious in the shows it puts on. Both cities begin their social seasons with large balls presided over by queens (*left*), but the spirit of the two affairs is completely different. The Veiled Prophet Ball in St. Louis is presented by and for society. Admission is by invitation only, dress is mostly formal, and a high point of the evening is the majestic

parade of the year's debutantes. Kansas City's American Royal Ball, an adjunct of the American Royal Cattle and Horse Show, is a public affair serving to promote Kansas City. Dress is mostly informal, and the main attraction of the evening is provided by paid entertainers and by high-stepping high school girls (*opposite*). The Veiled Prophet Ball ends before midnight. St. Louisans preferring to retire to quieter, smaller parties in private homes. But Kansas Citians have so much fun at the Royal that they stay around to dance and gab until the small hours of the morning.



ART IN ST. LOUIS is an important part of city life. Big Van Gogh show (*above*), which St. Louis helped bring over from Holland, attracted 140,000 people last fall.



ART IN KANSAS CITY is steady diet for schoolchildren, 70,000 of whom visited the museum last year. But museum has far fewer visitors than does St. Louis'.



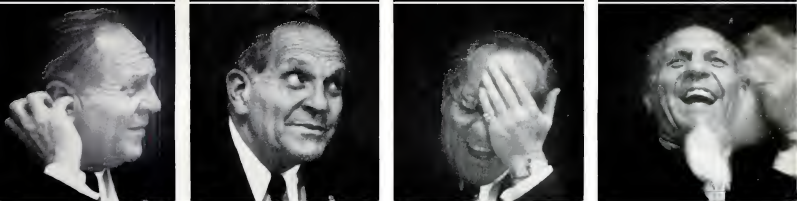
HIGH-KICKING COWGIRLS, the "Royalties" who are Kansas City high school girls coached by hired professionals, go into their routine at American Royal

Ball. The annual parade of socially prominent young ladies, called "Botars" (belles of the American Royal), is colorful, too, but far less spectacular.



BLOND DAUGHTERS that seem to be a requisite for California governors—Warren's were famous—are Knight's in full measure. Carolyn (left), 20, is a

sophomore at University of Southern California, a serious student and accomplished horsewoman. Marilyn, 26, is wife of Los Angeles attorney Robert Eaton.



KNIGHT'S PLASTIC FEATURES ARE A STUDY IN SURPRISE, COYNESS AND SHEER DELIGHT AS HE HEARS HIS VIRTUES EXTOLLED AT A HIGH SCHOOL REUNION

CALIFORNIA'S 'EXCELLENCY' EXCELS AT JOKES AS WELL AS POLITICS

'Goodie' Knight is a jolly speaker, mugger, wisecracker—and an ever-growing power in his state

by ERNEST HAVEMANN

GOODWIN J. ("Goodie") KNIGHT, the ebullient new governor of California, was the victim of a near tragedy last month. A thousand distinguished Californians, leaders of industry and labor, were gathered to do him honor at a \$30-a-plate dinner in Los Angeles. The food was excellent, the entertainment was Hollywood's best and everybody was in a wonderful mood. There could have been no better audience and no better time for a speech, and Goodie Knight is unquestionably the world's champion catch-as-catch-can speechmaker of the 20th Century, if not of all political history. He will gladly travel 500 miles by burro to make a speech; he will speak with or without invitation, in English or Spanish, on any subject under the sun to any audience of one or more. But here he was this night in Los Angeles, the world's most willing speechmaker with a captive blue-ribbon audience, and his throat was sealed tight with laryngitis. All he could manage was a hoarse, painful, incomprehensible whisper.

It was the most frustrating moment of Goodie Knight's long career in California politics, barring perhaps one other awful incident which will be explained a little later. A doctor arrived and worked frantically. First he tried to coax a little sound out of the swollen voice box by trickling a thin stream of Coca-Cola down the gullet throat. Then he tried a trickle of whisky. Finally he played his trumpet card in the form of a massive dose of codeine pills, mashed in a jigger of water. The governor remained mute. The time neared for him to rise and acknowledge his tribute, but still he could only whimper, shake his head and make desperate gestures with his hands. His aides told Master of Ceremonies Bob Hope to introduce him, explain his predicament and then quickly and humanely get him back in his seat.

A few seconds before the introduction a minor miracle happened. Still straining painfully to make sounds, the governor suddenly heard his voice boom out like Joshua's trumpet. "It was wonderful," he says. "I sounded like Daniel Webster." Even while Bob Hope was apologizing for him, he stepped to the microphone and spoke up loud and clear for 20 golden minutes. Then he sat down and in a little while his throat closed and the mantle of silence descended again. The doctor's explanation is that the codeine finally took hold for a time, enabling the governor to go out for his performance like an old lame horse whose pains are alleviated by a shot of dope just long enough to win a race. More probably, however, the codeine had nothing to do with it. The whole business was simply a matter of a gigantic exercise of will. Nothing, not even acute laryngitis, can keep Goodie Knight silent when an audience awaits.

How a politician gets calluses

SOME boys want to be ballplayers, some want to be doctors, some want to get rich. Knight has always wanted to be what he is now, a politician and the governor of California. In high school and at Stanford University he was always getting himself elected to some class office or another, meanwhile testing out his voice on the debating

teams. In his adult life he has ranged the length and breadth of California, shaking voters by the hand in such tremendous numbers that his own right hand is now covered by thick calluses all along the edges of the palm and the meaty part of the heel. He has visited every California county including Alpine, which has only 179 registered voters and had never before in its entire history been host to a politician of consequence. He has made speeches in every California city and town except 12 and will probably get around to this neglected dozen, even though they are well up in the most desolate reaches of the state's loneliest mountain ranges, before he is finished.

Since he talks so much, he cannot always be profound. Recently he gave a talk dedicating a state school building near Santa Barbara. A headline writer for the Santa Barbara *Nes-Press* pondered the speech at considerable length, hunting for a phrase to summarize the gist of the governor's message. Finally he wrote in desperation:

'FUTURE LIES AHEAD,'
GOV. KNIGHT TELLS BOYS

On another recent occasion, while being interviewed by a radio newscaster, the governor was asked what he thought about a festival that was going to be held in the Imperial Valley. He smiled his broadest, gave the announcer a delighted slap on the back and boomed forth in his most serious and portentous tones, "I'm looking forward to it with a great deal of anticipation." This is a statement which, upon examination, turns out to completely defy any rational analysis.

In general, however, the governor is a cheerful and mellifluous if somewhat hammy speaker, and he takes such obvious delight in his extroverted ways that it is practically impossible to see him, hear him or talk to him without feeling a little happier for the experience. Whereas most politicians secretly abhor campaigning, and greatly resent the burden of work, fake cordiality and lack of privacy it imposes upon them, Goodie Knight loves every minute of it. At a time when U.S. politics is becoming more and more subsided and mechanical, a matter of carefully written press releases and precision-staged television appearances, Knight is one of the last of the great personal campaigners—the hail-fellow, baby-kissing, first-naming personality boys—who once dominated the U.S. hustings. Apparently the technique still works; perhaps the voters have actually missed it and will welcome it today wherever it turns up. A Republican in a state which has nearly 700,000 more registered Democrats than Republicans, Knight got himself elected lieutenant governor in 1946 by 333,000 votes. In 1950, under California's unique system of cross-filing, he won not only his own Republican primary but also the Democratic nomination and was therefore elected by acclamation in November. He succeeded to the governorship last October, after Earl Warren resigned to become Chief Justice of the United States, and will campaign this year to hold the job. At the moment he is given a pretty fair chance to sweep the Democratic primary as well as the

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GOVERNOR KNIGHT CONTINUED

Republican—and an overwhelming chance to win the November election regardless. Thus, more or less singlehanded, now that Warren has left the state, Knight seems a sure bet to keep California safe this year for the Republicans.

One of Goodie Knight's great political assets is that he looks like the kind of man all Californians would like to be at 57. The descendant of a long line of indelustrable Westerners who lived into their 70s and 80s, he is still a bouncing, muscular young fellow filled with a boundless energy. He carries 185 pounds on his 5-foot-10 frame, with only a slight suggestion of a spare tire easily hidden by a double-breasted jacket. He has broad shoulders, no hips at all and a nose broken while playing football at Stanford; he walks gracefully on the balls of his feet like an exceptionally well-preserved ex-prizefighter. He has big, rugged features; his ear lobes droop like a rooster's wattles; his brow is furrowed by four deep chasms of wrinkles etched by his great roars of surprised laughter at his own jokes. His long gray hair blows in the breeze unfettered by a hat. His jaws work rhythmically over a double hunk of chewing gum. His suits are pale pastels; they are the color, one observer has noted, of "the drapes in a furnished apartment."



GOODIE AT 8 was an orange picker on aunt's farm.

He likes to swat his friends affectionately on the back or thigh; while talking face-to-face he emphasizes his points by poking his listeners in the collarbone. So muscular is the governor that these are teeth-jarring experiences, and people who have spent considerable time with him have been known to come away black and blue. His conversation, carried on at a high decibel level, is loaded with superlatives, exclamations, whistles of astonishment and shouts of surprise and delight. He never stops marveling at California's marvelous scenery and marvelous people. "If Columbus had sailed the other way," he says, "the rest of the country wouldn't be discovered yet!" Even while working, he likes to let off steam occasionally by stopping to tell a joke, clap his hands, roar and subside. Or sometimes he will stand up and break out into a quick little tap dance, meanwhile crying in an outrageous Southern accent:

Burned mah home and ruined my daughter—
We ought to fine 'em a buck and a quabtah!

He has spent a good deal of time at Hollywood banquets observing the Bob Hopes and George Jessels and has picked up a good many of their tricks; he has memorized jokes for any and all occasions and can tell them acceptably, when need be, in Irish, German, Scotch, Italian and Jewish dialects. (Bob Hope remarked, on hearing him perform for the first time, "This man's got to go.") Between his own quick and friendly wit and the joke file he carries in the back of his head, he can be very amusing indeed. One night recently while he and part of his staff were working late in the state capitol, he began complaining about the hours his job required. "What you need," said one of his assistants, "is a governors' union." "No, that wouldn't work at all," said Knight. "We'd all want to be president of it." Which reminded him of the story of the perfect jury. It seems that a judge got tired of the hemming and hawing that a jury of laymen was likely to engage in; so he drew up a panel of twelve lawyers. Being experienced in the law and in logic, they would surely get to the point immediately and return an intelligent verdict in record time. However, the jury, once it had heard all the evidence in the case and retired to ponder it, was out for an extraordinarily long time. Finally a bailiff came in from the jury room. The judge asked eagerly, "Have they reached a verdict yet?" "Reached a verdict?" said the bailiff. "They haven't finished yet with the nominating speeches for foreman."



GOODIE AT COLLEGE played lawyer in class drama.

Having told the story, the governor roared with delight, eroding the wrinkles in his brow a little deeper, slapped his thigh, stood up, did a few dance steps and went back to work. Like the good



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Dear Earl
I want to turn over with
Vingie yesterday we got 5000.
over not with any more.
Best love
30d
The Stowaway Mine Mine Governor
Watson the Red Rover mine made
Governor Bagge the Elephant mine
was made Governor Knight

LUCKY GOLD MINE made Knight rich in '30s. Letter—with its prophetic postscript—was written to Knight by his father in late 1934, after concluding first of the highly successful negotiations in which they sold the property.

GOVERNOR KNIGHT CONTINUED

actor he is, the governor can turn it on and off like a light switch.

Knight grew up in a big 12-room house in Los Angeles in a family atmosphere that was strangely unpredictable from day to day. His father, a Utah-born lawyer turned contractor and mining prospector, did everything on a big scale. Father Knight was at one time president of the Yellow Pine mine, which paid out \$15 million in dividends over the years. At another time he invested practically all he owned in the Four Jacks mine, which paid out nothing. He made a lot of money building bridges and lost a quarter of a million trying to pave 20 miles of streets in San Diego. As Goodie Knight has put it, "My father was a very ambitious man. For awhile we'd be fat as geese, then he'd go into something else and we'd be broke." Moreover, father Knight was as ambitious for his only son as for himself. Once a newspaperman asked the governor, "What did your father want you to be?" Without hesitation the governor replied, "Rich."

When Goodie Knight decided to go into law, his father urged him to put all his spare legal earnings every month into Los Angeles real estate—a piece of advice which has since proved eminently sound. Young Goodie had other ideas; he had seen too much of the gold fever. In one of his more philosophical moments he has been heard to say, "I don't think there's anything worse for a man than to try to think about making money; it shrivels a man's soul." Goodie preferred to put his money into politics and did so from the very beginning. By a rare streak of good luck, however, he managed to get fairly rich anyway. In 1932 he invested \$5,000 cash in some gold mining properties known as the Elephant-Eagle out on the Mojave Desert. The purchase was partly just a flyer and partly a sentimental gesture—for his father had once wished he had enough money to buy the same properties while driving a wagon through the desert back in 1896. In 1934 President Roosevelt raised the price of gold; the mines began producing at a big profit for the first time in their long history, and within three years Knight was able to sell out for \$25,000. "With my luck," Knight likes to say, "who needs brains?"

With enough money to devote himself full time to politics, Knight became a campaign worker for Governor Merriam, then became a judge and finally in 1946 the lieutenant governor. At that point his ambitions ran smack into the stone wall known as Earl Warren. Warren had complete control of the Republican party machinery and was almost equally well liked by Democrats; the newspapers were for him and he had access to all the campaign

CONTINUED ON NEXT PAGE



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OTHER GOVERNORS who helped Knight's rise are Frank Merriam, who gave him first job in 1935, and Earl Warren (right), who left him the office.

GOVERNOR KNIGHT CONTINUED

funds a man could ask; he could apparently remain governor for as many years as he liked. Under these circumstances Knight, in the meaningless post of lieutenant governor with no duties except to preside over the state senate a few months a year, could only fret in relative obscurity and hope Warren would tire of the job.

It was at this point that Knight stepped up his speechmaking campaign to full speed, covering the entire state, as one California politician has put it, "like a vacuum cleaner." He also milked his job of presiding over the senate for all the publicity it was worth. He was by no means the best presiding officer the senate ever had. He showed a complete disdain for the rules of parliamentary procedure and refused to learn anything about them; sometimes he would make a ruling, hear a mass groan of protest, confer with the senate's hired parliamentary assistant and then blithely announce with an unconcerned shrug, "Well, my parliamentarian says I was wrong, so I hereby overrule myself." He never did get it straight that a motion to overrule a governor's veto is supposed to be put in the words: "Shall this bill become law in spite of the governor's veto?" Instead, he kept asking point-blank, "Are we going to sustain the veto?"—so that senators found themselves voting "yes" when they meant "no" and vice versa, and the whole thing ended in the utmost confusion. The galleries, however, loved him. If there were enough spectators watching, Goodie would take to the microphones to explain the whole proceeding to them, like the Barker on a sightseeing bus. And for a full house he would make one of his own inimitable speeches, complete with gestures, wisecracks and waves of laughter.

The stab in Goodie's back

IN 1948, when Warren was nominated by the Republicans for vice president and the Dewey-Warren ticket was considered sure to win by most political experts, Knight thought his day had come. He had his plans all made to move into the governor's mansion and was mentally rehearsing his inaugural speech when the voters pulled their great surprise of that Nov. 2, keeping Warren in Sacramento instead of sending him to Washington. It was perhaps the low tide in Knight's career. "Goodie was more disappointed that night," one veteran California political observer has noted, "than Warren." And Knight himself admits, making a joke of it, "When the returns came in I felt like a man who has been stabbed in the back and then arrested for carrying a concealed weapon." But he swallowed his disappointment and resumed his grand tour of the California luncheon and banquet rooms. He almost ran against Warren for the Republican nomination for governor in 1950, wisely thought better of it and resumed his watchful waiting. This year, feeling that his own popularity in California had reached a peak and that the voters were perhaps getting a little tired of Warren, he might have made the big gamble. But President Eisenhower removed any necessity for that by nominating Warren to the Supreme Court. Knight succeeded Warren as governor last Oct. 5.

Indefatigable traveler Knight got the news in an airplane flying from San Francisco to Los Angeles. He then took his oath of office in the auxiliary statehouse in Los Angeles on a Monday morning and immediately set off by automobile to deliver a luncheon speech at nearby Anaheim. He did not get to Sacramento to start working as governor until Wednesday. All in all he made 84 speeches in his first 59 days as governor. While he has slowed the pace somewhat,



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THE NEW OLD DUTCH with "Sunshine Suds." When it turns golden, you can actually see it go to work. It kills common household germs—banishes strongest odors—and cleans quicker.



ANY OCCASION for a talk is seized on by Knight. Above he acknowledges his re-election as vestryman of Episcopal church.

GOVERNOR KNIGHT CONTINUED

he still averages nearly a speech a day, and it takes a traveling secretary and two assistants to handle all the arrangements. Some of the Sacramento Republicans view all this with a certain chagrin, since they wonder when, if ever, he has time to do the work of office. One of them complained recently, "I was down in Los Angeles last week and who do you suppose was making a speech there? Goodie Knight. What do you suppose he was talking about? How tough a job it is to be governor!"

Most Californians, however, have been agreeably surprised by Knight's performance as their state's chief executive. Because of his bouncy song-and-dance-man ways, he was generally considered even in California's lightheaded political atmosphere to be something of a buffoon. A good many voters figured, on the day he was sworn in, that they were entering an era of old-fashioned demagoguery and spoils, with the governor sweeping out all Earl Warren's career men and replacing them with congenial but incompetent party wheel horses. There was also a suspicion that Knight was under the control of the state's most reactionary right-wing Republicans, a group of crusty old oil millionaires eager to turn the clock back to the 1890s. Quite a number of high-placed politicians started to contemplate their own campaigns for the governorship.

Contrary to expectations, Knight did very little firing—and the most prominent victim was a Warren appointee, whose state unemployment commission was found to be riddled with inefficiency. Nor did he pad the payroll with any gaudy political friends, propose any freak legislation or take steps to turn the state over to the "interests." Instead he acted very much like an intelligent, well-meaning, fair-minded executive who was bound and determined to do the best job he could for a state he liked very much. This should really not have been such a profound surprise. After all Knight was a good student at Stanford and the winner of a highly competitive \$2,000 scholarship for a year's study at Cornell. He was a prosperous lawyer and a judge whose decisions were overruled by higher courts only 14 times in 7,000 cases. ("Aside from all the clowning and the fun," he will admit when pinned down, "the fact remains that I study, I work. It's not all laughs.") On the matter of his black reactionary supporters he said recently, "These people cottoned on to me; I didn't cotton on to them. I guess the state's just going to have to get used to the fact that I'm no Joe McCarthy."



WIFE, whom he adored, was with him at polls in '48.

Sacramento has become a good deal more relaxed now that Knight has moved into the executive offices and the mansion. Warren, though the soul of geniality in public, ran a tight ship; his underlings made as little noise as possible around him and spoke only when spoken to. Knight likes to work surrounded by noisy

CONTINUED ON PAGE 111



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GOVERNOR KNIGHT CONTINUED

and opinionated helpers; he himself often sits with his feet on his desk, slouched in his chair, his gum popping, the jokes springing to his tongue. Nobody is afraid of him and the sound of laughter echoes frequently through the executive hallways. Knight is in many ways a very lonely man, since the wife who was his constant companion died in 1952, and on nights when he has no speaking engagements he likes to work late at the capitol, surrounded by as many of his assistants as he can persuade to remain for dinner in a downtown restaurant and a business session afterward. On nights when there is no work to be done he drops casually into a movie house, often alone. Late one night recently he came out of a Sacramento movie and spotted an automobile with the first KNIGHT for GOVERNOR sticker of the campaign. He took down the license, and next day had his secretary trace the number and send a thank-you note. All this informality and lack of sophistication are in complete contrast to the Warren regime, yet the results are not far different.

The fact is that Knight has been ambitious not only to be governor but also to be a good governor. He is as full of real warmth as of corny jokes; he is bound to be a good, middle-of-the-road humanitarian in his job. He is determined that no scandal shall mar his administration; one of his first official acts, in fact, was to call a special legislative session to reform a politics-ridden liquor administration which has plagued the state for many years. He also asked the legislature to raise California's \$25-a-week unemployment allotment, an act which won him instant popularity with labor. On the other hand he has always believed—in disagreement with Earl Warren—that teachers at the state universities should be required to take a loyalty oath. He opposes isolationism and favors a strong military policy.

He can perhaps be best described in general terms as an Eisenhower Republican, motivated by many of the same feelings of goodwill toward all men that motivate the President. In a political climate where this sort of thing tends to override party lines—and in a state where party lines are constantly being crossed and re-crossed anyway—Goodie Knight is likely to play an important role for a long time to come. What with California's predominantly Democratic registration, no diehard old-line Republican can ever hope to capture the state. But the state's Democratic voters are overwhelmingly middle-of-the-road while the professional Democrats have tended in the past to be left-wingers, so that a Republican like Knight is always sure of a great many Democratic votes. This was what kept Warren in power for 11 years—and it may keep Knight in power equally long.

Any Republicans who might have had notions of running against him in the primary have all changed their minds. The numerous ambitious Democratic candidates have been reduced to a single entry hitherto unknown in state politics. And the California political experts who used to argue whether Warren's departure meant that Vice President Richard Nixon or Senator William Knowland would emerge as the state's top Republican are beginning to wonder. As one political writer said recently, "We have to wait for the primaries. Right now it looks as if Knight might do what Warren did in 1946—win the top post on the Democratic ticket as well as the Republican. If he does that, he's our new Mr. Big."



"FORMAL" PORTRAIT—as formal, that is, as the governor can manage—finds him at work with one foot on his desk and a garterless sock showing.



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patio apartments is next to impossible, but Pat insists that she's "alone as anybody ever wants to be."



MORNING GARBAGE disposal meeting is second to daily swimming pool session as community ritual.



AFTERNOON 'KEEP-AWAY' game in pool between Pat and neighbors is splashy Sunday fixture.



NEIGHBORHOOD PARTY in Spohn flat was enlivened by Pat (center), who brought a Hawaiian

hibachi on which she grilled sirlion strips barbecued in a homemade sauce of soya, sugar and gin.



MORNING BALLET PRACTICE in an empty flat opposite Pat's was ended when apartment was let.



NEIGHBORLY BABY SITTER Pat takes care of little Brent Harrison while mother goes shopping.

PAT TAKES ON ALL ROLES



AS STAGE-STRUCK INGENUE in *Forever Female*, her first movie, Pat (above, grappling with William Holden) so impressed producers they put her in two more. She got role when talent scout spotted her in a Broadway show.



SOOTHING HORSES' HANGOVER in *Money from Home*, she played slapstick comedy with Martin and Lewis. As zany Lewis' girl friend in movie she had to learn "straight-man" technique. "Jerry was very kind," she said.



AS COWBOY'S GIRL in the mock Western musical comedy *Red Garters* (LIFE, March 15), Pat played opposite Hero Guy Mitchell. She feels role got her nowhere. "Criminy," she complains, "I just didn't have anything to do!"



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Pictures for business and pleasure

It has always amused me that an early issue of *LIFE* and the first edition of *The Encyclopaedia Britannica*, back in 1768, both had difficulties with the same subject, "the birth of a baby." *LIFE* was banned in Boston, and an Edinburgh court ordered three plates torn out of the first *Britannica's* article on midwifery.

As editor of an encyclopaedia which takes pride in its pictures, I eagerly awaited the appearance of a magazine promising "to see life, to see the world, to eyewitness great events . . ."

The high quality of *LIFE's* photographs was so apparent from the first that I immediately arranged to use them in both the *Britannica* and the annual *Britannica Book of the Year*. We have used hundreds of *LIFE* pictures since, far more than from any other publication, to illustrate subjects of all kinds.

LIFE's pictures are invaluable in explaining things clearly: what they are, or who; how they work; when, where, why. That is the very essence of my business.

As for my pleasure, I owe a large part of it these days to *LIFE*. In 1946 I was in the habit of working eighteen hours a day, but one issue of *LIFE* changed all that.

In it I happened to see a feature on amateur painting. I was inspired. At last I had a hobby. My son and I both bought oils and fixed up a studio in our home for weekend painting.

I have since done more than 300 paintings, some of which have been displayed in two Chicago shows, and it has all been fun. I now leave my worries at the office and start painting on Saturday mornings. Some weekends I paint three pictures.

I'm a demon imitator. I've imitated practically every modern artist, and it's often the one whose work has been published most recently in *LIFE*. Right now I'm experimenting with encaustic painting, one of the oldest forms of all, and using a blowtorch to fix the colors. The effects are wonderful!

LIFE got me started. *LIFE* keeps me going. And whether it's business or pleasure, I am sure that *LIFE's* pictures and stories must help others to achieve both enjoyment and understanding.

By **Walter Yust**, editor, *The Encyclopaedia Britannica*





INKY FED A LITTLE LAMB

The problem of reluctant motherhood, always distressing, had to be solved this winter on the Mansfield Center, Conn. farm inhabited by Grace Tremonte and her husband Lou, a tax expert. The ewe in the background absolutely refused to nurse the lamb in the foreground. The lamb was one of twins born 11 weeks earlier than the normal lambing season in New England. Mother sheep frequently balk

at carrying out motherly duties for more than one lamb at a time. The Tremontes, who also train dogs, called on Inky, a 5-year-old poodle. Inky, an exceptional dog, once tracked a man across a stage that had been trodden by hundreds of other men. Using a sling bottleholder, Inky nursed the lamb, keeping a wary eye for buttings. A couple of weeks ago the little beast grew bigger than Inky and Inky quit.



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