The Tale of the Man Who Bought A GAS HOG

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

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

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

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

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

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

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

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

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

I'm George Romney, extending my personal invitation to you to road-test Rambler 6 or V-8 See for yourself why this car will fit your motoring needs better than any car built today!
Dry, unruly hair... stays in place all day with Vitalis

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

Why wait till your hair crackles and snaps when you run a comb through it? You can prevent dried-out hair easily with new Vitalis. More than two million men make Vitalis a morning ritual, as important as shaving. Vitalis makes hair easy to manage and keeps it looking neat all day. You never have a greasy oil-slick look because clear, clean Vitalis contains V-7, the greaseless grooming discovery. Along with V-7, Vitalis blends refreshing alcohol and other beneficial ingredients to provide perfect protection against dry hair and scalp.

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

New VITALIS® Hair Tonic with V-7®
Fleet's successful mission

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

Secret of "divine mushrooms"

Vision-giving mushrooms are discovered in a remote Mexican village by a U.S. banker who describes the strange ritual and effects of eating them.

Lahr as a Lothario

One of the great oldtime clowns, Bert Lahr, has another Broadway triumph as he tries to be a lady-killer in a farcical French farce, "Hotel Paradiso."

Youth's fiscal problems

St. Louis teen-agers demonstrate a problem that involves most U.S. teenagers: how to get and get rid of their spending money.

Meet Prime Minister Diem

With his visit this week the U.S. gets to meet Diem, a political unknown who became a prime minister and is saving Vietnam from Communism.

Laurels for lady artists

LIFE presents the vigorous and colorful work of a group of women who have made American art history by establishing themselves as notable artists.
Really new taste discovery!

imperial

has real natural taste!

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

A money-saving Imperial coupon is on its way to you!
NEW DUPONT DISCOVERY KEEPS ENGINES CLEAN, CUTS REPAIRS

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

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

New Du Pont M.O.A. keeps sticky gum from clogging valves and piston rings... helps prevent noisy valve lifters. Keeps oil screen and lines open—maintains better oil pressure. You'll notice a quieter, smoother-running engine, gas and oil savings.

Add a can of new Du Pont M.O.A. to your crankcase at every oil change and feel the difference every mile you drive. Available at your service station, car dealer's or wherever auto supplies are sold.
There's nothing like the telephone for saving steps and time. But one of the nicest things about it is the way it helps put more smiles in the day.

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

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

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

---

This is Dolly Phone, the cuddly rag doll designed by Bl Baird of the famous Baird Marionettes.
NOW IN THE $3000 PRICE RANGE! Illustrated above is the Chrysler Windsor 2-Door Hardtop, only prestige...

YOURS IN THREE NEW PRICE RANGES... ELEVEN...

The Chrysler Saratoga 4-Door Hardtop illustrated below is the middle-priced car in the Chrysler line. This comet-tailed beauty packs a 295 hp. V-8 engine. Pushbutton TorqueFlite and power steering are standard equipment. Tremendously popular all year.
class car that sells at a medium price. Note the new, low sweeping lines—greatest styling advance in 20 years.

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

This is the magnificent Chrysler New Yorker, shown here in the Convertible Coupe. Truly the most glamorous car in a generation in performance as well as looks, it has a 325 horsepower Firepower V-8 engine, the most powerful in any volume-produced car.
CUSTOM-BUILT FOR YOUNG MEN

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

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

SCHICK FIRST IN ELECTRIC SHAVING

Don't miss "DRAGNET" NBC TV Thursday nights

NEW! SCHICK Varsity

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

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

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

NEW! Handy Plaid Pouch—Carries
shaver, cord and cleaning brush. Good look-
ing Scotch plaid designs with brass knobbled
draw strings. Water proof lining.

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

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

SCHICK FIRST IN ELECTRIC SHAVING

Don't miss "DRAGNET" NBC TV Thursday nights

Copyright 1957, Schick Incorporated
the best ice cream in the world comes in this cup

Dixie Cup

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

not all ice cream cups are Dixie Cups... just the best ones!
THESE “GENTLEMEN” WORSHIP THE SWEET SMELL OF SUCCESS

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

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

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

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

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

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

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

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

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

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

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

So be an early bird! See your Airtemp Dealer before the season rush starts. Or phone him—he's in the Yellow Pages.
Forget everything you ever knew about making pie crust. This new Betty Crocker boiling-water method for pie crust mix is far different... easier... far surer and better.

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

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

General Mills

PERFECT APPLE PIE! Fragrant, spicy-good filling, rich golden-brown crust that flakes at the touch of a fork... perfect eating!
Here's old-fashioned flavor in the new way to smoke. The man-size taste of honest tobacco comes full through. The smooth-drawing filter feels right in your mouth. It works fine but doesn't get in the way. Modern Flip-Top Box keeps every cigarette firm and fresh.
You

Remember the joy of being really refreshed?
can feel like this...
when you refresh with Milk

Milk is refreshment that lasts, the pickup that keeps you picked up—your energy and spirits renewed and refreshed by milk's natural sugar, minerals and proteins. Have a glass of milk at mid-morning, with the kids after school, at bedtime. Doesn’t it taste good? And doesn’t it make you feel great?

Drink 3 glasses every day!

The proteins in milk—

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

You never outgrow your need for milk!

AMERICAN DAIRY ASSOCIATION · Chicago

Representing the dairy farmers in your area

See "Disneyland" on ABC-TV

© 1953, AMERICAN DAIRY ASSN.
NOTABLE EASTER SERMONS

Sirs:

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

The REVEREND JOHN THOMPSON
Powhatan Methodist Church
Powhatan Point, Ohio

Sirs:

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

ELMER SCHLAGER
Englewood, Colo.

Sirs:

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

NEWTON C. FETTER
Narragansett, R.I.

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

Sirs:

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

Your Dr. Walter Courtenay of Nashville baptized my daughter, Bonnie, in Neenah, Wis., in 1945. Your Dr. Franklin Cole married her to Lewis William Ebbinghaus in La Grange in 1955, and, finally, the sick parishioner Dr. Cole is shown visiting is my mother. This is an amazing coincidence.

BONNIE BARTLE
La Grange, Ill.

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

STANLEY L. SCHRER
General Secretary
Council of Churches of Greater Kansas City
Kansas City, Mo.

Sirs:

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

ROLAND P. RICHARDS
Wakkesha, Wis.

Sirs:

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

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

EMIL SHOFTES
Miami, Fla.

SUCCESS STORY AT FIFTEEN

Sirs:

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

CAROLYN M. LIBERT
Carlsbad, Calif.

Sirs:

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

DORIS HAMPTON
Cleveland, Ohio

Sirs:

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

PAY LIECHTEMBERG
Kansas City, Mo.

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

THE NEW NATION

Sirs:

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

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

ERNST BISTRUP
Forest Hills, N.Y.

Sirs:

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

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

FRANK R. HREWIT
Sarnia, Ontario, Canada

Sirs:

Life failed to mention where President Madison ran to with the British on his heels as torches were being put to the White House in August 1814. In Brooke- ville, Md., temporary capital of the U.S., Madison established a temporary White House in the Brookeville home of Caleb Bentley. Bentley was first postmaster of Brookeville and an old friend of Madison's. Here is a picture of Bentley's home, which still stands.

WILTON J. BOWELL
3rd Postmaster
Brookeville, Md.

"WHITE HOUSE" IN BROOKVILLE, MD.

LOWEST YET IN NECKLINES

Sirs:

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

No decent woman would wear such a dress.

MRS. JOHN PINKO
Fall River, Mass.

Sirs:

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

ARTHUR R. HILL
Santa Ana, Calif.

ZOO SEASON IN THE SUN

Sirs:

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

RUTH FRANCES HESS
Washington, D.C.

PACT'S HAPPY PAY-OFF

Sirs:

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

Warmists have delightedly tortured themselves recently by denouncing the teen-age girls who screamed at Elvis and the boys who wear their heads to ape Presley and Brynner. It's far more disturbing to view a somewhat adult young man so addicted with collectibles that they sellily forto the gay adventure wearing identical clothes, ties and hats—all as peas in a pod.

TODD KELLER
Endwell, N.Y.
NOW! FREE VACATION INFORMATION
on over 100 travel spots at Samsonite Luggage Dealers!

Wondering where to vacation? How to get there? What to see? Where to stay? What are the recreational facilities? Visit your Samsonite Dealer's Travel Bureau. You'll get complete information on more than 100 of the most exciting vacation centers in America. All free...all without obligation. The easiest way you can plan a wonderful trip!

Summer Festival, Aspen, Colorado...in this beautiful mountain-ringed community, you can hear famous artists and scholars in a series of concerts, lectures, forums and panel discussions.

Give graduates a great send-off with **Samsonite**
the luggage that out-travels all others!

Give the graduate a really smart start in life with Samsonite Streamlite! Its luxury *lacks*, no matter how rough or how frequent the trips. It's strong enough to stand on, laughs off scuffs and cleans with a damp cloth! The reason is Samsonite's exclusive "Travel-Tested" finish—the finest on any luggage you can buy! Samsonite shuts tight against dust, packs more clothes in less space! In Saddle Tan (featured), Rawhide finish (right), Bermuda Green, Admiral Blue, Colorado Brown, London Grey, Alligator finish and exciting new Hawaiian Blue!

**Samsonite Gift Certificates for Graduation—In a Miniature Samsonite Case!** Lets them choose the styles they want! Ask your Samsonite Dealer!

Shwayder Bros., Inc., Luggage Division, Denver 17, Colorado. Makers of Samsonite Card Tables and Chairs; Samsonite Ultralite Luggage from $19.50. Prices subject to existing taxes. Prices higher outside Continental U.S.
keeps food fresher... longer

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

gives you automatic defrosting

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

makes "push-button ice"!

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

*optional at slight extra cost

3 GLIDE-OUT SHELVES
TWIN CRISPERS
EXTRA-DEEP DOOR SHELVES
MEAT KEEPER
BUTTER CONDITIONER
EGG COMPARTMENT

REFRIGERATOR-FREEZER
with new and exclusive Air Purifying System

18.5 cu. ft. Model GI 138 shown by TV star Fran Allison has 16.7 cu. ft. refrigerator above, 166 lb. freezer below. Mark XII shown closed — 12.6 cu. ft. refrigerator available with matching 429 lb. capacity freezer.

CHEESE-BACON KEEPERS
ICE WATER TAP®
TAKE A PEEK! See a demonstration of the new Air Purifying System that combats flavor-trading and "refrigerator odor" at your RCA WHIRLPOOL dealer. If you'd like written information on the Air Purifying System and the full line of refrigerators and freezers, write Dept. RF, Whirlpool Corporation, St. Joseph, Michigan.

(Use of trademarks ® and RCA authorized by trademark owner, Radio Corporation of America)
Sam Snead, Golf Champion, Says:

"Viceroy has the smoothest taste of all!"

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

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

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

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

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

To Emmons Williams, a schoolteacher at Lakeridge School at Renton, Wash., his pupils' behavior at recess—as at almost every other time—is a fascinating subject for photography. Two years ago he photographed them receiving their report cards (Life, Feb. 29, 1955). To make sure they would behave just as spontaneously now, he began photographing recess last winter. Before long they were oblivious of his camera. The resulting pictures record with wonderful freshness the excitement and grace of a children's perennial rite of spring.

JUMP ROPE is performed to rhymes like "Blue bells, cockle shells, evi, ivy, over—here comes teacher with a great big stick—now it's time for arithmetic."
GAME OF HORSE begins at referee's signal when riders Gregory Jones (right) and Ronnie Mattoon, on human mounts, charge and try to unhorse each other.
AT FIRING SQUAD (left) players twist and turn to duck balls hurled at them. Whoever is hit is out.

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

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

Tussle engrosses Joe Allread and Charles Barnes (on bottom) as tug-of-war breaks up in background.
DANCING, a group of first-graders swing their pigtails whirl in an old-fashioned ring-around-a-rosy.

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

AT THE END OF RECESS, LAKERIDGE PUPILS RELUCTANTLY TURN THEIR BACKS ON LAKE WASHINGTON AND CROTON BACK UP THE WELL-WORN PATH TO CLASS.
It all began with the misuse of a couple of words back in 1948.

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

Only they wouldn't convert!

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

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

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

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

Ford built it. And it's just about the most revolutionary change in transportation since the Ford replaced the horse on the American Road.

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

The same kind of miracles are daily routine for these master planners. They're the kind of miracles that go into every Ford car. Now turn the page and see how this miracle car works...
Ford's introduction of the Skyliner, world's only all-steel hide-away hardtop, represents the beginning of a new era in automotive design. This newest new kind of Ford brings the motoring public the most exciting idea in automobile design since Ford presented the first two-door sedan in 1915.

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

So plan to see this history-making car, this prototype of a whole future generation of cars. It's ready for your own personal inspection now in the showrooms of many Ford Dealers. And ask your Dealer to show you the exciting advances in all models of the new Ford line for '57. For all the Skyliner's fabulous engineering is based on the very same "Inner Ford" that has proved the sensation of the industry in all 21 Ford models. These cars surround the rugged "Inner Ford" with the year's most successful styling—neither freakishly radical nor staidly conservative. And the heart of the "Inner Ford," of course, is its V-8 engine, made by the makers of 23,000,000 V-8's—more than all other car manufacturers combined.

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

So plan to stop in soon and see your Ford Dealer. After you've watched this mechanical phenomenon go through its quick-change routine a few times, we believe you'll agree that a whole new age of automobiles begins with this car.
Lovely to look at, the Skyliner is a full 3 inches longer than other Fairlane 500 models... already the longest cars in the low-price field! This additional length is evident in the longer, low-line silhouette of the rear deck area—a smooth expanse of uninterrupted beauty. Inside the car there's space galore for six to ride in comfort and luxury. And you'll find many distinctive touches in the details, too.

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

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

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

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

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

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

The new FORD SKYLINER
world's only Hide-Away Hardtop
For the figure that makes fashion yours...

**Formfit**

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

"DRESS-SIZED" Pantie No. 1184...a slimming miracle of style in light Nylon elastic net. Firming front and back panels ease you into lovely line. So easy to choose correct size and fit...so easy to buy, too, because it's proportioned to fit in regular dress sizes 10 to 20. Write with zipper closing. Also available in Girdle No. 1264 $2.50

Now, a Strapless Brassiere that hooks in front. It's "Romance" No. 397 in embroidered Nylon, "Cuddleshy" in each cup lifts and holds you gently. Waist minimizing design in sizes 32A to 38C. $10.00

*THE FORMFIT COMPANY • CHICAGO • NEW YORK • CANADIAN PLANT, TORONTO*
new!

Easy way to seal Jam, Jelly

no paraffin needed!

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

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

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

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

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

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

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

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

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

Featured on Don McNell's Breakfast Club, ABC Radio Network
new!...tasty, temptin'
chippers!

Chip-shaped potato crackers...

Dandy for dips...
soups or sips!

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

UNIVERSAL

Coffeematic Twins

Matched in Appearance... Matched in Performance

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

COFFEEMATIC Regularly $29.95
TOASTER Regularly $19.95
A $49.90 VALUE

Both for only $39.95

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.
NAVY'S 'GOOD DRILL' COOLS OFF THE CRISIS

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

Then, while other units of the Sixth Fleet made a friendly visit to Lebanon's port of Beirut, the big flattop took up a grimly warlike station out of sight—but not out of mind—of the land. Her planes were loaded with live ammo and Marines stood constant guard over her nuclear warheads. Planes sat on her catapults ready to launch and pilots took shifts sitting in their cockpits, between times studying the insignia of other planes they might meet aloft. Day and night her planes took off to fly businesslike patrols. Riding one such night mission in an A3D Skywarrior atomic bomber, Life Photographer Howard Sochurek could read the coastline on the flickering screen of the radar (below).

The Forrestal was uninvited and unacknowledged by Jordan's young King Hussein, who did not officially invoke the Eisenhower Doctrine by asking aid. But because she was there the king had a freer hand to deal with the crisis that had threatened to unseat him and bring in a leftist regime. When, at week's end, the king felt free enough openly to accept another kind of U.S. help (pp. 36-37), the Forrestal sailed away. The fleet's commander, Vice Admiral Charles Brown, offhandedly described her mission as "a hell of a good drill," knowing well how much his "drill" had accomplished.
FIGHTERS. THEIR JETS BLASTING FLAMES, TWO F3H DEMONS STAND POISED ON THE FORWARD AND AMIDSHIPS CATAPULTS. READY TO BE FLUNG INTO THE AIR.
Cooling Off Crisis continued

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

LATE ARRIVALS, sailors left behind on leave in Paris when the Sixth Fleet departed, catch up with the Forrestal at sea. Flown to Naples, they sailed to fleet, were swung aboard in battle gear on highline.

ON "FORRESTAL." NEXT TO A CLOUD OF STEAM

PEACEFUL LANDING is made by U.S. Marines and sailors in Beirut where, on orders from Washington
and permission of Lebanese government, they were sent ashore on liberty with their pockets full of pay.

MARINE REPLACEMENTS, loaded with combat gear, go aboard ship in North Carolina port. Sailing fresh from U.S., these Marines will take over Middle East duty from battalion that sailed with fleet.
FIRM GRIP ON NATION
AND A FRIEND'S HAND

In Jordan, King Hussein had publicly ignored the fleet's support because his volatile people are ever ready to flare up against any hint of Western pressure. But he showed more confidence by flying away from his troubled capital for a visit to his anti-Communist supporter, King Saud of Saudi Arabia, and calmly saying, "I can assure you the crisis is ending." When the U.S. proffered $10 million in aid in recognition of his "brave steps," Hussein felt strong enough to accept it. Then, as the Moslem fast of Ramadan ended, he expressed to the world his faith in his people by lifting the curfew to permit traditional prayers of thanksgiving.
HAPPY AT HOME, McCarthy and wife in January adopted 5-week-old girl whom they named Tierney.

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

A FIERY CAREER'S QUIET CLOSE

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

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

From the day in Wheeling, W. Va. in 1950 when, as an obscure junior senator, he said that he had a list of 205 (or 57—it never came clear) known Communists in the State Department, Joe McCarthy rose meteorically to power and notoriety that few senators have ever known. He incurred the enmity of many, including both a Democratic and a Republican President. But it was on the floor of the Senate itself that McCarthy suffered his most grievous defeat. This came when his colleagues voted 67 to 22 to censure him. Thereafter he was never the same striding personality.

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

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

SALUTING AN ALUMNUS, students face flag at school McCarthy attended, now named for him.
HIS WIDOW, Jean, whom he married in 1953, returns from hospital with Mrs. Garvin Tunkersley.

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

Midwest and Southwest farmers turn to the land with new hope

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

The rains came in the nick of time. "If we had had another year of drought," said Texas Commissioner of Agriculture John White, "I believe it would have broken our agriculture back to where it was before 1939." As it was, the farmers were not yet in the clear. There were regions that still had swirling dust storms while others had cloud bursts. In farming regions, the soil would need several seasons of good rainfall for full recovery.

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

Men like 36-year-old Dale Goldsmith of Garden Plain, Kan. (opposite page) returned to full-time farming. During the drought, he went into debt to keep his 480 acres going, finally had to take a job in a Wichita aircraft plant. "When the rain started falling," said Goldsmith, "I quit to come back to the farm." As he spoke, he stood jubilant in his knee-high wheat.

SURPRISED BY FLOOD after the long dry spell in San Antonio, Texas, Jackie Benise, stranded in her ear, hangs on to a life-line made of spliced garden hoses as group of neighbors comes to her rescue.

INUNDATED BY FLOOD when the Trinity River south of Dallas rapidly over flowed its banks, river bottoms had to be evacuated by some 2,500 people. But levees limited damage done by the river.

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

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

BACK ON HIS FARM, DALE GOLDSMITH HAPPILY HOLDS UP A FISTFUL OF KANSAS WHEAT—
A LOOK AT THE WORLD'S WEEK

A PICTURE THAT ENDED

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

NATO IN NEW SETTING

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

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

KU KLUX LETTER MEN

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

LOTS OF LENIN ON MAY DAY IN MOSCOW

In a spectacular May Day celebration in Moscow, in which more than a million marchers and watchers took part, Lenin's picture was time and again carried past the giant posters of him and Marx plastered on the GUM department store. By contrast, only three or four posters all day long bore Stalin's likeness, a token that de-Stalinization was still the order of the day. Meanwhile there were the conventional Soviet parade of military might, with little new revealed, and the Soviet leaders' invectives against the West, with nothing new said.
A PEACETIME FORMATION BRINGS TOGETHER 49 WAR LEADERS

At LaGuardia Field in New York, 41 admirals and eight Marine generals, most of them combat leaders of World War II and Korea, assembled with civilian and Navy welcoming officials for a group portrait. Above, identifying names match them row by row. All of them except General Harry Schmidt and Admiral William L. Calhoun were in uniform. In the center foreground, wearing civilian clothes, is Mayor Wagner's representative James J. O'Brien. Others not in uniform are Navy League officials. On a three-day round of ceremonies called "Operation Remember" put on by the New York Council of the Navy League, the officers were being honored for their wartime service. They had first gathered at the naval academy.
BONJOUR AMBULANCE FOR FRANCOISE
With an uncertain smile, French writer Françoise Sagan (Bonjour Tristesse) entered an ambulance to leave the Neuilly hospital near Paris, where she landed after she crashed her British sports car. She came home with a broken shoulder and seven cracked ribs but had the manuscript of a new novel, Dead Eyeballs.

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

OF NAVY AND MARINES
in Annapolis where the midshipmen staged a regimental review for them, then flew to New York. They rode up Broadway in a ticker-tape parade and climaxd their reunion with a banquet. After that all of them except Rear Admiral Milton E. Miles, who is commandant of the Third Naval District, doffed their uniforms and went home to peacetime retirement.
How's business? How fares the giant and lusty U.S. economy which provides the daily bread of all of us?

Well, to look at just one day's financial page headlines—the day happened to be May Day, which all good Communists celebrate as betraying the decay and doom of capitalism—American-style capitalism seemed to be doing very well indeed. Some samples: U.S. steel shows record earnings (the first quarter's net was $115 million, up 11% from a year ago), Eastman Kodak registers gains (its first quarter was up 9%), Cities Service Co., lift's sales, net—Both at Records in Quarter—Profit Up 29%. News item: International Business Machines was growing so fast that, having spent $100 million within a year on new expansion, it is floating $200 million in new stock for more. Growth seemed to be the keynote in every story that day. Totupping the score for all U.S. manufacturing corporations for the last quarter of 1956, the government reported sales hit $81.1 billion, up 9%, and profits (after taxes) hit $4.3 billion, up 16%, both new records. A quick glimpse of how big the growth has been can be got from the table at left.

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

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

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

• The boom is not exactly breaking records right now. Some parts of the economy are in a mild recession, enough so that the whole economy, instead of moving upward, is moving sidewise and a bit downward. But the thing in motion is massive, a fact which depression's burnt children forget. Ford's Sales Executive J. C. Doyle aptly characterizes such pessimism as exists: "We insist that it is our birthright to go through life skimming the cream off the top of the bottle. Anything less dissatisfies and scares us. We want a zoom on top of the boom."

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

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

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

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

• Many economists feel that the boom's ups and downs, which periodically draw some alarm, are just the normal pulse of this new giant the U.S. economy has become. The rhythm of this pulse reflects the great success of indirect controls, used by the Federal Reserve, to tighten or loosen the economy's collar as its blood-pressure changes.

• The boom's underlying growth continues. A sample: the airlines, their profits badly knocked by rising costs and frozen fares, nevertheless find their traffic up 8% or more from a year ago. Business plant expansion in 1957 is expected to rise 12%. Note well: all the current softness in business is in manufacturing. The service industries, particularly sport and travel, are holding steady or expanding, indicating high consumption and greater leisure.

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

Nevertheless, this tighter-fasted American still sees the American future through rosy glasses. His mood, reflected three years ago in a trend toward pink in designs, now seems to be turning golden—golden gas pumps, oil cans, buildings, the Schwabaker "Golden Hawk." The mood was well expressed by one under-45 tycoon: "Either business is entering a whole new era of vast growth, or we're riding the peak of an inflationary froth. I'm not enough of an economist to tell which, but my intuition tells me it's the first."
NEW! ITALIAN-STYLE SPAGHETTI WITH 6 MEATBALLS

SUPERBO—This is our new thin-strand spaghetti with not 2, not 4, but 6 meatballs. Spicy and succulent. Beefy. And a sauce with an accent unmistakably Italian-style. Good solid nourishment for your family.
Stock cars, sports cars, experimental cars—more than 300 battled in NASCAR's* great Panorama of Performance. Every make of tire was eligible but Firestones were the overwhelming choice of the winners!

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

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

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

Firestones are first choice with expert drivers, professional drivers, for one reason: They know that no other maker can equal Firestone's decades of experience with high-per-
From lessons only Firestone has learned on the sands of Daytona, and on every other competitive speed, endurance and safety run in America, comes a new kind of super-strong tire to give you a new kind of superhighway safety.

**New**

**Firestone Nylon “500”**

**WITH NUCLEAR-CONTROLLED NYLON CORD BODY**

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

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

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

---

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

*National Association for Stock Cars*
NO ARGUMENT HERE -

Pontiac landed the Prize! *

* Seems like everybody’s casting his vote for Pontiac as the new-car catch of the year! What’s the lure?
Bet you’d guess it was Pontiac’s styling, from the looks of those bright, breezy colors and eye-baiting lines.

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

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SECOND CHOICE'S SUDDEN LUCK

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

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

A couple of hours before, the Joneses' luck had seemed terrible. They had come to Louisville with two crack three-year-olds, Gen. Duke and Iron Liege, the strongest Calumet entry since the great Citation and Coaltown in 1948. But preparing for the race, Gen. Duke, the stable favorite, bruised a forefoot and was reluctantly scratched hours before post time. Gloomily the Jones boys put all their hope for a sixth Calumet Derby victory in "second fiddle" Iron Liege, a promising horse that had never won a stake race.

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

Press 25 flashbulbs by Sylvania always give just the right light at just the right instant. No worry about the weather or the sun's changing position. Just aim and press the button... catch that spontaneous pose every single time.

And Press 25's are the all-purpose flashbulbs... let you take heartwarming snapshots from 6 feet to 25 feet! They give quick light, too... stop fast action cold!

So be ready... with your camera and Press 25's by Sylvania... first choice with amateurs and professionals alike.

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You don't have to pamper a

WESTCLOX FULL-TIME WATCH

Dust furniture, bang a typewriter, hammer nails, whack a golf ball or dance a tango.

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What a pleasure—to end the nuisance of removing your watch umpteen times a day! Westclox "Full-time" watches are superbly styled to look right for work, play or dress. They're sturdy and dependable...shock resistant, anti-magnetic, with stainless steel back. And each has its own special features. Many attractive models, from $6.95 to $19.95 (plus tax).

Westclox Watches...dependable as the day is long

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"Wrist Ben Waterproof"*...Polished chrome finish. Black modern dial, luminous. With smart expansion band, a terrific value at $10.95.

"Slipper"...Trim, bright and handsome—this "Full-time" watch has a gold color case, gold color raised numerals. Tan leather strap. $9.95.

"Adriax"...Clean-cut design for young men of all ages. Ideal graduation or anniversary gift. With sturdy expansion band, only $9.95.

"Coqueta"...At last—a daintily feminine watch that's waterproof and dustproof! Now at tomorrow, with high styled luminous dial. $12.95.
The fun of fishing, water sports, extended offshore cruising is yours in a Chris-Craft Sea Skiff! Traditional design and seaworthiness give you a fast, dry, soft-cushioned ride. A Favorite in the open models, roomy fly-bridge and semi-enclosed cruisers, priced from $4,500 to $8,000. See your Chris-Craft Sea Skiff dealer, or mail coupon for free color brochure.

23' Sea Skiff. A 30' and 26'. Speeds to 35 mph.
26' Cruiser deep V. 32-34 billet. Speeds to 28 mph.
30' Open Sea Skiff. Fast, roomy, speeds to 27 mph.
30' Semi-Enclosed. Also 3- or 6-sleeper. Speeds to 26 mph.
35' Semi-Enclosed. 4- or 6-sleeper. Speeds to 25 mph.
40' Semi-Enclosed available with or without fishing bridge shown, or as Convertible. Speeds to 25 mph. Fishing Bridge also available on above 30', 35' Semi-Enclosed models.


A VERY CLOSE ONE FOR COSTELLO

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

As he strolled into his apartment building on Central Park West, a gunman followed along and fired at him. Still lucky after a luck-filled life, Costello turned his head at just the right moment. The slug grazed the side of his skull, leaving him bloody and scarred but alive. Mrs. Costello hurried to his side. New York City, fearing that gang reprisals might break out, hurriedly set 66 detectives to work to find out who done the shooting. Philosophical about the hazards of his calling, and true to its code, Costello — if he had a notion who done it — offered no clues.

TRYING TO HIDE HER FRIGHTENED FACE, COSTELLO'S WIFE, LORETTA, HURRIES TO JOIN HER WOUNDED HUSBAND.
ENJOY THE GENUINE—IT'S THE TREND, FRIEND!

Only Ballantine Ale brews

"Brewer's Gold"

into Genuine Golden Ale Flavor!

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

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

Ballantine ♥ Light Ale!
New Tilt Cab Trucks — the lowest priced Tilt Cab line* in America! Six new series, up to 60,000 lbs. GCW.

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

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

New Styleside Pickups! America’s biggest pickup bodies — standard at no extra cost! Available in 6 1/2, 8 or 9 foot lengths.

THE BIG FLEETS BUY MORE FORDS THAN ANY OTHER MAKE!

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

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

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

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

Tight-fisted economy!

Double-barreled reason why Ford Trucks Cost Less

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

Tight-fisted economy . . . right from the start! First cost is low, right down the entire Ford line—Ford's new Tilt Cab line, for example, is the lowest priced Tilt Cab line* in America. Every engine has Short Stroke design for low running costs. New sturdier frames, axles and cabs contribute to longer truck life. And independent studies of over 10 million truck registrations prove Ford Trucks last longer!

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

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

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...LESS TO OWN...LESS TO RUN...LAST LONGER, TOO!
Introducing beautiful, beautiful Springtime

Here, in the latest pattern in 1847 Rogers Bros., you see a new idea in silverplate art. Instead of the usual "raised" design, Springtime's dainty flower sprig is wrought into the silver itself—each petal so perfect it looks "cut in" by hand. Notice, too, the "balanced" place setting—each piece curving toward the plate. Let Springtime bring refreshing new beauty to your table through all the springs to come.

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

International sets the loveliest tables in America

1847 ROGERS BROS.

America's Finest Silverplate
Made only by The International Silver Company, Meriden, Conn.
WRIGHT PICKS A FIGHT IN ARIZONA

Architect scorns a skyscraper and offers a weird substitute

Except for getting his own way, there is nothing Frank Lloyd Wright, 88-year-old architectural genius now living near Phoenix, Ariz., likes better than a fight. Last week he was in one in his own backyard. A year ago the Arizona State Planning Commission asked a group of architects to design a replacement for the outmoded, termite-ridden capitol. The architects drew up plans for a skyscraper which Wright pronounced a "dated New York monstrosity." Then he countered with his own plan for a domed hexagonal structure. It would, said Wright, "reflect Arizona, the youngest and most beautiful state." It looks, said his critics, "like a Siamese house of ill-fame." The state senate has approved the skyscraper and not even Wright thinks he can win, but he is still boosting his plan, still enjoying a lovely fight.
"We've all had auto accidents and we all agree...you're in good hands with Allstate!"

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

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

They are the best reason why you, too, should be in the good hands of Allstate!

How's this for an outstanding claim record?

- Last year Allstate paid over $125,000,000 in claims.
- Allstate's policyholder renewal rate after year has been remarkably high—proof of continuing customer satisfaction and loyalty.
- Allstate's claim settlements reflect the same fair dealing that has made our parent, Sears, Roebuck and Co., one of the world's most trusted names.

You're in good hands with...

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

SAILING WESTWARD WITH A CARGO OF HISTORY

Mayflower II, "a good tough ship of Devon oak," was working her way west across the Atlantic to Plymouth, Mass., trying to duplicate a famous voyage of 337 years ago. Aboard the 180-ton replica of the Pilgrims' ship was a crew of 27, commanded by Australian Alan Villiers, and a LIFE photographer-reporter team. Built as a reproduction of the first Mayflower—without, however, copying "one of the main beams in the midships bowed and cracked" that Governor Bradford noted—the Mayflower makes a bow to modernity by carrying radio and radar. When she sailed April 20, Captain Villiers had hoped to make port by late May, but last week the crew seemed to have need of their Elizabethan sailing orders to "preserve your victuals." A radio message said she had altered course southward to pick up trade winds and could not reach Plymouth before mid-June.

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

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

CAPTAIN AND GUEST, Villiers in Pilgrim garb and Plymouth's Lord Mayor Oats, stand on deck.
New aroma!
A unique scent-prolonger, M-10, makes the ice blue aroma of new Aqua Velva really last. 1500 men tested leading after shaves. New Aqua Velva won hands down. And their girls loved it.

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

New feel!
Ice Blue Aqua Velva refreshes in a new way. It cools without bite—tingles without sting. 60¢ and $1 at drug and food stores. Made by Williams—world leader in fine toiletries for 117 years.
OUT AT SEA on second day, Mayflower is photographed about 26 miles from Plymouth, flying British merchant flag, the "red ensign," which was actually created 68 years after original Mayflower voyage. She lay becalmed most of the first night, but now wind fills her sails and gives her about three knots speed.
Fedders "Thin...and Low" Air Conditioners take 46% less space...save re-wiring costs...use less current

Only Fedders has Unimount* compressor—gives performance never before possible

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

For multi-room cooling, Fedders has pioneered the new 1-HP Supreme that needs no 230-volt re-wiring, saving you up to $150 on installation. This powerful Fedders runs on regular 115-volt electricity...operates on any circuit that a standard 1/2 HP 12-amp model can use, and requires no more current.

For average rooms, Fedders 7 1/2-amp 5/8 HP Supreme gives efficient cooling on 40% less electricity—less than a toaster, hand iron or similar plug-in appliance.

Ask your Fedders dealer to demonstrate these all-new "Thin...and Low" Fedders, with every quality feature—2-speed controls for day and night cooling...3-speed exhaust and ventilation...no-draft Weather-Wheel grille...built-in thermostat. All Fedders are triple-tested, sold with 5-year warranty.

*Pat. Applied For
Created for your Summertime
Enjoyment... Brach's
Summertime Candies

Look for These Fine Brach Summertime Candies Being Featured at
Candy Stores Everywhere. 1) Brach's Burgundy ... inviting hard candies
with liquid centers, and chewy Taffy. 21 delicious kinds. 2) double-fluffed
Marshmallow Circus Peanuts. 3) fresh-tasting Coconut Bon Bons. 4) fruit and
spice flavored Sunbeam Kisses. 5) Jelly Beans. 6) Buttercups Balls. Spicy
Cinnamon Balls. 7) Mint Staws. 8) Assorted Mints. 9) Peppermint Lozenges. 10)
14) Starlight Mints. 15) chewy Caramel Bullies. 16) Candy Corn. 17) French
Baked Peanuts. 18) crisp Nut Goodies. 19) Flavorful Spicettes. 20) tender Jelly
Nougats. 21) Orange Slices. 22) Spearmint Leaves.
To Every Lady-in-Waiting

A little sun is good for a little son or daughter

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

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


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

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

ALL TAX-FREE

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

Tiny Queen for a Day

A BABY'S WOES HELP WIN BIG TV CONTEST

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

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

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

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

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

FREE Bridal Gift

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

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

OTHER FAVORITES FROM THE KROMEX TREASURE CHEST OF GIFTS

KROMEX CORP. • Cleveland 3, Ohio

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

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

ON CHANGING TABLE, eight entrants get clean diapers provided free by one of the show's sponsors. Attendant (left) gave mothers tips on technique.
What do your doodle-drawings reveal about you?

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

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

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

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

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

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

Choose exactly the point for you from Esterbrook's 32

Esterbrook

$2.95 and up

Here are 5 of Esterbrook's 32 replaceable points
NOT A LUXURY... BUT A MODERN NECESSITY!

Roll-o-matic
PORTABLE DISHWASHER-DRYER

saves more time
saves more work
than any other
appliance you own!

No pre-rinsing needed!
Just scrape dishes...load it
...set it...then forget it!

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

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

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

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

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

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

American Kitchens
DIVISION AVCO MFG. CORP.
CONVERSEVILLE, INDIANA

Distributed in Canada by Hoffats, Ltd., AVCO Mfg. Corp.

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

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

the look a man likes...the look of a girl
perfectly tailored for action...the look of a girl alive
to the time and the place...as in these new
Jantzen sunclothes that take their cue from the
French navy and go to see cool and crisp
and beautifully ship-shape. Left, "Navy Brass" cotton shorts,
"Midi" shirt, each, 3.98...right, "Summer Duck"
waders 6.98, in Greenwood finest Sanforized
cotton duck, "Bermuda" cardigan 6.98.
"Lucky" tee shirt 2.98...at most stores. (prices in U.S.A.)
Response to nature  A graduate of Bennington College in Vermont, Helen Frankenthaler started painting realistic landscapes, moved toward an abstract style to express her emotional response to nature. In New York studio she spreads painting on floor, often works in middle of it.
Women Artists in Ascendance

YOUNG GROUP REFLECTS LIVELY VIRTUES OF U.S. PAINTING

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

This movement has been building up ever since Philadelphian Mary Cassatt pioneered in the field before the turn of the century. Subsequently, artists like Georgia O'Keeffe, Loren MacIver and L. Rice Pereira earned significant reputations. But the real advance came in the 1940s when, paralleling their achievements in other professions, women in growing numbers began to distinguish themselves as artists.

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

Jumble of the City Most celebrated of the young American women painters, Grace Hartigan, who comes from Newark, N.J., has developed a brilliantly bold, semi-abstract style to capture the garish jumble and excitement of the market district of New York's lower East Side where she lives.
Warmth and light

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

Energetic images

Born in Chicago, Joan Mitchell has become one of the leading young exponents of the abstract-expressionist school. Working in both New York and Paris, she has evolved a spontaneous, complex style to produce energetic images of "remembered landscapes which involve my feelings."
Restless vigor  Though she works as a New York fashion model, Jane Wilson spends up to eight hours a day painting. Born in Seymour, Iowa and married to a composer, she paints figures and landscapes suggesting impressionist art but with a restless, forthright vigor that is modern.
Drink this hearty coffee as strong as you like...

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

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

When the Russian tanks reached Sopron, 291 students and faculty, more than half the college, escaped on foot through their familiar woods to the Austrian border, five miles away. They gathered in the same refugee camp where they were discovered by Canada’s immigration minister who arranged to move them en masse to the Forestry School of the University of British Columbia.

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

CONTINUED
I'm leavin' this earth - 'cause shavin's a bore!

With a Colgate shave, man, it's no chore!

That's the smoothest shave I ever took!

And you got that clean-cut Colgate look!

Colgate Shave Creams

For that clean-cut Colgate look!

Try Colgate Lotion, too!

Smells real nice - with a trace of spice.

First assembly takes place in front of barracklike school buildings as students give ceremonial greeting to professors. Canadian and Hungarian flags were dipped during singing of Hungarian and Canadian national anthems.

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

Magyar dance is accompanied by "Sopron University Four" with borrowed instruments as students do a czardas.

Smallest Hungarian is Louis Szabla, 4-month-old son of faculty couple. Here he naps on serving table ledge during dinner given by Hungarians for Canadians. The dinner included swan-shaped pastries baked by students.
Four problems of homeowners:

1. Walls and ceilings that leak heat
2. Awnings that show their age
3. Doors and windows that keep costing money
4. Ductwork that rusts

One solution: Aluminum

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

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

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

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

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

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

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

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

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

SEE THE AUTOMATIC THAT HAS EVERYTHING:

MAYTAG
All-Fabric AUTOMATIC WASHER
Refugee Foresters continued

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

Study of Unfamiliar Forests

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

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

Contiued
The Standard of Excellence on Five Continents

Longines

THE WORLD'S MOST HONORED WATCH

Ten World's Fair Grand Prizes
28 Gold Medals

HIGHEST HONORS FOR ACCURACY FROM GOVERNMENT OBSERVATORIES

OFFICIAL WATCH FOR TIMING CHAMPIONSHIP SPORTS THE WORLD OVER

THE FIRST WATCH OF AVIATION AND EXPLORATION

A Longines Watch Honors The Graduate

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

Longines-Wittnauer Watch Company
SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER

Refugee Foresters CONTINUED

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

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

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

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

HART SCHAFFNER & MARX.
First breakfast in the new house

Kellogg's CORN FLAKES

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

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

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

WEBSTER’S NEW WORLD DICTIONARY
of the American Language
COLLEGE EDITION

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

THIS superb dictionary is available in a variety of beautiful bindings. Illustrated are: Cloth edition, $5.75; with thumb index, $6.75. Indo-Text edition, printed on India paper that is gossamer-thin yet incredibly strong and completely opaque, bound in Fabrikoid, gold-stamped with gold top, only 1¼" thick, thumb-indexed, slip case, $8.75. Gift edition, also printed on Indo-Text paper, bound in calf-finish sorrel brown leather over beveled boards, stamped in gold, gold edges, thumb indexed, gift box, $15.00.
it's new! new idea!

Beefaro

the delicious Italian-style dish
new taste! new treat!

Lots of rich, juicy, browned beef!
Lots of tender Italian macaroni!
All in a tantalizing tomato sauce...slowly simmered with tangy cheese and perfectly seasoned with real Italian spices!
Mmmm, what savory flavor...and what a joy to serve! Just heat Chef Boy-Ar-Dee Beefaroni...takes only minutes, costs only about 13¢ a serving.
Discover Beefaroni today...you'll come back for more!

ni
created by CHEF BOY-AR-DEE®
In the sensible Sussex countryside an incongruous friendship has developed between a cow and a monkey. Three years ago Farmer Herbert Browning, who owns 150 English acres, went out to his pastures and there, to his amazement, found a rhesus monkey crouched amid his herd. The rhesus normally lives oceans away in India, and Browning could find no clue as to where the simian had come from. It might have been a stray pet or a fugitive from a circus.

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

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

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

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

On the job or off! Blue Bell matching shirts, pants keep their neat looks long. Sanforized cotton twills; sizes for dad and son.

Look for this Blue Bell emblem—it's your unconditional guarantee of satisfaction.
New Jacobsen Turbo-cut
...Mows the Way to Easy Outdoor Living

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

Turbo-cut ... an engineering triumph combining a unique suction lift rotor with the Jacobsen Hi-Torque Engine ... advances far beyond accepted ideas of what a rotary mower can do. It provides smoothness and crispness of cut comparable only to the scissor-like action of the Jacobsen reel type mower. Exclusive with Jacobsen ... just what you would expect from the world leader in the design and construction of fine power mowers since 1921.

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

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

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

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

SIMIAN SNOOZE is taken as Dry Ginger munches on. He will ride Dry Ginger only. The herd tolerates Ginger but pays no special attention to him.
Wouldn’t you like a color snapshot like this of your best girl?

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

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

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

With new Kodacolor Film, you get prints that are vibrant with color—color so brilliant, so lifelike, you’ll find it hard to believe that your camera caught it. And it’s almost unbelievably simple—just as easy as shooting in black-and-white.

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

Best girls grow up so very fast—you really should try marvelous new Kodacolor Film 100x. It can be processed locally in many cities, or returned to Kodak through your dealer.

EASTMAN KODAK COMPANY... Rochester 4, N. Y.
Proved able to stand

GOODYEAR'S NEW 3-T

STRONGER ON THE INSIDE!
A mounted jackhammer—the same kind that's used to break concrete—pounded this Goodyear nylon tire for 34 hours, delivering over two million blows. And yet, after all this punishment, we couldn't find a single broken cord. Amazing proof of the miracle strength you get in Goodyear's 3-T Nylon Cord.

SAFER ON THE OUTSIDE!
In this dramatic wet-road test, both cars rushed toward the wooden barriers at the same speed—braked at the same instant. The blue and grey car—with ordinary-type tires—crashed into the barricade. But Goodyear's Twin-Grip tread dug in... 8640 biting edges hung on... and the red car came to a swift, safe, straightline stop!
Goodyear's triple-tempered, triple-tough 3-T Nylon Cord tires are now available at sensationally new low prices!

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

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

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

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

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

NEW 3-T NYLON CUSTOM SUPER-CUSHION

Watch “The Goodyear Playhouse” on TV Sunday—9-10 P.M., E.D.S.T.
WHERE THE BRIGHT SUN SHINES...or candles glow...
cold, refreshing Budweiser is for folks who know
how to live life—every golden minute of it.

Budweiser
Where there’s Life...there’s Bud!
The Oldest Airman

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

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

IRON ROCKER used to test equilibrium after World War I is tried out under Pop's guidance by a WAF cadet.
Fashion Explosion: the Ford Family of Fine Cars

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

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

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

NEW FASHION LOOK . . . SIDE VIEW—The silhouette this year is level, long, dynamic . . . in Ford, Thunderbird, Mercury, Lincoln and Continental. Slim, strong roof tops and thinner corner posts give you an airier feeling and more visibility, too.

There's a sweeping new, low look throughout the line—yet more headroom inside, thanks to our unique chassis engineering.

NEW FASHION LOOK . . . FRONT—Swing to the front of our Family and you'll see more of what we mean by doing something daring. For here is where our young-minded stylists burst forth with the boldest of high-fashion ideas.

The wide, low hoods—low as a deep kneehole; the generous wrap of windshield, reminding you of an airport control tower, and tinted like one at your option. Or take a look at the massive, deep-sectioned bumper-grilles — as functional as they are beautiful.

FAMILY CONCLUSION—There can be only one. If you hate the old and bulhous, if you have an eye—and a longing—for the new, exciting car fashions, there's just one place to go . . . your nearest Ford, Thunderbird, Mercury, Lincoln or Continental dealer.

FORD MOTOR COMPANY
THE AMERICAN ROAD, DEARBORN, MICH.

Spring Fashions from The J. L. Hudson Co.
THIRD IN A LIFE SERIES: 'GREAT ADVENTURES' SEEKING THE
MAGIC MUSHROOM

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

By R. Gordon Wasson

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

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

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

I am a banker by occupation and Richard-
son is a New York society photographer and
is in charge of visual education at The Brear-
ley School.

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

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

Preparing for ceremony at which author chewed hal-
locinogenic mushrooms and had visions, Curandera Eva Mendez
ceremonially turns fungus in the smoke of burning aromatic leaves.
inquiries and research into the strange role of toadstools in the early cultural history of Europe and Asia.

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

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

About 20 of us gathered in the lower chamber of Filemón’s house after 8 o’clock that evening. Allan and I were the only strangers, the only ones who spoke no Mixteco. Only our hosts, Filemón and his wife, could talk to us in Spanish. The welcome accorded to us was of a kind that we had never experienced before in the Indian country. Everyone observed a friendly decorum. They did not treat us stiffly, as strange white men; we were of their number. The Indians were wearing their best clothes, the women dressed in their huipiles or native costumes, the men in clean white trousers tied around the waist with strings and their best scrapes over their clean shirts. They gave us chocolate to drink, somewhat ceremonially, and suddenly I recalled the words of the early Spanish writer who had said that before the mushrooms were served, chocolate was drunk. I sensed what we were in for: at long last we were discovering that the ancient communion rite still survived and we were going to witness it. The mushrooms lay there in their box, regarded by everyone respectfully but without solemnity. The mushrooms are sacred and never the butt of the vulgar jocularity that is often the way of white men with alcohol.

At about 10:30 o’clock Eva Mendez cleaned the mushrooms of their grosser dirt and then, with prayers, passed them through the smoke of resin incense burning on the floor. As she did this, she sat on a mat before a simple altar table adorned with Christian images, the Child Jesus and the Baptism in Jordan. Then she apportioned the mushrooms among the adults. She reserved 13 pair for herself and 13 pair for her daughter. (The mushrooms are always counted in pairs.) I was on tip-toe of expectancy: she turned and gave me six pair in a cup. I could not have been happier: this was the culmination of years of pursuit. She gave Allan six pair too. His emotions were mixed. His wife Mary had consented to his coming only after she had drawn from him a promise not to let those nasty toadstools cross his lips. Now he faced a behavior dilemma. He took the mushrooms, and I heard him mutter in anguish, “My God, what will Mary say!” Then we ate our mushrooms, chewing them slowly, over the course of a half hour. They tasted bad—acid with a rancid odor that repeated itself. Allan and I were determined to resist any effects they might have, to observe better the events of the night. But our resolve soon melted before the onslaught of the mushrooms.

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

TEXT CONTINUED ON PAGE 109
Receiving his mushrooms, Wasson takes his night's ration from the hand of Curandera Eva Mendez. In right background Guy Stresse-Péan, French anthropologist who accompanied Wasson, has begun to chew his own supply. 

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

A strange, solemn rite and wonders in the dark

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

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

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

AT THE CLIMAX of this session, at about 3:30 in the morning, Eva Mendez ministers to her ailing 17-year-old son. As he lies lost in the ecstasy of his visions evoked by the mushrooms, she asks divine help for him. The child
at right, perhaps soothed by the rhythm of the chanting, is sleeping quietly through the ritual. About a dozen Indians remained in the 20 by 20 foot room throughout the night. A few of them sat up but most lay on reed mats.

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

MEDITATING silently, Eva Mendez sits before her mushroom bowl. Though she ate twice as many mushrooms as the rest, she stayed calm and dignified, often lyrical in her exhortations, sometimes impatient when spirits did not come.
With Professor Heim, Wasson (right) searches a mountainside near the village for specimens of the sacred mushrooms. They found two species here.

**Rare vision-giving fungi shown for first time**

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

At the present time no one knows what drug it is in these mushrooms that causes the eater to see visions, and until its properties are clearly defined the hallucinogenic mushrooms must be treated with extreme caution. Among the Indians, their use is hedged about with restrictions of many kinds. Unlike ordinary edible mushrooms, these are never sold in the market place, and no Indian dares to eat them frivolously, for excitement. The Indians themselves speak of their use as *muy delicado*, that is, perilous.
**CROWN of Thorns**,” Psilocybe zapotecorum Heim (left) grows in marshy ground. It was first found in 1955.

**LANDSLIDE**” mushroom, Psilocybe caerulescens Murrill, var. Mazetecorum Heim, grows on sugar cane residue.

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

**MUSHROOM of Superior Reason**,” Psilocybe caerulescens Murrill var. nigripes Heim (left), grows near Juquilla.

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

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

The visions were not blurred or uncertain. They were sharply focused, the lines and colors being so sharp that they seemed more real to me than anything I had ever seen with my own eyes. I felt that I was now seeing plain, whereas ordinary vision gives us an imperfect view; I was seeing the archetypes, the Platonic ideas, that underlie the imperfect images of everyday life. The thought crossed my mind: could the divine mushrooms be the secret that lay behind the ancient Mysteries? Could the miraculous mobility that I was now enjoying be the explanation for the flying witches that played so important a part in the folklore and fairy tales of northern Europe? These reflections passed through my mind at the very time that I was seeing the visions, for the effect of the mushrooms is to bring about a fusion of the spirit, a split in the person, a kind of schizophrenia, with the rational side continuing to reason and to observe the sensations that the other side is enjoying. The mind is attached as by an elastic cord to the vagrant senses.

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

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

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

MUSHROOMS CONTINUED

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

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

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

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

FROM the many mushroom celebrations that I have now witnessed, nine in all, it is clear that at least in the Mescalero country the congregation is indispensable to the rite. Since the congregation, in order to participate, must be brought up in the tradition, any white persons should be greatly outnumbered by the Indians. But this does not mean that the mushrooms lose their potency if not eaten communally. My wife and our daughter Masha, 18, joined us a day after the ceremony that I have described, and on July 5, in their sleeping bags, they ate the mushrooms while alone with us. They experienced the visions too. They saw the same brilliant colors; my wife saw a ball in the Palace of Versailles with figures in period costumes dancing to a Mozart minuet. Again, on Aug. 12, 1955, six weeks after I had gathered the mushrooms in Mexico, I ate them in a dried state in my bedroom in New York, and found that if anything they had gained in their hallucinogenic potency,
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THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY, DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY.
IT was a walk in the woods, many years ago, that launched
my wife and me on our quest of the mysterious mushroom.
We were married in London in 1926, she being Russian, born
and brought up in Moscow. She had lately qualified as a phy-
sician at the University of London. I am from Great Falls, Mont.
of Anglo-Saxon origins. In the late summer of 1927, recently
married, we spent our holiday in the Catskills. In the after-
noon of the first day we went strolling along a lovely moun-
tain path, through woods crisscrossed by the slanting rays of
a descending sun. We were young, carefree and in love. Sudden-
dy my bride abandoned my side. She had spied wild mush-
rooms in the forest, and racing over the carpet of dried leaves
in the woods, she knelt in poses of adoration before first one
cluster and then another of these growths. In ecstasy she called
each kind by an endearing Russian name. She caressed the
toadstools, savored their earthy perfume. Like all good Anglo-
Saxons, I knew nothing about the fungal world and felt that
the less I knew about those putrid, treacherous excrescences the
better. For her they were things of grace, infinitely inviting to
the perceptive mind. She insisted on gathering them, laughing
at my protests, mocking my horror. She brought a skirtful back
to the lodge. She cleaned and cooked them. That evening she
ate them, alone. Not long married, I thought to wake up the
next morning a widower.

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

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

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

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

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

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

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

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

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

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

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

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

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

The mushrooms are not used as therapeutic agents: they them-
seelves do not effect cures. The Indians “consult” the mushrooms
when distressed with grave problems. If someone is ill, the mush-
room will say what led to the illness and whether the patient
will live or die, and what should be done to hasten recovery.
If the verdict of the mushroom is for death, the believing patient
and his family resign themselves: he loses appetite and soon
expires and even before his death they begin preparations for the
wake. Or one may consult the mushroom about the stolen don-
key and learn where it will be found and who took it. Or if a
beloved son has gone out into the world—perhaps as a wetback
to the states—the mushroom is a kind of postal service: it will
report whether he still lives or is dead, whether he is in jail, mar-
rried, in trouble or prosperous. The Indians believe that the mush-
rooms hold the key to what we call extrasensory perception.
Little by little the properties of the mushrooms are beginning
to emerge. The Indians who eat them do not become addicts:
when the rainy season is over and the mushrooms disappear, there
seems to be no physiological craving for them. Each kind has its
own hallucinogenic strength, and if enough of one species be not
available, the Indians will mix the species, making a quick cal-
culation of the right dosage. The curadero usually takes a large
dose and everyone else learns to know what his own dose should
be. It seems that the dose does not increase with use. Some per-
sons require more than others. An increase in the dose intensifies
the experience but does not greatly prolong the effect. The mush-
rooms sharpen, if anything, the memory, while they utterly
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MUSHROOMS CONTINUED

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

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

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

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the Faculté des Lattres et Bordeaux. In the article the names of
places and persons have been altered to preserve their privacy.
A WISE COFFEE-LOVING M.D.

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INSTANT CHASE & SANBORN — the full-bodied coffee

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Busy as a railway station at rush hour, this scene sums up the bedlam that constitutes the plot of Broadway’s new farce comedy, Hotel Paradiso. The play, which was written for Paris audiences in 1886, is practically a catalogue of all the mix-ups that could befall a henpecked husband named Monsieur Boniface, played by Bert Lahr (see cover), when he tries to step out with his best friend’s wife. In the crisis pictured above, Boniface (far left) is caught in a hotel with the straying wife.
(Angela Lansbury). Her husband, who has turned up to investigate a report that the hotel is haunted, is beating at their door because he has just been scared by four little girls in white nightgowns (right).

Meanwhile, back on the stairs, the police are raiding the hotel. The manager and bellboy are fleeing upstairs while three rafish guests—a drunken, top-hatted duke, his saucy sweetheart and a Turkish professor—are trying to look unperturbed. Caught in the same room with the four girls and their stuttering father (far right) are Boniface's nephew who is having his own adventure with a parlor maid on her night out.

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

CONTINUED
AS HARRED HUSBAND, Bert Lahr is attacked with a hat pin by his wife (Vera Pearce) after he tries to get door key from her. She locks him in apartment when she goes to visit her sick sister, but he escapes through the window.

AS THwarted LOVER, Lahr with his lady love feels an odd sensation while he leans against door. He is being drilled from behind by a curious bellboy who wants to make a peephole so he can spy on interesting hotel guests.
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UP, UP FROM 'GUNG, GUNG'

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

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

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

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

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

ON BROADWAY in 1926 Lahr made his first hit in Held Everything. With Victor Moore (left), he acted a punchy fighter named Gink.

IN BURLESQUE at 17 Lahr was a Dutch comic.

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BEDROOM BEDLAM CONTINUED

AS A TROUBADOUR, Lahr gurgled amorously in the ear of Beatrice Lillie, who perched on a garden swing in the 1914 Broadway show, Seven Lively Arts.

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

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

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

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

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

If you suffer from the pain of arthritis or rheumatism, ask your physician about Bufferin.
FIX-IT TIPS
with '3-in-One' oil

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

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

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

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

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

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

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

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

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

DRUG FOR RADIATION

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

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

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

Treated monkeys received equal radiation. Sick one (left) had bone marrow injections. Healthy one got AET.
"Martini drinkers are divided into two glasses," says Ernie Kovacs

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

Fresh from the world’s largest bar, where they are expertly mixed of choicest liquors, each one is perfect. Nobody ever gets a dud.

Keep a variety of Heublein cocktails on hand and keep your reputation as a good host. G. F. HEUBLEIN & BRO., HARTFORD, CONN.

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

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

HEUBLEIN COCKTAILS
FULL-STRENGTH • READY-TO-SERVE
The MONTEREY Basic

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

MONTEREY Toppers

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

Buy your kitchen as you buy your wardrobe...

New Future-Fashioned MONTEREY

Youngstown Kitchens

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

MONTEREY Ensemble
Wonderful Monterey Basic with exclusive "Pantry Cabinets," sets of Toppers, Food Waste Disposer, Separates that include counter top cookery, work level oven unit. A luxury "wardrobe" to own or aim at! And compatible "Sandalwood" goes with everything. This complete Future-Fashioned kitchen can be yours for about $55 a month.

ALL YOUNGSTOWN KITCHEN UNITS CAN BE FINANCED ON EASY CREDIT TERMS
deep cleans!
suppresses bacteria!
velvetizes your skin!
all in 1
lightning-quick
action!

New Sheer Velvet Cleanser

Sheer Velvet’s modern, marvelous multi-purpose formula goes deep down to clean away every speck of city grime, stale make-up and hardened skin secretions which, if neglected, could cause blackheads. Then works scientifically with miraculous Bithionol to suppress skin bacteria that could invade and aggravate blemishes. Big extra bonus! Sheer Velvet doesn’t dry…it velvetizes your skin as it cleans. Leaves an invisible velvety film as a base for new make-up. Try it. See if you’ve ever had such a complete beauty treatment...so fast. You’ll love Sheer Velvet! 6 oz., $1.50.

You can also get Dorothy Gray products in Canada.

For beauty the modern way Dorothy Gray
SPORTS

THIRD ENCORE FOR SUGAR RAY

With one punch aging Robinson again is middleweight champion

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

Three times before, Robinson had lost or retired from his middleweight championship. In 1951 he was beaten by Randy Turpin, then knocked him out two months later. Coming out of retirement in 1955, he whipped Bobo Olson. Last January he lost a decision and the title to 25-year-old Fullmer. This time everyone thought Robinson was finished—until Fullmer suddenly pitched to the floor.

After the fight Robinson was again the beaming conqueror, a role he knows by heart. Surrounded by his whooping retinue of followers, he happily returned to New York to celebrate a birthday (p. 130). The record book says he is 37, but he insists that he is only 36. Whatever his age, Robinson had proved again that he is the most dramatic fighter of his time.
Man— if oil and grease come in contact with your shoes, these Wolverines are the shoes for you. They stand the gaff . . . they wear and wear. Neoprene sole resists oil and grease. Man-size full cushion insole for comfort. A man-size value all the way. At your Wolverine dealers.

Far from home, young Otto Q. Drew, Needing money to marry his Lou, Wired home in a flash, "Telegraph me some cash"— And now he’s the father of two!

HAPPY FAN, Father Jovan Lang of St. Joseph’s Seminary, Westmont, Ill., talks with Welterweight Champ Carmen Basilio, who hopes to fight Robinson. Father Lang has been Ray’s spiritual adviser.

GRATEFUL CHAMP, Sugar Ray beams broadly into the microphone in his dressing room after fight as he gives thanks for his victory to God and "the millions who had faith in me and prayed for me."
Renee Reifel

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

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

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

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

How we spent it

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

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

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

The net profit

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

The balance of our net earnings—equal to 4.0% of our customers' dollars—we reinvested in the company in order to stay in business.

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

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

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

Your comments are invited. Write: The Chairman of the Board, Union Oil Company, Union Oil Building, 617 West 7th Street, Los Angeles 17, California.

Union Oil Company of California

Manufacturers of Royal Triton, The Amazing Purple Motor Oil
Par for pleasure!

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

Mild yes... tastefully mild Dutch Masters

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

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

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

VAN CAMP'S PORK & BEANS
The secret savory sauce is cooked in... so heat, eat and enjoy!
Enjoy snow-cool comfort—in summer suits of pure wool.

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

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

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

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

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

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

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

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

measures up to Wool

For further information about these new air-conditioned wool worsteds, write WOOL, Dept. 146, 450 Lexington Ave., New York 17, N. Y.
Lincoln moves in the best of circles... so effortlessly

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

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

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

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

And as any woman who has driven Lincoln will tell you, this big, luxurious car is easier to handle—and park—than any other car she has ever driven.

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

YOUR LINCOLN DEALER

LINCOLN

Unmistakably... the finest in the fine car field
HUGE PROPS TO SHRINK A MAN

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

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

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

by Admiral Arthur W. Radford
Chairman, Joint Chiefs of Staff
(As told to Donald Robinson)

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

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

They still are.

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

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

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

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

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

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

Can there be a more worth-while objective?

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

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

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

What are the advantages to a military career?

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

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

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

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

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

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

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

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

What are the possibilities for advancement?

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

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

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

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

It is also true that considerable moving about is necessary in the Service. Just as you are settling down in a new home, orders may arrive transferring you. This can cause serious interruptions in your family life, and partings from old friends. Still, you become accustomed to it. Many families even enjoy the changes of scene, especially since most of the installations have their own happy community aspects.

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

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

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

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

I cannot say that anyone will become wealthy on Service pay. No one ever has. However, I can say this. Military pay rates are established by law and legislators are conscientious about providing enough for the necessities of life. Service men are certainly able to support their families and educate their children. In this connection, the "fringe benefits" that Service men and women receive over and beyond their pay cannot be forgotten. In addition to medical care, vacations and pensions, there bequests, pensions, and other benefits. Some items mount up.

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

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

Secondly, it is essential that such boys and girls have a high degree of adaptability, be able to adjust to changing circumstances. Third, they must get along with other people. Fourth, they must want to be leaders, and have a keen sense of responsibility. Fifth, they should be amenable to discipline. This does not mean that they can be made to do without spirit and individuality and original thought. But the unruly lad who delights in rebellion against constituted authority will not prosper.

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

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

I would suggest that they read everything they can on all four of the Services, that they question veterans and, if possible, that they talk with men and women now on active duty. Each Service has its own mission, its own traditions, and its own attractions. The Marine Corps have the greatest experience in the world. The Navy is the oldest in the world. The Air Force is the newest in the world.

No prior training is required of boys and girls interested in a career in the enlisted ranks. They can sign up for periods ranging from two to six years, and obtain their training while they draw their pay. A boy with the ambition to become an officer can seek an appointment to the U. S. Military Academy, the U. S. Naval Academy or the U. S. Air Force Academy. He can, if he wishes, apply for pilot training in the Air Force, Navy or the Marine Corps as an officer and be commissioned in a variety of other ways. Training programs range from a few weeks to four years. A girl, with the proper qualifications, can obtain a commission in the women's Service in as little as eight weeks.

To any boy or girl who decides on a career in the Armed Forces, I would say, "Continue your civilian education as long as you can. The better your schooling, the better you'll do in the Services."

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

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

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

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

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It's today's livelier Tender Leaf

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

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

ART LINKLETTER
genial host of "House Party"

TENNESSEE ERNIE
TV's newest favorite

JACK BAILEY
of "Queen For A Day"
GETTING AND SPENDING
THE TEEN-AGE ALLOWANCE

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

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

About 75% of the nation’s male and female teen-agers receive regular allowances from parents while most of the rest tap parents on a haphazard dole system. One third of them—including most of the St. Louis teen-agers shown on these pages—augment allowances during the school year by working at jobs over and above the basic chores expected of them. The total money teen-agers have to spend comes 63% from allowance, 35% from earnings and the total school year teen-age take is $9 billion. Allowances and earnings go up with age, starting with an average of $1.61 for 13-year-old boys to $16.65 for 18-year-olds. Statistics of allowances, however, are confusing because some teen-agers have to buy lunches and pay bus fares out of allowances while others do not. And the whole subject is muddied because allowances are considered by parents partly in terms of economies and partly of psychology, as discussed on page 152.

Photographed for LIFE by NINA LEEN
Savings bonds and pizza on $15 a week

A CAREFUL PLANNER. Jerry Robbins, 17, a senior at Southwest High in St. Louis, goes over finances (left) with his parents, who give him $5 a week. Jerry puts his allowance into savings bonds. To get spending money he works as a check-out clerk in a supermarket, which pays him $10 for ten hours' work. This goes mostly for school lunches and dates with his girl, Barbara Milford. Pizza after movies comes to $1.95. Because of his job, Jerry

Variable income and unpredictable outlay

A HAPHAZARD FINANCIER. Ed Merkel, 17 (in left pocket, above), is never quite sure where his money goes and has irregular earning habits. He gets $5 a week from his parents, collects $1 a week from DuWayne Hall and Nick Dalha for driving them to school in his 1949 Oldsmobile. By washing cars on Saturdays, he sometimes picks up as much as $12. When broke he borrows from his mother but usually pays it back the following week and has

A 13-year-old stretching out $2.50

A RESPONSIBLE YOUNGSTER. Danny Milford, 13, with sister Barbara, watches father count out allowance while his mother (in rear) looks on.
can afford items like a second-hand TV set (right) which he ordered by mail for $14 but which almost broke him when the delivery charge came to $10.

enough left over to indulge in his favorite luxury, a shoesine (55c, including tip). A part of Ed’s allowance goes on guns and shells, buying cartridges at around $1 per box. Recurrently short of funds, he is forced to rely on television for entertainment, usually sitting with Carol Grutch (right) at her house. Even so, he says, “I can spend the whole weekend there doing nothing but watching TV and end up with $5 less in my pocket Sunday night.”

His $2.50 a week, out of which he spends $1.75 on school lunches, is not enough for Danny. He carries bundles for 50¢ for his neighbor, Mrs. Genevieve Nolan, who gives him bonuses in the form of snacks. He weaves potholders to sell at four for $1. Danny spends his money on model planes, movies at 20¢, and popcorn at 15¢ a box for his girl, Carolyn Anderson, when they go Dutch to a show. His sister Barbara, 16, gets “hales” instead of regular allowance.
ALLOWSANCES CONTINUED

The girls pool

Although girls average lower allowances and less earned income than the boys, their pocket money seems to go farther, particularly as they grow older and their male dates absorb more and more of the cost of an evening out. About half of the 11-year-old girls pay for their own entertainment, whereas more than a third of the 18-year-olds do. Partly because of diets and partly because of daintier appetites to begin with, girls spend only about half as much on soft drinks, malts and snacks as boys their own age. A good part of this advantage, however, is lost because they spend almost three times as much as the boys do on clothing and grooming.

JUDGING STYLES, St. Louis high school girls earn money serving on a fashion board, modeling clothes and giving ideas to clothing manufacturer. Each board member gets $5 fee for weekly sessions.

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

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

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

OUT TOGETHER, girls pay Judy Johnson (left) 25¢ each for gas, spend 29¢ for drive-in milk-shake.
funds and fun

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

AT BOWLING ALLEY, girls find it cheaper to bowl in teams since they then get club rates. From left are: Carol Jamieson, Andrea David, Kay Muehlenbrock, Judy Johnson and Jane and Jean Sheets.

CONTINUED
**For Mother's Day...give the present with the beautiful future**

‘FUTURAMA' by Revlon

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

**WHAT TO GIVE—AND HOW**

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

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

**ALLOWS CONTINUED**

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

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

**EUROPE GILBERT**

**WEEKLY INCOME by age during school year is shown here. Figures represent allowances plus earnings. At 18 half of boys, one third of girls are working.**
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110° Slim Jim 17” portable

- Perfect gift for happy homes, new and old. Goes anywhere—fits where big TV never fitted before
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"17" overall diagonal; 150 sq. in. of viewable area †Manufacturer's suggested retail price.

Keep your eye on SYLVANIA... fastest growing name in sight
MODERN-DAY DANIEL BOONE is John Paul Highley, foreman of Salt Lick Pallet Company. His town in foothills of Cumberland Mountains enjoys new prosperity since pallet company started operations.

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

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

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

ROADSIDE REST for tourists is Highley Motel started with pallet company profits. Motel is run by Roy Highley and his wife, Louise.
Think of modern industry and you usually think of big industrial communities. Detroit, Pittsburgh, Los Angeles, Chicago.

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

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

**Opportunity Begins at Home**

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

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

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

**Boon for a Modern Daniel Boone**

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

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

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

That was all Espy needed. He went to work. And before too long he had production up to 3,000 pallets a week with two GM Divisions — Delco Products and New Departure — as well as many other steady customers. And pallet earnings go into the jeans of 30 Salt Lick citizens every payday.

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

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

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

**Small Business and General Motors**

**Pattern for Prosperity**

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

"Check your car—check accidents"

**LEGAL LIGHTS** of Salt Lick are Police Judge “Chris” Johnson and his predecessor and father-in-law, Town Councilman Espy Clay Highley.

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

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

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

In the person of Ngo Dinh Diem, president of the Republic of Vietnam, the U.S. this week welcomes a visitor who is unique among the rulers and statesmen of the new Asia. Diem differs from Nehru of India, U Nu of Burma and Sukarno of Indonesia in that he opposes Communism not only in principle but in total practice, both at home and in his foreign policy. There are also important differences between him and heads of states allied with the U.S. Chiang Kai-shek has led Free China, in victory and in defeat, for 30 years; Diem has been in power less than three years. At age 56, Diem is in the fullness of his talents and vigor; Syngman Rhee of Korea, at 82, is declining into a tragic senility that only the blindest of his admirers can now ignore. The late Ramon Magsaysay of the Philippines radiated an inner warmth that elicited his people’s fervent love for him. He was a peasant by birth and habit, and proud of it. Diem with his closed face and stilted manner is an aristocrat who commands more respect from his people than affection.

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

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

by JOHN OSBORNE

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

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

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

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

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

Diem had no time to waste on the niceties of nomenclature when he first took over. Many of the 11 million southern Vietnamese still regarded France as the enemy and the

CONTINUED
General Electric Thinline Air Conditioner
has no unsightly overhang—inside or out

No matter what kind of windows, wiring, color scheme or budget you have, you can have the cool comfort of a modern General Electric Thinline.

Here’s why the ideal air conditioner for your home is the General Electric Thinline:

It fits anywhere. So compact (only 16½ inches thin) that it fits almost any kind of window. Flush with inside wall, no unsightly overhang outside, takes up ½ less space than previous, old-style models.

It fits any wiring. Some Thinline models work on so little current that there’s one to fit the electrical service you already have.

It fits any color scheme. Six cheerful spray-on colors blend your Custom Thinline models with any décor.

It fits any budget. Both the Custom Thinline (shown at bottom) and the even lower-priced De luxe model (left) are temptingly priced. So now there’s really no reason to do without cool comfort. They come in ½, ¼, 1 and 1½-horsepower models, range from 5500 BTU’s* to 13,350 BTU’s.* Accessories include a permanent electronic filter (at extra cost).

See your General Electric dealer now. General Electric Company, Room Air Conditioner Dept., Louisville 1, Ky.

New 115-volt, 1-HP Thinline packs a 9,000 BTU* cooling capacity. Another Thinline works on 7.5 amperes, has a rating of 6600 BTU’s.* Both are De luxe models, at hard-to-resist prices.

*Cooling capacities are tested and rated in compliance with ARI (Air Conditioning and Refrigeration Institute) Standard 110-56 and are stated in BTU’s (British Thermal Units).

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There are two General Electric Thinline styles—Custom and De luxe. Custom models, shown in four typical installations above, give you a choice of colors.

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VIETMINH Communists as true national patriots, the Communists, withdrawing their organized military forces to the ceded north, had left behind leaders who in many places personified the only authority the people knew. Two billion dollars' worth of American aid, funneled through the French, had helped to avert a total Communist victory but had otherwise been wasted. South Vietnam, as a country, was as poor and broken as if it had never received a penny.

"The essential thing," says Diem now, looking back on that summer and the months that followed, "was to restore confidence."

First he had to create a sense of security in a land where there was no security and little or no belief in the possibility of it. The task seemed hopeless.

Nobody, Diem included, could be sure that the new and feeble national army would obey him. A swarm of dissident nationalists maligned Diem in Paris and Washington, convincing many Americans that he was both helpless and incompetent. A gang of thugs, pimps and dope sellers called the Binh Xuyen controlled the police and streets of his capital, Saigon. The private armies of two quasi-religious sects, the Cao Dai and Hoa Hao, dominated much of the countryside.

General Paul Ely, the French commander in Vietnam, forbade Diem to use force against his enemies. In early 1955, six months after he had taken office, the U.S. State Department in briefing new men for Saigon gave Diem a 30% chance to survive. General J. Lawton Collins, President Eisenhower's special ambassador, flew home in April with a recommendation that the U.S. prepare itself against the fall of Diem and the rise of some other leader. Other Americans, rooting for Diem but influenced by Washington's obsession with the decent thought that all war is deplorable, fluttered around him crying "Don't shoot, don't shoot!"

Diem chose to shoot and thereby saved...
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CAREFREE CYCLISTS in Saigon enjoy the new sense of well-being and confidence which has spread through Vietnam since Diem’s accession to power.

DIEM CONTINUED

himself, his government and the democratic cause in Vietnam. The Binh Xuyen provided the occasion in March 1955 by twice shelling his palace, but he has said since then that he would have made the occasion if necessary. He had only three days’ supply of shells in Saigon, and General Ely refused to give him more. "It was a near thing," Diem says today, "a true nightmare." But the amply armed Binh Xuyen proved to be a barren lake. Its battalions, defeated in Saigon in a matter of days, fell back on the countryside and were gradually fought and starved out.

The initial success against the Binh Xuyen was a mighty tonic to Diem, to the army and to the whole country. It established in the minds of Vietnam’s uncertain millions the essential fact that the national government, rather than the quasipotent but pervasive Vietminh, was taking charge. As he gained confidence in himself and infused it in others, Diem in the period from March to September of 1955 moved against his other non-Communist enemies, the Cao Dai and Hoa Hao, with a masterly combination of force, coercion and bribery. He bought off the principal Cao Dai commander, General Nguyen Thanh Phuong, with a cash payment of 124 million piastres ($3.6 million), a promise of further monthly payments for his troops, and a sincere command in the national army. Since then the sects have disintegrated as political and military facts.

This recent history is worth recall now because it principally explains the greatest of the miracles to be observed in today’s Vietnam. Public confidence in the authority of Diem’s government is all but complete—which is to say, most people perceive that it is safer to be for the national government than against it. A corresponding confidence in its purposes and in Diem as its leader has yet to be won, but it is in the making. As Diem has understood all along, security had to come first. "I had to clarify the situation," he says, "in order that the people could see clearly."

Clarifying the situation has entailed a remarkably rapid evolution toward constitutional government. On Oct. 23, 1955, when his forces were still fighting armed rebels, Diem staged a national referendum to choose between himself and the fading Bao Dai as chief of state. On Oct. 26, victor by a huge margin, Diem deposed Bao Dai as chief of state and proclaimed the Republic of Vietnam with himself as president. On March 4, 1956, when the republic was just over four months old and dissident rebels were still variously fighting and surrendering, more than 80% of the eligible voters of Vietnam elected a constituent assembly with a mandate to write a constitution. The assembly, safely and not surprisingly peopled with a big majority of pro-Diem deputies, drew up a constitution and then became the country’s national legislature.

Diem’s next hurdle was the famous “Geneva election,” the plebiscite which, according to the 1954 Geneva Agreement, should have been held last July 20. It was supposed to let the people of north and south Vietnam decide whether a reunited country should be governed by anti-Communist Diem or Communist Ho Chi Minh in Hanoi, the northern capital. Diem had refused to sign the
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DIEM continued

Geneva Agreement. He knew that it was not a question of who could win the projected plebiscite; it was a question of who the people would expect to win, and all too many of them would have been led by voting on the assumption that the Vietnamese might win. Diem saved his people from this agonizing prospect simply by refusing to permit the plebiscite and thereby he avoided national suicide. Today the Geneva directive stands in principle but in effect it is a dead letter in Diem's Vietnam.

Miraculous though their recovery and progress have been, Diem and Vietnam still have plenty of problems, and all of them are of intimate concern to the U.S. For all its electoral and constitutional show, south Vietnam appears in many ways to be as much of a police state as its Viet Minh rival to the north, and Diem may easily be mistaken for another dictator. Acutely aware that this is so, Diem resents both correspondents who "expect things to be as they are in New York" and Vietnamese intellectuals who return from the U.S. and Europe after the battle is fought and try to teach me some lessons in democracy." Without internal security, Diem says again and again, nothing else is possible. And, paraphrasing Diem, the only way to establish security in a primitive, divided, frightened country such as Vietnam is first to create an effective police power, then to apply it so widely and so firmly that the people can neither mistake its source nor doubt its supremacy.

This necessity and all that flows from it—including some abuses of the necessary power—must be viewed in the context of postwar Asia. The simple truth is that all of the new governments produced by liberated Asian nationalism since World War II are more or less authoritarian in nature and method. Diem was following a familiar pattern when he told the constitutional assembly last year: "For a country as exposed as ours is from within and without, the possibilities of realizing the democratic ideal are of necessity limited. But we would betray the people were we incapable of responding to their ardent desire for a government of true freedom."

The trappings of power

FRIENDLY beholdlers from the West who want to believe that Diem's objective is indeed "a government of true freedom" are disturbed by the trappings and instruments of power which he and his associates have created. Millions of photographs, paintings and sketches of Diem's withdrawn, monastic face hang in every public office, stare down from the entrances of every public building and adorn the draft walls of peasant huts throughout Vietnam. A propaganda and political front called the Movement for National Revolution (NMR) has cells at various levels in every national ministry and every provincial administration, and is being extended to every town and village. Corollary organizations of women, youth, peasants and workers strive to permeate the easygoing Vietnamese with a sense of what Diem calls "community discipline," and incidentally to identify him in the national mind as a symbol of both discipline and freedom.

Behind the facade of photographs, flags and slogans there is a grim structure of deerees, political prisons, concentration camps, milder "re-education centers," secret police. Presidential "Ordinance No. 6," signed and issued by Diem in January 1956, provides that "individuals considered dangerous to national defense and common security" may be confined by executive order in a concentration camp or "obliged to reside under police supervision in a fixed place." The national army, the civil guard or national police, local police, and the Sixth Bureau, a formation of secret military police, enforce this and similar measures with strict and often arbitrary rigor. Only known or suspected Communists who have threatened or violated public security since July 1954 are supposed to be arrested and "re-educated" under these decrees. But many non-Communists have also been detained.

The whole machinery of security has been used to discourage active opposition of any kind from any source. It was also used to build up the majorities voted Diem in the 1955 referendum and the 1956 election. "He could have had 60% or 70% of the votes in completely free elections," said a tolerant foreign observer, speaking recently of these abuses. "It's too bad that he insisted on 95%." In discussing this aspect of his regime, Diem offers a philosophical comparison between the problem of government in a country such as the U.S. and in one such as Vietnam. "In finished societies," says Diem, "all the main elements are complete and there is enough government to arbitrate between them." To a new and primitive country "the main elements of society" must simultaneously be created and directed from the center. Any government trying to accomplish this "must operate more directly
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DIEM and BROTHERS walk in palace grounds. Ngo Dinh Nhu (left) acts as presidential adviser. Ngo Dinh Thuc is Roman Catholic Bishop of Vinh Long.

DIEM continued

should be for five years he supervised the administration of "justice" in 18 Vietnam provinces. In 1952 he deserted Ho and escaped to the south on a bamboo raft. Americans and many Vietnamese in Saigon who view with alarm the MNR's resemblance to a totalitarian party regard Thanh as the black beast of the Diem regime and attribute its less attractive methods and attitudes to him. "All he knows," says an American who has watched him closely, "are the methods that he saw work with the Vietminh. And they do work. He has been terrifically successful—you have to give him that."

Secretary Thanh in person is a small, amiable, tireless man who has mastered the art of pretending to be frank while saying very little. He readily acknowledges that he directs the "re-education centers" where thousands of dissenters get short, enforced courses in Thanh's version of democracy, and he estimated last year that 15,000 to 20,000 people had been detained for political reasons since 1954. All of them, he says, were Communists or active Communist supporters and most of them were released after two weeks to two months of re-education. He also conceals that open political opposition "in the Western conception" is not to be found in Vietnam. But this, he says, is only because parties outside the MNR front have no "mass organization" and no ground on which to oppose President Diem. "On private grounds," says Thanh, "there are many in the country who disagree with Ngo Dinh Diem. But they have to admire what he has done. Who else is there?"

There are scores of presumably reputable nationalists who withhold their support from Diem but deem it unsafe to oppose him openly. The only figure of national stature who has offered any kind of public opposition to Diem in Saigon since 1955 is Dr. Phan Quang Dan, a public health specialist turned politician who has lived in the U.S. and claims that he has many American friends. Dr. Dan has shaken visitors with his complaints that the Diem government is oppressive, corrupt and altogether too much the creature of one man, Ngo Dinh Diem. But sympathy for pudge, twirly Dr. Dan tends to evaporate when he admits, as he will if asked, that he deliberately courted the support of the Cao Dai religious sect and was its political front-man during its period of armed rebellion.

One of Dr. Dan's milder complaints is that the national government is becoming a family business—"a Ngo dynasty." Many Vietnamese with no discernible ax to grind are uneasy on this score. They remember that brother Nhu, riding around in a palace
Never has color photography been so easy!

... and for only 5 cents extra per picture you graduate from ordinary black-and-white snapshots to glorious color-slides!

**Argus C-3... only $5.50**

You open your very first roll of film—load the camera—line up the Color-Matic settings—take your picture.

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- **1/10 to 1/300 shutter**—"freezes" action to give you crisp, clear pictures!
- **Lens-coupled rangefinder**—you just turn a dial to bring your picture into sharp focus!
- **Built-in synchronization**—lets you plug the flash gun right into the camera for easy nighttime or dark-day shots!
- **Amazing versatility**—Cintar lens removes easily for quick interchange with Wide-angle or Telephoto accessory lens.

ARGUS CAMERAS, ANN ARBOR, MICHIGAN, DIVISION OF SYLVANIA ELECTRIC PRODUCTS INC.
B is for Baby

At the tender age of three minutes, he was bathed in a soothing petroleum product. Soon after, he used baby lotions, bottle nipples, bibs and a lot of other b's that could come from petroleum. These started him on his way to the 57,805 gallons of oil he'll use during his life (lots of it from Shell, we hope).

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One way 1001 oil products get to market. (Other ways: tank car, ocean tanker, pipeline, truck.) Barge trains — some longer than the "Queen Mary" — are a low-cost way to haul products, help us keep the price to you as low as possible.

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The new basements are cheery places. A trim oil burner fits in — even in no-basement homes. Always remember that you can rely on your local Shell fuel supplier. He knows your burner inside out, will see that it works perfectly. He's your best foul-weather friend!
OF GOOD THINGS ABOUT PETROLEUM

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With 500,000 miles of swimming in North America, it's only a short drive to good wet fun. Your car, modern roads and gasoline combine to give you the world's most convenient family transportation.

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A mathematician covers his slate with equations. Geologists argue over midnight coffee. Brain power is a prime resource. That's why Shell supports schools and colleges to train the people who will work for you tomorrow.

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It's a basic ingredient of synthetic rubber. Shell researchers developed a way to make it as early as 1938. In 1941 Shell built a plant in time to supply defense needs. Now manufacturers use butadiene rubber in tires, overshoes, floor tiles, and other rubber items.

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Shell can't kill all of the 10,000 harmful species of bugs on this continent. But minute doses of aldrin and dieldrin (Shell insecticides) can now deal death to whole plagues of insects like rootworms, grasshoppers, boll weevils and mosquitoes.

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Oil products can be tar-heavy or air-light. One of the lightest: an oil refined by Shell to lubricate trumpet valves—a clear case where we help somebody blow his own horn.

Below you'll see that Shell is actually a family of five companies—all necessary to each other and to you. You may never have heard of Shell Development Company, where most of our basic research is done. But out of it have come some of the most important modern oil and chemical processes known today—methods that Shell uses to originate and refine inexpensive and useful things that you use daily. In our business, the supreme ingredient is quality—and you get it in supreme quantities, because we can follow oil and its 1001 derivatives all the way from well to you.

Sign of a better future for you

THE SHELL COMPANIES

SHELL OIL COMPANY  SHELL CHEMICAL CORPORATION  SHELL DEVELOPMENT COMPANY  SHELL PIPELINE CORPORATION  SHELL OIL COMPANY OF CANADA, LTD.
No other ketchup tastes like Heinz!
Citroën today, was working and living in his union’s dirty, fly-
estered quarters not so long ago. They note that Madame Ngo
Dinh Nhu, a tiny and articulate beauty of 28, has emerged as her
bachelor-brother-in-law’s official hostess, as leader of the nation’s
organized women, and as an “independent” member of the
Assembly to which her husband also was elected. Last year Diem’s
deputy secretary of state for defense married a niece of the presi-
dent, furthering the impression that the family role in government
is larger than it ought to be. Uncle Can’s passion for privacy stim-
ulates the same feeling, encouraging rumors which might be dis-
believed if people could see him at work. Ngo Dinh Luyen, another
brother, was a close advisor in Saigon until he was appointed an
ambassador and dispatched to Europe. The oldest of the living
Ngos (Diem, at 56, is second in age) is Ngo Dinh Thuc, the Catho-
llic bishop of rural Vinh Long. Many of the country’s one million
Catholics feel that Diem, himself a Catholic, has failed to give the
church the preference they expected, and in allying their resent-
ment, Diem needs all the help he can get from the bishop.

When all is said, however, the Ngo who finally matters in Viet-
nam is President Diem. It is he rather than Secretary Thanh or
Brother Nhu who will determine the shape of the society and the
“authentic democracy” now abuilding. Americans who study his
speeches and talk to him wish on occasion that he could utter such
words as “freedom” and “democracy” without so many qualifying
adjectives. Granting all that Diem says about the past and still
present perils to ordered government of any sort, there is in Viet-
nam today a vast and as yet unsatisfied hunger for freedom in its
simplest and universal sense.

This reporter has heard the hunger voiced in Saigon by troubled
men coming furtively to a hotel room to tell of arbitrary arrests
and interrogations; at Quang Tri in Diem’s native countryside,
just below the guarded Viet Minh border, where refugees still trickle
across at peril of their lives; and at Xuyen Moc south of Saigon,
where the Communists held sway for seven years and the people
still await proof that the new order is better for them than the old.

“We know nothing of Bao Dai or Diem,” said a gaunt woman of
Xuyen Moc, speaking for a cluster of villagers around her. “Who
are they? We want only a leader who will love the people.”

Diem has tried valiantly and at literal risk of his life to prove
to the people that he loves them by frequent sorties from his palace
in Saigon to towns, villages, army posts all over south Vietnam.
Since a dissident shot at and missed him two months ago, he has
surrounded himself with armed guards, even inside his Saigon
palace, and curtailed his travels around the country. The response
to his appearances is tremendous—while he is present. But after-
ward, the MNR with its cells, its banners, its incessant rallies and
its synthetic slogans takes over again, and only his portraits re-
main. And his policemen—essential, obedient, but not loved.

The U.S. stake

THE president of Vietnam is very much his own man. But the
money, advice and policy of the U.S. play big parts in today’s
Vietnam, and American repute there to and some extent elsewhere
in Asia necessarily rises or falls with Diem’s. So Americans have
the right to ask: how has the U.S. fared in Diem’s Vietnam?
The short answer is: pretty well.

Toward the end, the U.S. was putting some $800 million a year
into the feeble Indochina war via the French. Today Vietnam—
not to mention its shaky neighbors, Laos and Cambodia—is cost-
ing the U.S. roughly half that sum in military and economic sup-
port, and all concerns are spending more per dollar than they were
in 1954. The aid program in 1955 and 1956 was designed almost
to play and keep Diem’s government on its feet. It was a
jumble of military hardware delivered directly to the armed forces
of Vietnam; economic assistance (labeled “defense support”) inten-
ted primarily to pay the costs of internal security; and assis-
tance intended to benefit the economy as such. This year, for the
first time, projects calculated to make a long-term contribution to
the country’s welfare are getting a sizable share (about one fifth)
of the $250 million allocated to various forms of economic aid, al-
though sustaining the Diem government is still the main purpose.

Americans who suppose that they are exporting and encouraging
economic freedom with their aid may be distressed to hear that to
date the precise opposite is true in Vietnam—and elsewhere.
The taxpayers who put up the money should not be astounded. Aid
programs as the U.S. works them must be planned, funds allocated
more or less rigidly to this or that commodity and use. In addi-
tion, nine years of ECA, MSA, FOA, and now ICA have written
the inevitable “book” of rules which tend to be applied willy-nilly.
Personal Service makes the difference

Tomorrow's Babe Ruth? The Little League in your town may harbor a future champion. But it takes more than cheering from the sidelines to get these young hopefuls off to the right start. It takes the personal service of men with a real interest in the community to assure the success of such projects.

Personal service is important in other matters, too — your insurance, for example. Through the personal service of your Ætna Casualty agent — a local independent businessman with a permanent interest in his community — you can be sure of the right protection before a loss, and the right treatment afterward. He knows how important personal service is. That's why he offers you "the policy with the P.S."
DIEM's MAIN OPPONENT, public health specialist Dr. Phan Quang Dan, uses arm conditioners for daily workout. He has a clinic in Saigon suburbs.

DIEM CONTINUED

to every country. All sorts of rigidities, administrative and legislative, are inexorably forced upon the aided country. If the giver plans and controls, the recipient has to do the same.

The results are especially noticeable in Vietnam. Its pre-1954 economy was tied closely to France's, but with this single limitation it was unusually "free." Importers had all the exchange they needed in order to buy whatever they and their customers wanted, just so long as they dealt in francs. Now, with 70% of the country's imports preplanned and underwritten by ICA, businessmen are swamped with forms, justifications, all the frustrations of a double Vietnamese-American bureaucracy. Vicious black markets in import licenses and luxury goods, unknown during the worst of the war, sprang up in 1955. Although the program is designed to prevent the inflation that normally accompanies outside aid to any economy, it has succeeded only in part. Vietnam rocks along in what the economists call "suppressed inflation," threatening to break into runaway inflation but never quite doing so.

All in all, however, the good outweighs the bad. Vietnam's need of commodities from outside is being met in such a way as to finance the costs of internal security with the local currency paid for the underwritten imports. The economy, temporarily distorted by controls, is changing all the same toward a pattern of wider choice and greater freedom. France supplied 75% of the country's imports in 1954, only 25% last year. The proportion of imports from the U.S. has risen from 8% in 1954 to 28%, and Japan—by ICA direction and arrangement—is supplying about a fourth of the total. The rest comes from elsewhere in Asia and Europe. These shifts have brought great changes in Vietnam's buying habits along with a wider use of a greater variety of goods. The prices of luxuries are fantastically high, but Vietnamese and American controllers have brought down the prices of such common items as rice and cotton cloth. Both ICA and Diem's government have been trying to relax the overrigid exchange controls, and even discouraged and badgered French businessmen in the country are taking heart again.

The outward consequences are sensational. For instance, American motorcars have been imported by the hundreds into a country where they had been virtually unknown. To an observer on Saigon's central Rue Catinat, now renamed Tu-do or Liberty Street, a full-fledged case of Detroit jaundice seems to have hit Vietnam. Multi-hued convertibles with Chinese and Vietnamese beauties in staid, high-necked dresses at the wheel cruise by. A ready index to the prosperity of any racketeer is the size of his car's fins and the variety of its colors. A Vietnamese politician, impressing his honesty upon a visitor, says as he climbs ostentatiously into a coeol-powered pedalcar: "As you see, I do not have a Cadillac."

Other American impacts are to be noted everywhere. In forlorn Xuyen Coc, the southern village previously mentioned, a toothless crone in tattered black asks a visitor why the shirts and pants received from America are "so big." The village peasants have heard of new farm credits, instituted by Diem and underwritten by the U.S., and want to know when they will reach Xuyen Moc. Farmers elsewhere complain that the water buffalo imported by ICA from Thailand are too short in the leg for the deep paddies of Vietnam, but welcome them nonetheless because they are needed...
and cheap (nothing down, five years to pay a bargain 3,500 piastres). Madame Nhu, teaching herself English within a year, is typical of thousands of Vietnamese who, perceiving that Americans will never learn Vietnamese or French, good-naturedly fall in with the new times. *Garçon* is out of fashion as a call to waiters; the most respectful of French colonists now yell "Boy!" Milk bars and hamburger joints are blossoming in Saigon. A lively English-language weekly, *The Times of Vietnam*, has appeared, and French dailies are printing columns of "news in English."

Soldiers in the reduced national army of 10 divisions and 150,000 men are learning to drill, shoot and think. American-style—with incalculable effects on the whole society. In remote areas of central Vietnam, 10,000 pleasure-starved peasants walk miles to view a sparse program of U.S. Information Service documentaries and scream for more. A team of 40 advisers from Michigan State University, where Diem in exile was a consultant on southeast Asian affairs, serves in a government school for administrators, with the national police and with the president's secretariat.

The Communists of Moscow, Peking and Hanoi naturally conclude from all this that Diem is nothing but an American stooge, and so depict him to the rest of Asia. Americans who deal with him find this a bad joke. Although Diem is no Syngman Rhee, rejecting American advice just to assert his independence, he has hewn to his own line in every major decision since he began to establish his position firmly in 1955. He saw to it that Vietnam's constitution, for example, gave more power to the executive and less to the elected assembly than the U.S. ambassador and other senior Americans in Saigon desired. When Diem cracked down on the country's 830,000 Chinese last year, requiring them to take Vietnamese citizenship and threatening to make life in the country impossible for them if they refused, he went directly against American counsel. Now he is being urged to ease the pressure on the French businessmen hanging on in Vietnam, as a sign of his willingness to encourage foreign investment generally, but he is proving slow to follow this advice lest it help the detested French.

Although he speaks and understands enough English to get by in that language when he must, he conducts official business with his American friends only in French and with his own people only in Vietnamese, Americans who do business with him find him charming, hungry for facts, always ready to listen, but never subservient, and deeply resentful of any suggestion that subservience or even compliance is expected. Diem's biggest and dearest project of the moment, indeed, is a new "Five Year Plan," through which he hopes to free Vietnam of its economic dependence on the U.S. by the early 1960s—a prospect, however dim, that should be welcomed by congressmen hacking at foreign aid appropriations.

Diem's air of independence is based on an ever-growing confidence in himself. He feels, with good reason, that at the critical moment in 1955 he understood his situation better than the American and Vietnamese advisers around him did, and his self-reliance has never wavered since. Naturally a proud man, and certainly an able one, he is unimpressed by the nationality or the presence of others. "You must have a sound vision and a true cause," he says, in manifest assurance that his vision and cause are sound.
Are your home and neighborhood prepared for the next 10 crucial years?

Check what you can do today to enjoy better living conditions tomorrow. Remember that neighborhoods change with the times, that yours is directly affected by our present expanding economy.

As America continues her dynamic growth, you must be prepared for even greater local changes in the next ten crucial years. You should understand the neighborhood consequences of national growth, and prepare now for challenges like these:

In the next ten years, we must house about 25 million more people and find space for almost 25 million more automobiles. America is already handicapped by 5 million dwellings that are beyond repair, and another 20 million in urgent need of repair. For approximately $10 billion spent in new housing each year, blight wipes out $5 billion worth of housing... we gain only 50¢ for every dollar spent in construction.

You and your neighborhood should plan for the future

These immense national pressures affect your way of life. Too often a neighborhood or its citizens fail to act in time. Blight breeds in one home and spreads swiftly outward to damage entire communities.

Or a neighborhood fails to change with the times, to grow constructively... and instead is forced to grow haphazardly, in a dangerously ill-planned fashion.

Act now to strengthen and safeguard your home and neighborhood. Stay alert for signs of household blight. Support your local groups that seek better neighborhood living conditions.

Start right here. Use the check-lists at right to measure the worth of your home—to yourself, your neighborhood and nation. Take pride in your own property, work with your neighbors for the community good.

ACTION and many local groups can assist you now

ACTION—the American Council To Improve Our Neighborhoods—is a national citizen organization dedicated to home and neighborhood improvement. It has already aided many individuals and groups. It can help you.

Try to get the local facts first. For local information on your community’s improvement programs, contact your:

Planning Director, Elected Officials,
Housing, Redevelopment and Renewal Officials.

For local information on home improvement, neighborhood and civic group programs, contact:

Business Groups, Realtors, Builders and
Building Material Suppliers.
Service Clubs and Civic Affairs Groups.
Special Advisory Commissions and Councils.
Health and Welfare Agencies.

If you need further help on a specific home-improvement or group project, write a letter explaining the exact information you need to ACTION. Play your part by improving your own home, then interest your neighbors in necessary neighborhood-improvement projects.

If you need further information or advice after consulting your local organizations, write for these useful ACTION booklets:

GOOD NEIGHBORHOODS ARE OUR NATION’S STRENGTH

ACTION
American Council To Improve Our Neighborhoods
Box 462, Radio City Station, New York 20, N. Y.

How up-to-date is your home?

<table>
<thead>
<tr>
<th>YES</th>
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<tr>
<td>1. Are your floors, foundations, windows and door frames firm?</td>
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<tr>
<td>2. Are bathroom conditions sanitary, kitchen facilities adequate?</td>
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<tr>
<td>3. Is your roof leakproof, eaves and chimneys in good repair?</td>
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<td>4. Are your grounds properly kept up, your property painted?</td>
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<td>5. Is your heating supply safe and adequate?</td>
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Which of these useful hints can help you?

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<th>YES</th>
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<td>1. Many of your local merchants offer “package” plans that combine home financing, materials and labor.</td>
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<td>2. An architect’s advice often saves more than 10% in materials and service.</td>
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<tr>
<td>3. Your local Better Business Bureau or Chamber of Commerce will recommend reliable home-repair specialists and merchants.</td>
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<td>4. Free cost estimates are given by builders, plumbers, carpenters, electricians and appliance dealers.</td>
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<tr>
<td>5. Many lending institutions will advise you on short-term personal or long-term mortgage loans.</td>
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ACTION
American Council To Improve Our Neighborhoods.
Box 462, Radio City Station, New York 20, N. Y.

*Time for ACTION!* Tells you how to detect and prevent blight. Offers specific suggestions on individual and group improvement projects.

ACTION Publications Catalog—Complete list of all ACTION literature on home improvement, housing codes, citizen groups, area improvement, success stories, general urban renewal projects.

Name:
Address:
City:
State:
Organization (If any):

177
“Mind now... don’t jiggle... let me enjoy my Postum!”

A break for Postum at mid-morning—or mid-afternoon—is a pleasant change from everyday hot drinks and a wonderful morale builder.

You’ll enjoy Postum’s grain-rich, slow-roasted flavor. You’ll discover that Postum is a different hot drink in its own right. Distinctive. Modern. And Postum is 100% caffein-free. It helps you enjoy a full day and a good night’s sleep.

For less than a penny a cup, treat yourself and your family to a change to Postum—today.

Variety is a cup of Postum
TRIO’S DUAL ROLES

Off-duty jobs divert successful sportswear makers

The breezy costumes above, designed to glorify the American leg, are the common denominator which unites the three young men shown at right. John Weitz (top), Bob Evans (center) and Bill Atkinson (below) are all engaged in making sportswear for competing New York firms; Atkinson and Weitz as designers and Evans as an executive. They manage impressive off-duty accomplishments. Weitz regularly races in eastern sportscar meets. Evans has completed a movie role in *Man of a Thousand Faces* and Atkinson, a licensed architect, is designing an addition for a Midwest factory.

Roughly half the trio’s styles are shorts or pants. Made in tough fabrics, in gay colors and largely undorned, most of the pieces are sold separately so that a few of them can be assembled to provide a complete and varied wardrobe.

CONTINUED
...Don't let your hands tell your age...

Knit Cotton Lined

Bluettes
Keep them Young!

Knit Cotton Lined

Absorb perspiration... Insulates from heat

$1.49
(Prices slightly higher in Canada)
The PIONEER Rubber Company
WILLARD, OHIO

TRIO'S ROLES CONTINUED

EVANS' PRINT is tailored town outfit consisting of a cotton shirt ($8) and a narrow skirt ($13, Evans-Picone) worn with leather belt and a decorated Calypso straw hat.

WEITZEN KNIT of cotton is used for sheath dress with elbow-length sleeves, slit neck (Amco, $11). He also designed cotton hood ($4) which buttons on for sportswear wear.

ATKINSON'S CHECK is bold geometric design, made into a trim top ($9) and a full-circle skirt ($15, Glen of Michigan). All three men prefer sporty look for evening.
You'll find new beauty in **MELMAC**

...the quality break-resistant dinnerware

Exciting things have been happening to MELMAC quality melamine dinnerware. It's here now in elegant new designs, shapes and colors. Irresistibly beautiful, yet so practical that your family can enjoy it every day at every meal!

Yes, every brand of dinnerware identified by the MELMAC tag is guaranteed by its manufacturer for a full year against breaking, cracking and chipping. Absolutely safe in automatic dishwashers. See makers' brand names in column opposite.

Buy your favorite brand at your favorite store. Look for the MELMAC CENTER!

**MELMAC** is quality molded dinnerware but not all molded dinnerware is **MELMAC**.

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**NEW BOOKLET:** "EASY WAYS TO MAKE BEAUTIFUL TABLE SETTINGS"

Full of ideas, diagrams, color pictures. Experts show easy ways to create beautiful table settings, clever decorations, smart centerpieces. Send 25¢ in coin to Dept. A, Cyanamid, P. O. Box 20, N. Y. 10, N. Y.
When people look at you (and they do) 90% of what they see is your clothes!

Are you paying careful attention to what you wear? (other people are!)

Dress Right - you
The way you look has much to do with the way that people look at you!

isn't afford not to!
Here's why your family should be among the millions who use

**ONLY GLEEM** — the toothpaste for people who can't brush after every meal

**JUST ONE BRUSHING** destroys decay- and odor-causing bacteria

Can you—or your family—always take time to brush after meals, even though it's best? Then use Gleem, the toothpaste that meets this modern problem. Just one Gleem brushing destroys most bacteria. That's how Gleem with exclusive GL-70 gives added resistance to decay...and protects most people against mouth odor all day. You'll discover youngsters love Gleem's flavor so much it's easy to get them to brush regularly. That's why so many families use only Gleem—it's the toothpaste for people who can't brush after every meal.

Mouth odor stopped all day with one Gleem brushing. Scientific tests prove just brushing with Gleem before breakfast gives most people all-day protection against mouth odor. Start your day with Gleem.

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INTERRUPTED INAUGURAL

Nicaragua has the formal rite but no fun

For the day of his inauguration as the president of Nicaragua, 34-year-old Luis A. Somoza Debayle had planned a frolicsome Central American festa for himself and his country. Having filled out the unexpired term of his dictator father Tacho Somoza, who died from an assassin’s bullets (Life, Oct. 8), Luis had arranged his election to a full six-year term with all his father’s flair: he beat his opponent by an 8-1 margin. He had ordered the flags, the soda pop and the picture postcards of himself that seem so indispensable to Latin inaugurations. Guests and entertainers from 42 countries, including 19 from the Western Hemisphere, arrived for a round of pomp and partying.

Then, on the big day, a pall fell over the proceedings. The formal inaugural was held, but other festivities were canceled as the president rushed to his desk to deal with a typical Central American dust-up (next page).
THE REASON: TWO DAYS OF BORDER FEUD

The trouble was in the Mosquito Coast, a border area along the Caribbean. Nicaragua and northern neighbor Honduras have been squabbling over it for half a century. Late in April, Nicaraguan troops wandered into it. On Somoza’s inaugural day the Hondurans threw foot soldiers and planes into the fray and took a village from the Nicaraguans. Nicaragua assured the foe: “The unconquerable Nicaraguan air force will not bomb open cities.” The Honduras radio exhorted: “Blessed women of Honduras... teach your sons that to die for the fatherland is to live.”

Two Honduran lives were said to be lost in the fighting, and Nicaragua reported 23 casualties. After two days the armies backed up and agreed to call it off, although trigger-happiness on both sides endangered the truce.
DANGER
AND
DEDICATION

Sixteen months ago, Photographer Cornell Capa flew into the jungle of Ecuador to photograph for LIFE the grim evacuation of five American missionaries, murdered by the savage Auea Indians they had sought to convert. The resulting picture story ("Go Ye and Preach the Gospel," Jan. 30, 1956) moved LIFE readers to praise it as "the most inspiring article ever in LIFE" and "LIFE's greatest reporting feat." For Capa, at least, it was the most rewarding of all his LIFE assignments which in the past 13 years have included such memorable stories as "Retarded Children" (Oct. 18, 1954) and "Winchester, a Great British School" (April 2, 1951).

His pictures (you may recall this photograph of Betty Elliot, widow of one of the martyred five) tell something of the Capa technique, of his sensitivity and courage. The fact that Capa was chosen for this sudden assignment indicates his mobility and versatility. He had scarcely returned to New York after photographing the downfall of Dictator Juan Perón in Argentina, when he was ordered to the Auea jungle. Twenty-four hours later Capa was at the jungle death site, taking his memorable pictures.

Capa, at his own suggestion, recently returned to Ecuador, where evangelistic wives still carry on their husbands' work. Again Capa has come up with a moving story for next week's issue of LIFE. His report brims with new inspiration, new excitement, new heroes. Because Capa himself was amazed at the courage of these widows in their isolated mission posts, his photographs convey amazement and admiration. And his startling shot of the Stone Age Auea savages, taken at tree-top level from a Piper Cub, tells the risks the missionaries endlessly face. Here is dedication and danger, savagery and scripture, and a deeply personal look at some remarkable human beings . . . next week in LIFE.

ANDREW HESKELL, Publisher
There are all sorts of ways to come in out of the rain, but a sousaphone player automatically has a head start. Dan McHugh of Memphis, as a member of the Bluff City Concert Band, attended the unveiling of a statue to E. H. Crump, Memphis' late political boss. Arriving with sousaphone a little before the ceremony, McHugh was caught in a spring shower. Rather than lug his horn to shelter, he put its bell over his head and stood waiting before the shrouded statue. As the ceremony started, the rain let up, and McHugh put his horn together to provide the appropriate oompah for the occasion.
When you serve Old Grand-Dad to your friends you show you value their esteem far beyond the few extra pennies per glass you pay for this finest of all bourbon whiskies.
Seems almost everyone knows the
good word for WINSTON

AND THE WORD IS "TASTE"...good taste! See if you don't think that Winston is the best-tasting cigarette you've ever smoked! Part of the reason is the exclusive snow-white filter, carefully made to let you enjoy Winston's rich, full flavor. It's no wonder, really, that Winston is America's best-selling filter cigarette—and by a wider margin than ever! Try a pack real soon!

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