

LIFE

A U.S. CAPITALIST
HAS FUN IN MOSCOW

PARTY SHOES AND DRESSES
FOR LITTLE GIRLS

20 CENTS

JUNE 2, 1952

REG. U. S. PAT. OFF.

F. Boncher

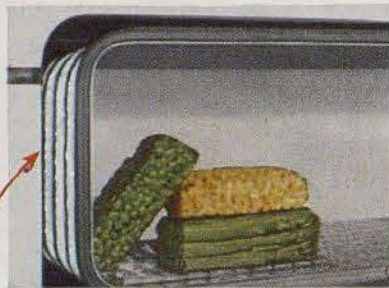
See a defrosting miracle before your eyes in the *Magic Cycle* **SELF-DEFROSTING KELVINATOR**



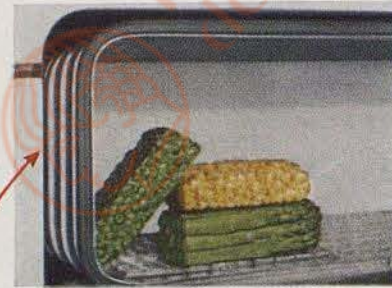
Asparagus, peas, corn—with fresh flavor and food value frozen in—at start of Kelvinator defrosting cycle.



After a few minutes. Frost is melting, but the vegetables remain far below freezing in Kelvinator's constant cold.



Now frost is almost gone, and there's positively no change in the vegetables. Here's really safe automatic defrosting!



Defrosting completed. Freezing begins. No thaw in vegetables. Photographic proof of Kelvinator's superiority.

*First to defrost without
hot electric elements!*



Most packages of frozen foods caution you not to refreeze if thawed. Thawing will never happen in your "Magic Cycle"* self-defrosting Kelvinator, because it defrosts quickly and automatically *without hot electric elements*.

Because it uses no such hot elements, Kelvinator defrosts at lower temperatures than others . . . maintains *constant cold* in both freezer and fresh food compartment. Frozen foods remain far below freezing, other foods are fully protected. This new "Magic Cycle" system is faster, simpler, completely dependable, far more economical. It is *safe* for your foods, the refrigerator, and you.

Today, your present refrigerator is worth more on a trade-in than it ever will be again. So look up the name of your Kelvinator Dealer in your Classified Phone Book. Trade in your refrigerator *now* and start enjoying a new "Magic Cycle" self-defrosting Kelvinator.

**Imagine having all this in place
of your old refrigerator!**

In place of cramped, crowded space, you get 11 cu. ft. of cold space . . . cold-clear-to-the-floor!

In place of a crowded, iced-up freezer chest, you get a spacious 43-lb. ice-free freezer!

In place of too-hard or too-soft butter, you get a portable Butter Chest accessory that keeps butter "spreadable"!

Plus the convenience of huge shelf space, handy Door Shelves, giant Crispers. New beauty and year-after-year dependability, too!

*Patent applied for.



June is Dairy Month—Eat more Dairy Products and Ice Cream. Good eating for all ages.

THERE IS A BETTER REFRIGERATOR... IT'S *Kelvinator*

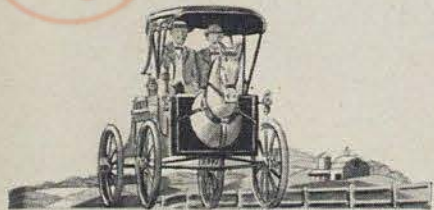
Division of Nash-Kelvinator Corporation, Detroit 32, Michigan



TODAY AS YESTERDAY,

CARS RUN THEIR BEST ON THE BEST GASOLINE

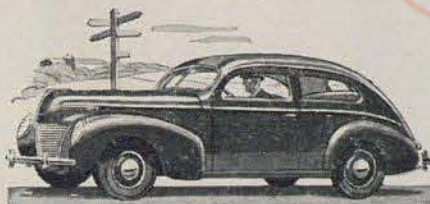
1900 HORSEY CARRIAGE had a wooden horse on the dash. The designer figured this would keep "Old Dobbin" from bolting, as he often did when he saw an early motor car.



1924 HEINE-VELOX SPECIAL was more a road locomotive than an automobile. It had a 12-cylinder engine, 148-inch wheelbase and was one of the first with hydraulic brakes.



1939 MERCURY was hailed as the latest addition to the Ford line of fine cars. This medium-priced, high-performance automobile caught on quickly with the motoring public.



1952 FORD offers many new features including a choice of two high-performing, high compression engines—a 101-horsepower six or a 110-horsepower V-8



From the day the first car chugged wearily down the road, motorists have wanted more power. More power to climb hills . . . to get away at traffic lights . . . to pull them out of tight places. Today the combination of a modern high compression engine and "Ethyl" gasoline gives power, economy and all-round performance that was only a dream a few years back.

"Ethyl" gasoline is high octane gasoline. It's the gasoline that helps modern high compression engines develop top power and efficiency. It's the gasoline you ought to buy. Remember, there's a powerful difference between gasoline and "Ethyl" gasoline.

ETHYL
CORPORATION

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



THE AMERICAN ROAD—VI



How many cloverleaves will grow tomorrow?

THE RED MEN went single-file among the great old trees in shallow trench-like trails; the trails broadened when the white men came because they liked to walk two abreast, talking.

Those were the simple beginnings of the American Road, in colonial times. The roads spread slowly but surely, for roads unite those people who live apart—and yet for three centuries the roads were wretched things by our standards today.

The first "Good Roads Movement" came with the bicycle; indignant wheelmen organized themselves in the 1890's to try to get a few stretches of smooth going. But little was done until Henry Ford began trundling his way around sleepy Detroit in his odd-looking little horseless carriage.

Then, under the impact of the automobile, began the real American Road. The unimportant little Bureau of Public Roads suddenly became enormously important. States set up highway commissions; men debated over what kind of oil to spread on the gravel of new roads. In 1904 the whole United States spent less than \$80,000,000 on road improvement. In 1950 the U. S. spent more than fifty times as much on its streets and highways—but still only half enough.

In the last 50 years, the American Road has grown into a network of 3,322,000 miles long, a network on which the Ford Motor Company alone has put over 35,000,000 cars, a substantial part of the traffic which is the very life-stream of the nation.

Much remains to be done. The job of building America is endless. Too many streets in which wagons could scrape comfortably past each other are now inadequate for the huge trucks moving vital food and materials. Many a road or street has its sharp right angles instead of gentle curves—when it was built, the curves would have cut across some farmer's field. The angles are still there, even though the farmer's field has long since been grown over with skyscrapers or blocks of city homes.

We need more of those superb new turnpikes, expressways and super-highways with their overpasses and underpasses, and glittering huge silver-steel bridges that soar across the rivers of the land.

They must keep growing day by day and mile by mile toward a future of highway safety and of free-moving traffic. The day is coming when motorists will travel from coast to coast in a whole new dimension of safety and comfort, for every community is determined to make the American Road better in every way that modern highway engineering can devise.

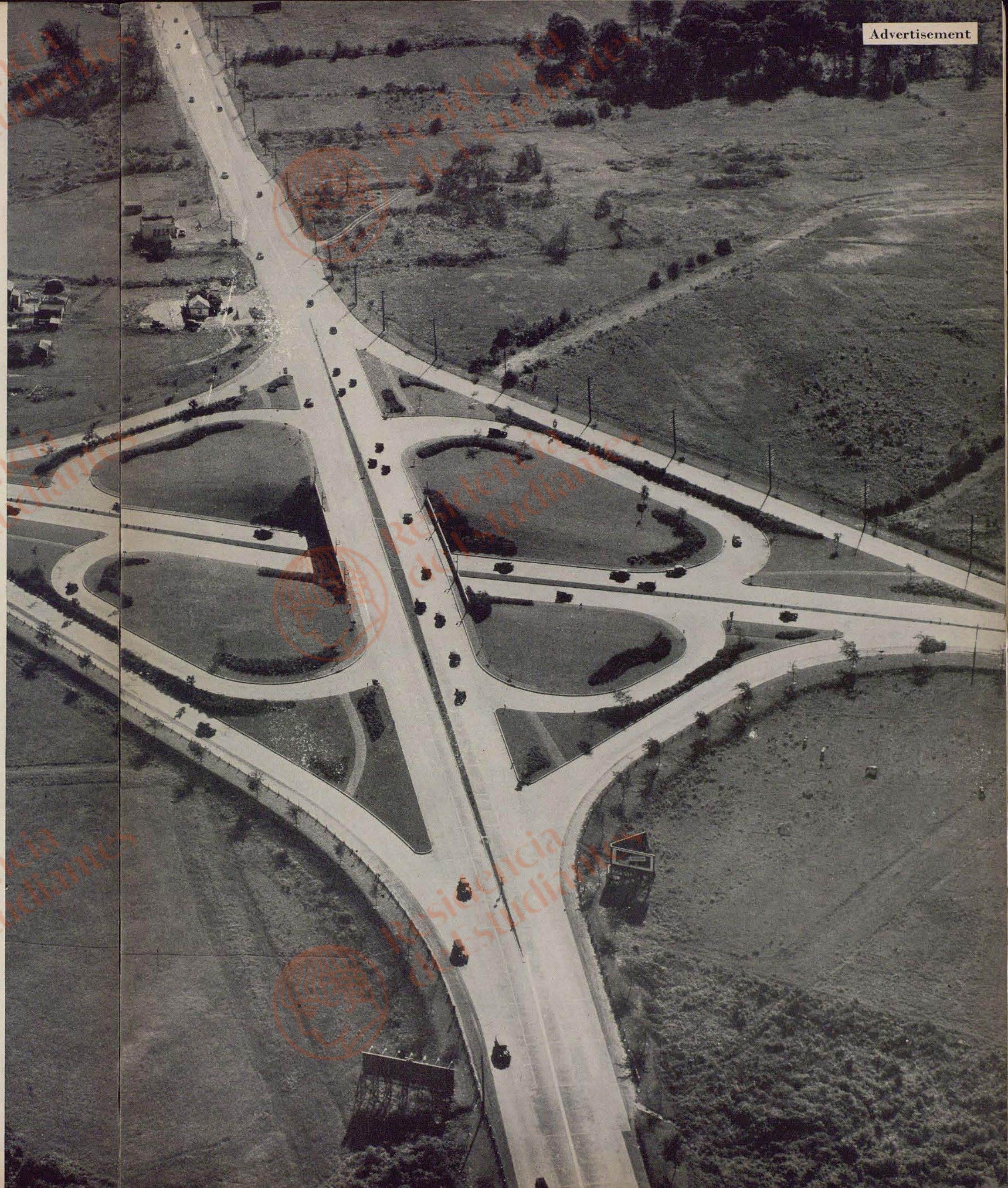
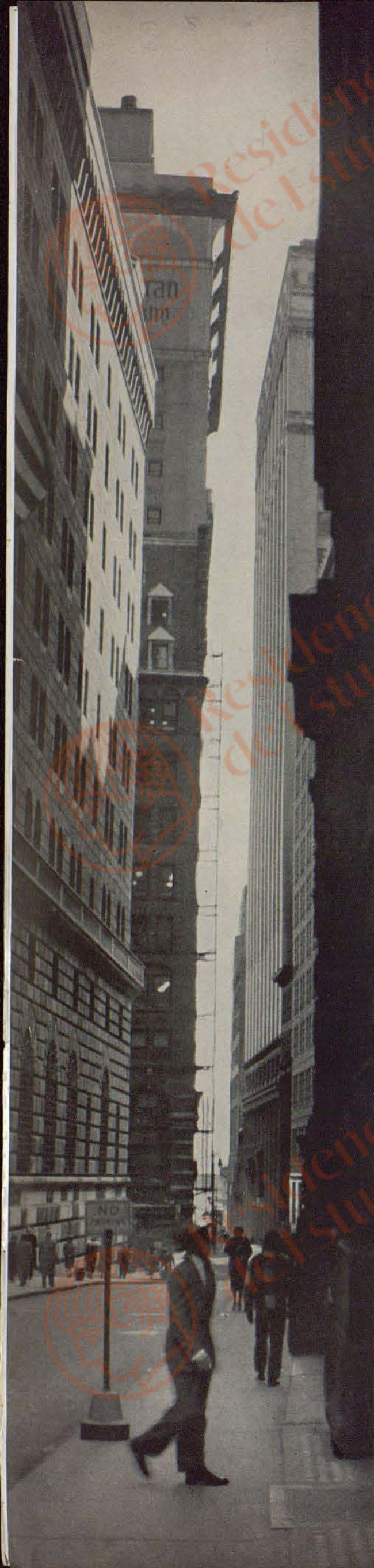
Thus triumphing over time, space and geography, this generation has somehow stubbornly produced its way out of a thousand different crises; it goes hopefully pushing on down the American Road toward the dream of a brighter and better future for all mankind. The Ford Motor Company affirms its faith in this generation, and its belief in the American Road as a path toward progress and peace.

Ford Motor Company

FORD • LINCOLN • MERCURY CARS • FORD TRUCKS AND TRACTORS

◀ CITY CANYONS are as wide as two wagons; modern traffic needs space for speed.

THE CLOVERLEAF, the engineer's masterpiece, is a symbol of modern civilization; it shows that a community is determined to save lives—as well as time and trouble. ▶



NO OTHER HAIR TONIC GIVES YOU **KREML'S** "ONE-TWO" ACTION



Each application of **KREML**
gives you two distinct actions

1 PROVIDES PERFECT GROOMING—

The golden grooming agent controls the hair gently...lets you comb it exactly as you want it, and keeps it that way all day long.

2 CONDITIONS HAIR AND SCALP—

The crystal-clear conditioning agent gives the scalp that "waked-up", fresh, stimulated feeling; removes loose dandruff flakes; helps cleanse the scalp.

When shaken, BOTH these agents flow out as one in perfect balance. Each does its job as if separately applied.

That's the secret of the soft, natural, non-greasy attractiveness of Kreml-groomed hair. That's the exclusive non-drying Kreml Hair Tonic formula that brings you good looks. Be sure you use Kreml!

Buy... **KREML**®

LETTERS TO THE EDITORS

ET TU, TALLULAH?

Sirs:

So help me Hannah, I've never seen anything in my life as revolting as "Et Tu, Tallulah?" (LIFE, May 12).

VIRGINIA LAMBERT SMITH

Lynnfield Center, Mass.

Sirs:

I am president of a Johnnie Ray Fan Club, and were we ever shocked. ...

JANE CANNING

Williamsport, Pa.

Sirs:

We Johnnie Ray fans feel your magazine is doing Johnnie an injustice. ...

TERESA JACOB

Westtown, Pa.

Sirs:

Johnnie Ray and Tallulah Bankhead deserve each other.

DAVE GOODWIN

Miami Beach, Fla.

Sirs:

With 300 guests at the party sharing 252 gallons of champagne, who was that peasant drinking beer?

MRS. CHARLES S. STRIBLING

Burlington, N.C.

● Johnnie Ray, who drinks nothing stronger.—ED.

Sirs:

My, my, are those Miss Bankhead's choppers the young lady is offering back to her in the foreground?

ROBERT G. SAYLE

Milwaukee, Wis.

Sirs:

The writer who undertook to translate my collisions with Johnnie Ray would be well advised to re-examine his evidence.

"Held him close with expressions both conventional and novel," scrawls this addeplate. An accurate observer would note that I am the victim of, rather than the aggressor in, Mr. Ray's raid. The day I "melt like a bobby-soxer" or "weep buckets" over a groaner, LIFE may photograph me in the buff in Times Square at high noon.

That furtive, unidentified hand holds my diamond brooch. What's more, the hand is Ethel Merman's. That clear everything up?

TALLULAH BANKHEAD

Bedford Village, N.Y.



● Johnnie Ray fans have something else to cry about. Last week he embraced Marilyn Morrison (above), announced that shortly he and she would embrace matrimony.—ED.

CONTINUED ON PAGE 6

Start your vacation with

Tek

29¢
in plastic travel case

HOOVER CLEANER SERVICE

Get all the performance that's built into your Hoover. Just phone your authorized Hoover service agency and ask to have your Hoover cleaner inspected without cost or obligation. The Hoover Co., No. Canton, O.

Listed under "vacuum cleaners" in classified phone book

EYES TIRED?
Murine brings quick relief

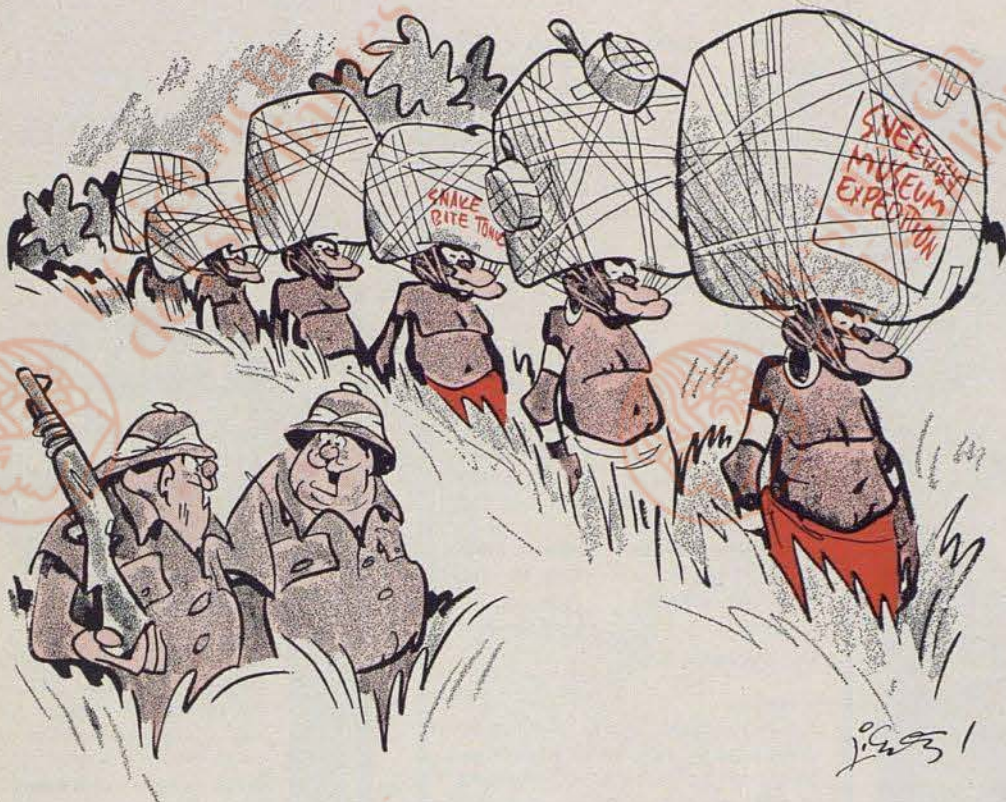
If your eyes are tired from overwork or exposure to sun, wind and dust, just put two drops of Murine in each eye and—in a twinkling—they'll enjoy the cool delight of wide-awake refreshment. You can use Murine regularly. Its blend of seven tested ingredients cleanse and soothe your eyes as gently as a tear—Murine makes your eyes feel good!

MURINE
for your eyes



Tape it easy....

by *J. C. Carter*



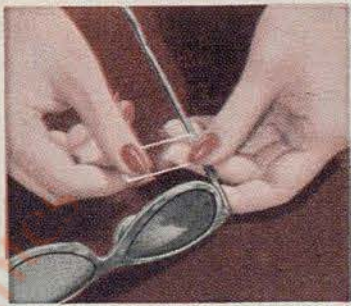
"They work for half pay as long as we supply the 'Scotch' cellophane tape!"

When you go on a trip...
put a roll in your grip!

12 ways "Scotch" Cellophane
Tape makes for a happier vacation



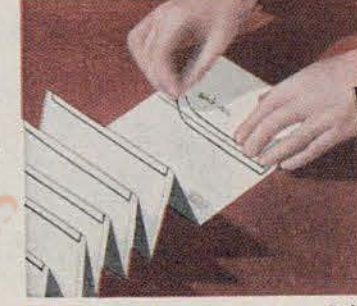
1 **TORN PLASTIC RAINCOATS** are easy to fix. A strip of cellophane tape on the dry side is all it takes!



2 **BROKEN SUN GLASSES?** Mend them temporarily with transparent "Scotch" cellophane tape.



3 **FRAYED SHOELACE TIPS** are made serviceable with a wrapping of "Scotch" Brand cellophane tape.



12 **WONDERFUL SOUVENIR!** Join postcards or snapshots as a running "log" of what you saw and did.

FREE! Send for your copy of
Scotty MacTape's
**VACATION
HANDBOOK!**

Tips, reminders,
shortcuts to make
your trip a happy
one. Address P62,
Minnesota Min-
ing & Mfg. Co.,
St. Paul 6, Minn.



10 **BROKEN TOYS...**airplanes, dolls, crayons, cardboard toys... are mended easily with cellophane tape.



11 **MAILING GIFTS** to folks back home? Cellophane tape does a fast, neat job of gift-wrapping.



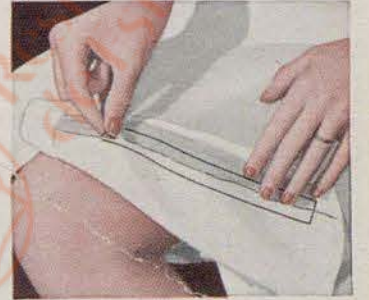
6 **LINT or dog hair** on car upholstery? Whisk it off with tape wrapped on hand sticky side out.



7 **RIPPED SKIRT HEMS** are mended in no time at all with stick-at-a-touch "Scotch" cellophane tape.



4 **TORN ROAD MAPS** are mended in a wink with a few strips of transparent "Scotch" cellophane tape.



5 **PICNIC LUNCHES** stay moist and fresh when they're sealed with tight-sticking "Scotch" Brand tape.



THE TAPE WITH THE PLAID
IS THE BEST TO BE HAD!

Scotch Cellophane Tape
BRAND

The term "Scotch" and the plaid design are registered trademarks for the more than 200 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 270 Park Avenue, New York 17, N. Y. In Canada: London, Ont., Can. ©1952 3M Co.



Fedders cools off JANE RUSSELL!



ICE is nice, but you'd need 666 lbs. of it a day to match the cooling power of Fedders' smallest room air conditioner! Jane Russell has one of these compact units in her bedroom . . . and gets sound, refreshing sleep in the hottest, muggiest weather.

Cools, dehumidifies. Fedders gives you cool, mountain-fresh air . . . circulates and ventilates with never a draft. It wrings out soggy moisture, up to 30 quarts a day. Fedders gives you a year-round vacation from heat and humidity in your bedroom, living-room or office.

Filters out dust, pollen. Fedders' exclusive Oversize Twin Filters shut out dirt and irritants. Helps relieve hay fever and asthma. Keeps rooms cleaner. You'll be surprised how these quiet, efficient little units lighten housekeeping. Fedders exclusive V-Type evaporator offers more cooling capacity.

Plugs in like a radio. The low-cost Fedders unit fits right in the window

. . . without pipes, ducts or building alterations. Works all day for pennies worth of power. There's a Fedders Room Air Conditioner for every room, every purpose. Look in your Classified Directory under "Air Conditioners" for your Fedders dealer . . . or mail the coupon today!

Cool off at home or in the office with a



ROOM AIR CONDITIONER



New attractive window model in stunning Hawaiian Tan, from \$229.95. Easy terms.

MAIL COUPON TODAY FOR TWO FREE ILLUSTRATED BOOKLETS!

- ☐ "How to sleep Cool when it's Hot!"
☐ "Sleep Cool on Hottest Summer Nights!"

Fedders-Quigan Corporation,
 7 Tonawanda St., Buffalo 7, N. Y.

Please send me the interesting booklets I've checked which will show me how I can live, work, sleep better with a Fedders Room Air Conditioner.

Name _____
 Address _____
 City _____ Zone _____ State _____

LETTERS TO THE EDITORS

CONTINUED

TITO SPEAKS

Sirs:

LIFE has stated that Tito is a valuable ally of the U.S.A. ("Tito, Ally Not Friend," LIFE, May 12). I say this is nonsense. The Germans overran Yugoslavia in about two weeks. . . . Remember that if Yugoslavia is ever attacked by the Soviet, she will be hit from three sides—Hungary, Bulgaria and Albania. . . .

S. U. BARNES

Amarillo, Texas

Sirs:

. . . I neither believe in nor advocate Marshal Tito's form of government, but I believe that the American people can think for themselves. It is such open discussion that makes America what it is today. If articles like "Tito Speaks" were stifled, that fact would destroy the very thing which in turn can destroy Communism—the right of men everywhere to voice their own opinion.

CARL L. MAENAK

Collingswood, N.J.

Sirs:

I do not blame you in the least for presenting us with Marshal Tito's autobiography. We have to know both sides of any prominent man, whether we like him or not. . . .

I hope your articles will somehow penetrate other Soviet satellites like Czechoslovakia, which also has nationalistic traditions and is exploited by the U.S.S.R. to the limit.

JOSEPH C. KUNC

East Bernard, Texas

Sirs:

Isn't it amazing how the long arm of coincidence can sometimes reach out and touch you.

"Tito named his dog Lux." Well, seven years ago in admiration of the Yugoslav leader's supposed Spanish civil war exploits, Lux named his dog Tito.

HAROLD LUX

Kansas City, Kan.



LUX'S TITO

TOPS IN THE DANCE

Sirs:

Within a month LIFE has had two of the finest articles I have seen in any magazine in this country. I am referring to the superb article on Duchamp ("Dada's Daddy," LIFE, April 28) which without prejudice explains Dadaism, and the sumptuous—I find no other proper adjective—article on the magnificent New York City Ballet ("Tops in the Dance," LIFE, May 12).

ARNOLD LELAND

Los Angeles, Calif.

Sirs:

As director of the New York City Ballet Company, I am grateful for the brilliant color photographs by Philippe Halsman. Your story coincided with the triumph of the company on the stage of the Grand Opera in Paris.

CONTINUED ON PAGE 8

Waterman's
1st
 IN PENS

offers you America's
 most famous Ball Pen

Waterman's
"BALL
POINTER 52"



1st with New
Spring-Action Ball
for CUSHIONED WRITING!
1st with Smear-Proof
DRY-INK!

Writes light or heavy! No skips! No scratch! No smear! No smudge! No leaks! No fading! 9 paper-miles of complete writing satisfaction! First at its price in tests by leading laboratory! Long-life cartridge . . . 34% more ink! Dark, permanent ink recognized and accepted for all legal purposes. Widely used by banks and institutions. Slim, trim, light — with smart metal cap and sure-grip clip! Black, Red, Gray, Blue, Tan!

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1st to offer
COMPLETE WRITING
SATISFACTION
OR
MONEY BACK!

30-DAY UNCONDITIONAL
GUARANTEE . . . at your
Dealer's Now!

Waterman's
"BALL
POINTER 52"

WRITE
ON THE
BALL!

©1952 L. E. WATERMAN CO., N. Y., N. Y.

FOR NEURALGIC

PAIN

GET QUICK RELIEF

WITH

BAYER
ASPIRIN



FEEL
BETTER
FAST!



Diseases of the Skin
ATHLETES FOOT (dermatophytosis)

A chronic fungus infection on the skin of the foot... especially between the toes and on the soles of the feet. Recurrence and reinfection often occur. *Athletes Foot* strikes 7 out of 10 people. The fungus that causes it thrives best in the presence of heat and perspiration. It is largely a warm weather disease.

SYMPTOMS

Itching, Burning Feet
Often people who have itching, burning feet are not aware of the fact that they may well have *Athletes Foot*... and may neglect it. Action should be taken at once, for a mild case of *Athletes Foot* can turn serious suddenly.

Cracks Between Or Under Toes
These openings in the skin can lead

to serious infection and should be treated immediately.

Peeling Between Toes
One of the most common signs of *Athletes Foot*.

Scaling Of Skin On Soles Of Feet
A significant symptom of *Athletes Foot* calling for immediate treatment.

At the first sign of these symptoms of **Athletes Foot** get **Quinsana** for *quick* relief!

Burning, itching feet . . . peeling skin on soles of feet . . . cracks between toes. These are signals for you to ACT: symptoms of nagging, miserable *Athletes Foot*. If you have any one of them . . . get Quinsana, *quick!* For Quinsana is a remarkable medicated powder that kills the fungi that *cause* *Athletes Foot*; that *fights* infection . . . and *soothes* irritated skin as well!

Quinsana *must* work wonders, for doctors, chiropodists and podiatrists use it on their patients! Shake Quinsana on your feet . . . between your toes. To keep your feet cool and comfortable, shake it in your shoes!

- Use Quinsana twice a day
- See your chiropodist-podiatrist regularly



91% of all foot specialists replying to a survey use Quinsana on their patients!

Follow the men who know so *much* about foot ailments. Among hundreds of foot specialists quizzed at the National Association of Chiropodists Convention, 91% of those who replied . . . said they used Quinsana on their patients.



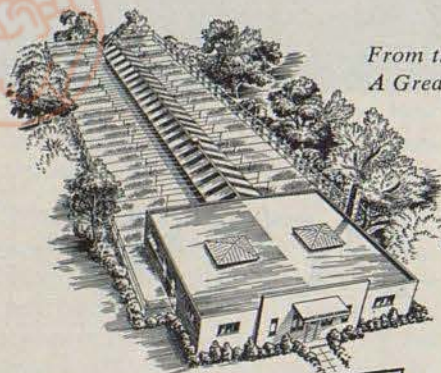
only
49¢
tax free

NEVER BEFORE—

a dog food with uniform nourishment **GUARANTEED!**



GAINES MEAL NOW HOMOGENIZED*



From the famous Gaines Research Kennels
A Great Scientific Improvement in Dog Feeding!

More meat, milk, and fish proteins!

The new HOMOGENIZED Gaines Meal is unlike any dog food you have ever known. Never a meal more appealing to dogs. Or one so easy to feed. Never a dog food more thrifty. It nourishes every inch of your dog. It contains properly balanced amounts of every food factor dogs are known to need.

*Uniform Nourishment Guaranteed!

A unique Gaines process combines all ingredients into *crunchy little nuggets* guaranteed uniform in nourishment and texture. These little nuggets provide a wealth of proteins, food energy, vitamins and minerals for sturdier bodies, stronger bones and bounding vitality. Buy the new HOMOGENIZED Gaines Meal—and give your dog the meal of his life!

A Product of General Foods

**You can SEE, FEEL,
SMELL the difference.
It's HOMOGENIZED!**

SEE... no flakes, no powdery "dust"
... doesn't get pasty or pack down.

FEEL... the crunchy, tempting texture. You can feed it dry. If moistened, absorbs liquid quickly and evenly.

SMELL... the appetizing aroma!

Gaines

America's
Largest-Selling
Dog Food!

Now **HOMOGENIZED!**



LETTERS TO THE EDITORS

CONTINUED

This is the first time a foreign company has ever been offered the use of the greatest theater in Europe, and we received 29 curtain calls. On May 14 *Variety* said that "Paris, with a great ballet tradition of its own, was simply bowled over."

Last night we had a similar success at the Teatro Comunale in Florence, where we outdistanced the applause accorded the Soviet dancers last year (*LIFE*, July 9, 1951).

In case your readers would like to know who designed the sets which figured so prominently in *LIFE*'s pictures: Tyl Ulenspiegel's were by Esteban Frances, *Lilac Garden* by Horace Armistead and *Swan Lake* by Cecil Beaton.

LINCOLN KIRSTEIN

New York, N.Y.

IKE'S TOUR OF EUROPE

Sirs:

Poor ram! You're making a goat out of the sheep being paraded for General Eisenhower by the Algerian infantry ("Farewell to Arms," *LIFE*, May 12). For better information, see below.

L. C. DEBACA

Newkirk, N. Mex.

When You See - You Don't Know What?



"If its tail Hangs Down It's a Sheep!"
"If its tail Stands Up It's a Goat!"

● Though the tail is not visible in the photograph *LIFE* published, the animal described as a goat is definitely a sheep.—ED.

SOFTBALL PITCHER

Sirs:

Regarding your article, "A Pitcher Who Needs Only Three Teammates" (*LIFE*, May 12), what does superman Feigner do if he strikes out with no outs and bases loaded with his three teammates? He does strike out once in a while, doesn't he?

JOSEPH R. TERRAZAS

Calexico, Calif.

● He does. He then succeeds himself at bat, permission for this having been granted beforehand by the opposing team.—ED.

CONTINUED ON NEXT PAGE

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_____ address
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Hawaii, Alaska, Puerto Rico, Virgin Is.
(1 year at the single copy price would cost you \$10.40)

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Hasn't aged in 15 years!

"Three generations of my family have used Rolls Razors. Naturally the men in our family enjoy smooth easy shaving. This we have always had.

"The Rolls has more than repaid me its original cost. I get a big kick out of replying to drug store clerks, 'No razor blades for me. I never use them!'

"...after 15 years, it's still as good as new and the same thing can be said for the other Rolls Razors in the family over even longer periods."—Clayton J. Fox, Los Angeles, Calif.

Send us your own Rolls story, won't you? And send for our interesting booklet... "50 Centuries of Shaving."



Sharpen the Rolls personally to suit your face and beard on the built-in strop, or hone (when necessary). Sheffield steel, hollow-ground blade takes a perfect edge. No blade-buying. Closer, cleaner, more comfortable shaves—no irritation "or razor pull."



Compact unit is beautifully packaged in blue satin-lined case. **ONLY \$15.00**, no luxury tax.

ROLLS RAZOR

338 Madison
Avenue



New York 17,
N. Y.



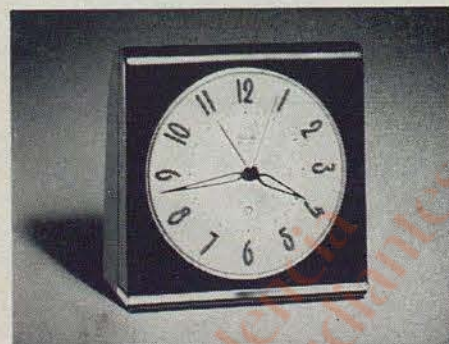
BABY BEN ALARM. Popular "little brother" of Big Ben. He has a quiet tick; a steady call, adjustable to loud or soft, \$5.45. With luminous dial, he's a dollar more.



**They come
from such a
good family
they're
Westclox!**



BIG BEN ALARM is world-famous. He has a tick you can hear and a deep, intermittent "fire alarm" gong. \$5.45. With luminous dial, he's a dollar more.



BIG BEN ELECTRIC ALARM. This handsome fellow has a pleasant bell alarm which you can adjust to loud or soft. \$8.95. With luminous dial, he's one dollar more.

Prices do not include tax and are subject to change

WESTCLOX

Made by the makers of Big Ben

PRODUCTS OF



CORPORATION

LETTERS TO THE EDITORS

CONTINUED

SPEAKING OF PICTURES

Sirs:

A few weeks ago I wrote Walt Kelly ("Pogofenokee-land," LIFE, May 12) that we at the University of Houston would support Pogo for the Presidency if he were allowed a place in the Texas sun. Mr. Kelly's prompt reply: "It seems a lot of college people want Pogo for President. Nobody has made it clear what they want him for President of, but presumably not of Nicaragua or even of General Motors (though both are nice outfits, no offense). We have a suspicion they want him for President of these U.S. . . ."

Mr. Kelly sent us 1,000 I-Go-Pogo buttons and we ordered 2,000 more. Our University president, Dr. W. W. Kemmerer, most of the vice-presidents, faculty, one third of the student body and sundry janitors are now sporting these on their lapels. If the South is ever gonna rise, Pogo will raise it. Furthermore, our candidate makes himself emphatically clear (see below) on various national issues. . . .

JOHN C. CHAPMAN

Houston, Texas

THE POLITICAL DOPE ... (INFORMED BY POGO)



Sirs:

Please explain the connection between Pogofenokee-land and the Okefenokee Swamp which is near Waycross, Ga.

MARJORIE POLK BROWN BEYER
Bound Brook, N.J.

● Cartoonist Walt Kelly has only peered into Okefenokee Swamp from train windows on his trips to Florida, but felt its unlikely name and its air of mystery were made to order for Pogo and friends—with certain improvements: "I've just sort of air-conditioned the place and taken out the mosquitoes."—ED.

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SPEAKING OF PICTURES . . .

Lights show how Heifetz plays violin

After he saw the pictures Gjon Mili had taken of Pablo Picasso making "light drawings" in the air (LIFE, Jan. 30, 1950), Jascha Heifetz asked Mili to make light photographs of his violin playing. A few weeks ago violinist and photographer finally got together. A light was attached to Heifetz' bow close to the hand. As the virtuoso played in the dark, Mili opened his shutter to record the moving light on his film. For the three selections on the opposite page Mili used two flashes, moving his camera slightly to the right each time to get two images of the violinist. Each picture reflects the music Heifetz was playing—the fast pizzicato plucking in the Langstroth variations, the intricate, symmetrical pattern of the Bach suite, the legato bowing on the d string in the Elgar concerto, the broad phrase played on a and e strings in the Bach concerto.

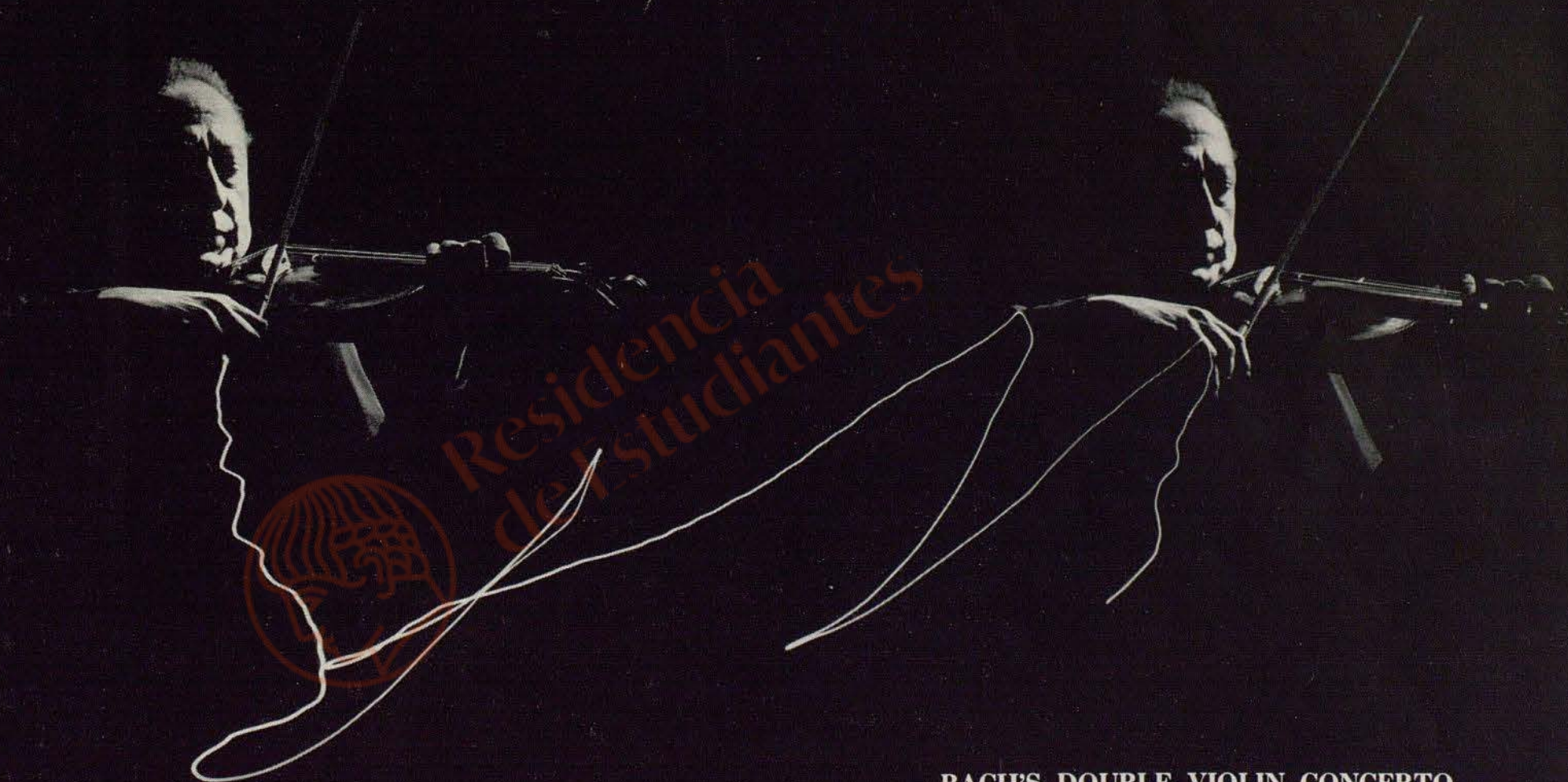
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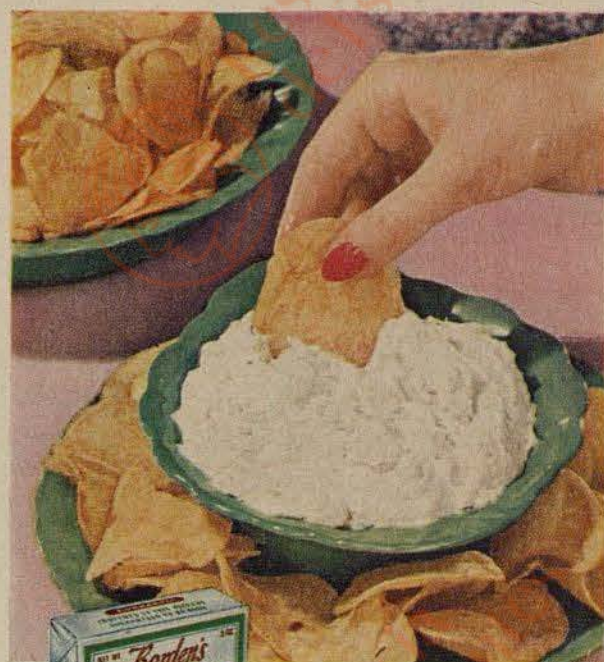
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LIFE'S COVER

The birthday guest all done up for a party on this week's cover is Second-Grader Tucker Burns, 7, of New York City. Her dress (Youngland, \$5.95) has a tucked bodice, is made in men's shirting, a fabric which is popular with adult females this summer. The black and white stripes of the sash and piping are repeated in Tucker's matching slippers (Capezio, \$7.95). The shoes are one of the new variations on the traditional old Mary Janes, which are now available in many new colors and patterns (pp. 82-85) for a girl's special best-dress occasions.

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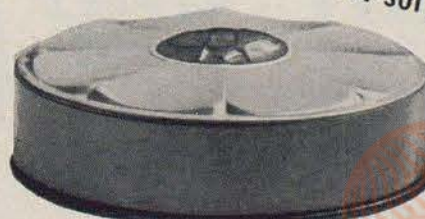
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JUNE IN: On television—the TEXACO STAR THEATER starring MILTON BERLE—every Tuesday night. See newspaper for time and station.



AN OFFER OF FRIENDSHIP is considered by Blanka who stands off in New York hotel room, reluctant to accept an animal cracker with which Congressman

Holifield—himself the father of four daughters—hopes to win her trust. Only 2½ hours in the U.S., she still clutches the dolls she brought with her from Germany.

THE CONGRESSMAN AND THE BABY

As a member of the House Foreign Affairs Committee and the Joint Atomic Energy Committee, California's Congressman Chet Holifield has wrestled with problems affecting the lives of mankind's millions. Last week he faced a new kind of problem in the realm of international relations—how to deal with one small individual, 2-year-old Blanka Sylvia Schoenhammer, late of Singen, Germany.

Blanka first came into the congressman's life through a request from some constituents. Mr.

and Mrs. Paul Craig of Los Angeles had arranged to adopt the girl and bring her from Germany to their five-room home as a sister for their two young sons. One legal snarl and then another had delayed Blanka's coming and early this month Blanka's entry visa was about to expire. Desperately the Craigs turned to Holifield, who managed to get the visa extended. Then he went beyond what a constituent expects in a favor from a congressman. Since he was planning to go home soon himself, he of-

fered to delay his own trip, meet Blanka in New York and escort her across the country.

On May 18, at New York's International Airport, Holifield received from a sympathetic traveler an unsmiling youngster, dazed by the endless flow of unfamiliar faces, the constant shifting about and the babble of a new language. The next 30 hours called for all the warmth and protective patience a kindly man could muster to bridge the gap of language and years that separated him and the bewildered little girl.



AT ARRIVAL Holifield holds Blanka while interpreter (left) queries traveler who took care of child.



CLEARING CUSTOMS, Blanka completes formal entry into U.S. Here Blanka and escort parted.



ON THEIR OWN, Holifield and Blanka leave airport in taxi as he gently mops up tears of confusion.



THE MOMENT OF UNDERSTANDING comes at last as Blanka snuggles warmly into Holifield's

arms and turns on her biggest smile. The congressman's triumph over silent fright of his new charge



AT HOTEL where they spent night before continuing west, Blanka inspects more new surroundings.

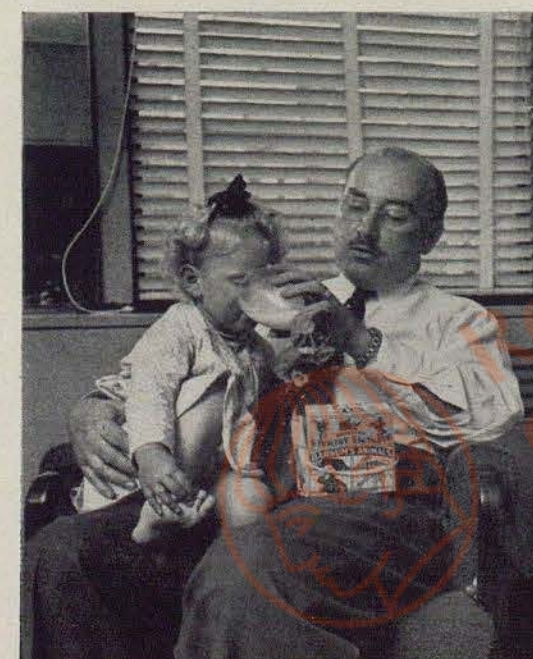


BLANKA'S BEDTIME comes after the child had stood adamantly with her back turned to Holifield.

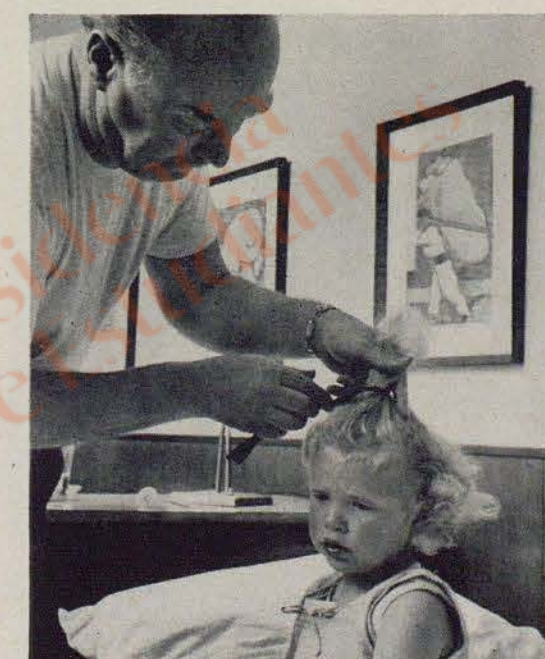


followed three hours of patient play and coaxing. After this Blanka never knowingly would go more

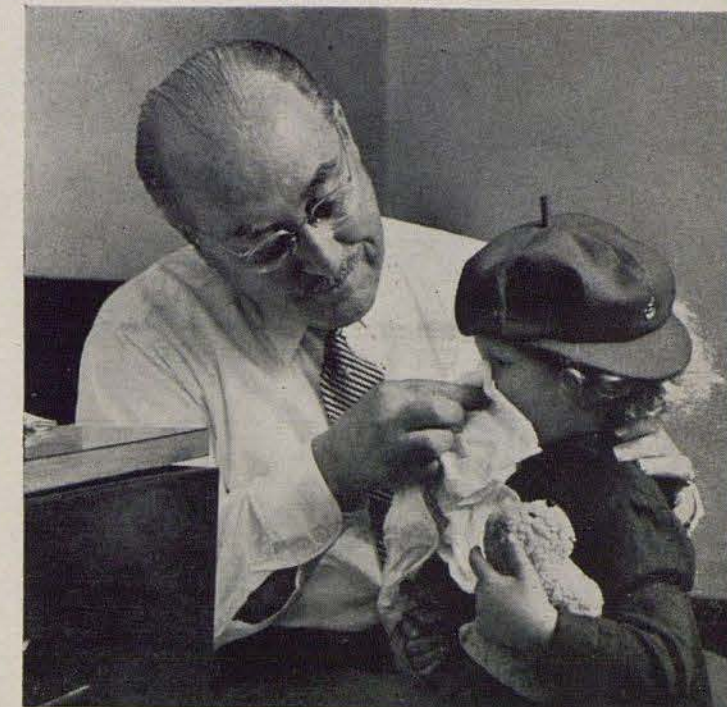
than a foot away from Holifield and when he put her on the floor she would crawl eagerly back into his lap.



FIRST FEEDING is Holifield's initial success. "Drinken zee milch, liebchen," he pleaded. She did.



FIXING HER HAIR next day, Holifield shows the effects of good training as father and grandfather.



"BLOW," Holifield advises, and Blanka complies. Despite his best care, she had caught a small cold.



BEFORE TAKE-OFF for Coast, Blanka rejected help of lady attendants. Holifield handled situation.



AIRBORNE and weary, the two friends sleep on westward flight that will take Blanka to new family.



GREETING BLANKA the Craigs cluster about her. Frank, 7, gives new sister first kiss. Moment

later (below), realizing she is to be handed again to someone new, Blanka clings desperately to Holifield.



Baby **CONTINUED**



"WHY IS SHE CRYING?" THE TWO CRAIG BOYS ASK

A TEARFUL GOODBY, AN EAGER WELCOME

When the plane taxied in at the Los Angeles airport, the worn and rumpled congressman, cradling Blanka in his arms, was met by the four Craigs. Mrs. Craig looked up, and unable to express what she really felt, said, "She's wearing the funniest brown stockings." Holifield shook hands all around and heard young Frank gasp, "Sure wanted a sister. Makes more people to play with."

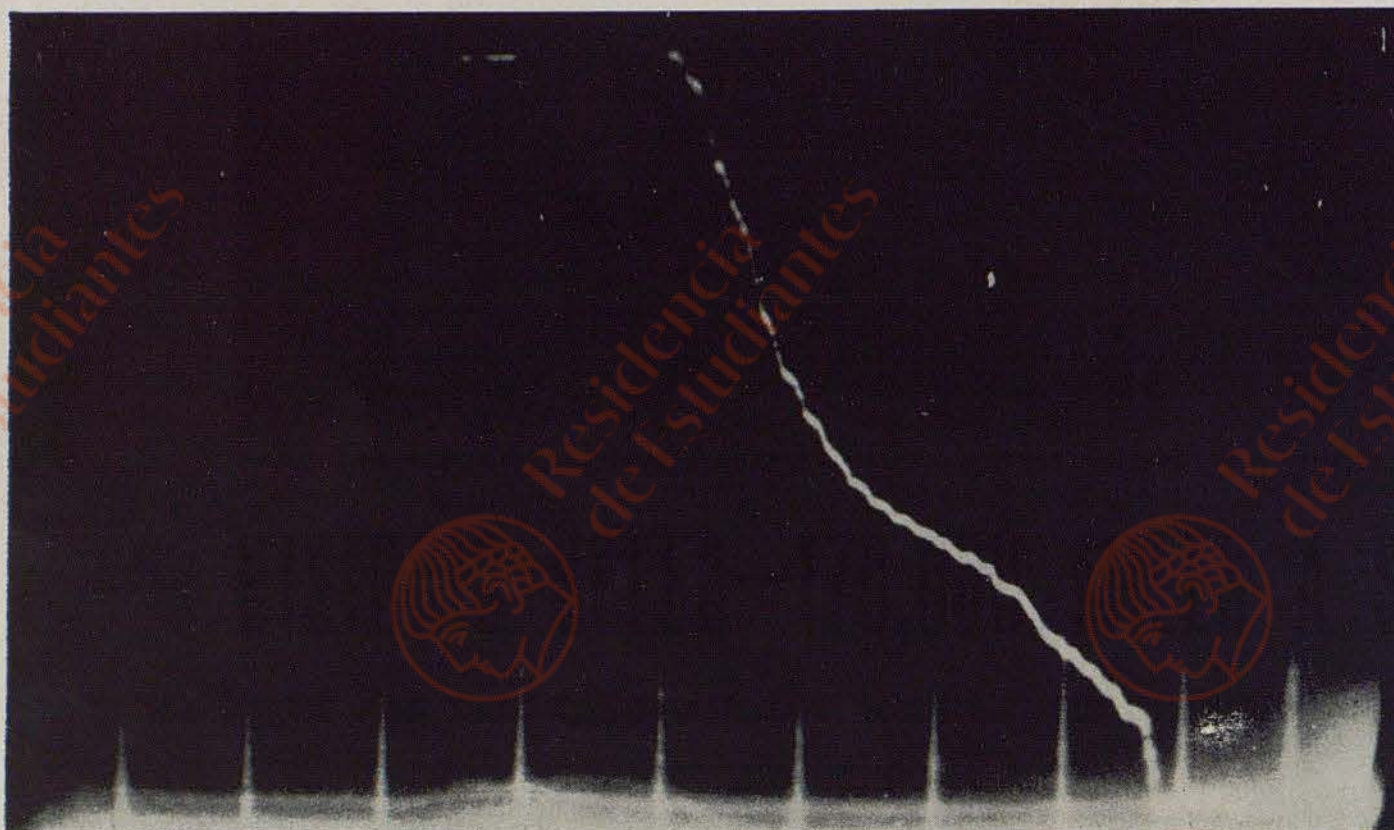
But Blanka was unwilling to be taken from her companion. Gently, when the time came for goodby, Holifield pulled Blanka's arms from his neck, handed her to Mrs. Craig and, choked up, quickly departed. Then the Craigs—five of them now—went home to get acquainted.



COMFORTED by Mrs. Craig on her first night in her new home, Blanka is quiet but still wary of sleep.

BLANKA RESPONDS SHYLY TO A NEW DRESS →





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HISTORIC SPEED—170,000 MILES A SECOND

World's biggest atom smasher, the cosmotron, accelerates nuclear particles almost to speed of light

Last week in a low concrete building near Upton, N.Y. a small group of physicists tensely watched flickering luminous lines on an oscilloscope tube. Suddenly a line broke sharply far to the right (above), and the physicists relaxed. The world's largest atom smasher, the cosmotron, had completed its trial run at Brookhaven National Laboratory by accelerating particles of the atomic nucleus to a speed of 170,000 miles per second, 90% of the speed of light, the highest attainable. In scientific terms particles were accelerated to energies of 1.3 billion volts, the highest achieved by man. Other scientists came

to congratulate them, the physicists opened a case of champagne and had a party.

Brookhaven's \$5 million cosmotron consists of a circular ductlike chamber, surrounded by a gigantic electromagnet built in four separate sections. The atomic particles, in this case protons, are injected into the chamber by a nearby generator. Entering the chamber in bursts at 17,000 miles per second, the protons are caught by the cosmotron's magnetic field and caused to follow the chamber's circular path. Once in each revolution the particles are given an accelerating "kick" by waves from a radio

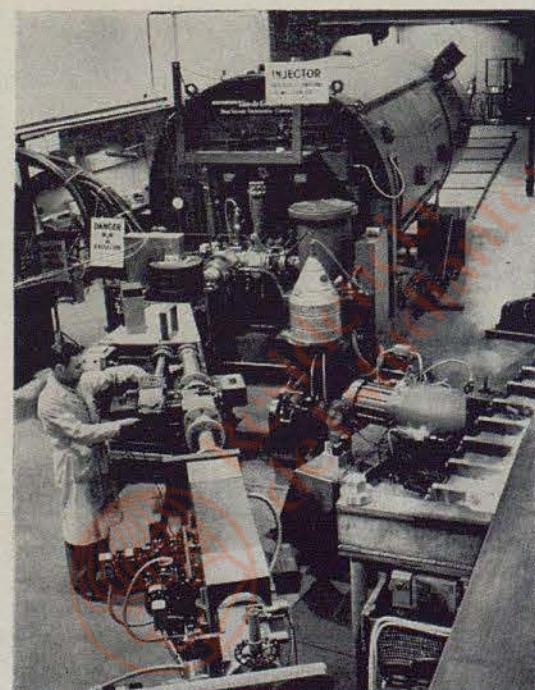
frequency amplifier. A burst enters the cosmotron and within one second circles it 2.3 million times (a distance equivalent to four times around the world), reaches its peak energy and leaves the machine.

Within a few months Brookhaven physicists expect to achieve even higher velocities. With such high-speed particles, a new era in physics appears at hand. For now physicists will not only be able to split the atomic nucleus into its primary parts, protons and neutrons, but may also be able to split these parts into still smaller parts whose very existence is still unknown.

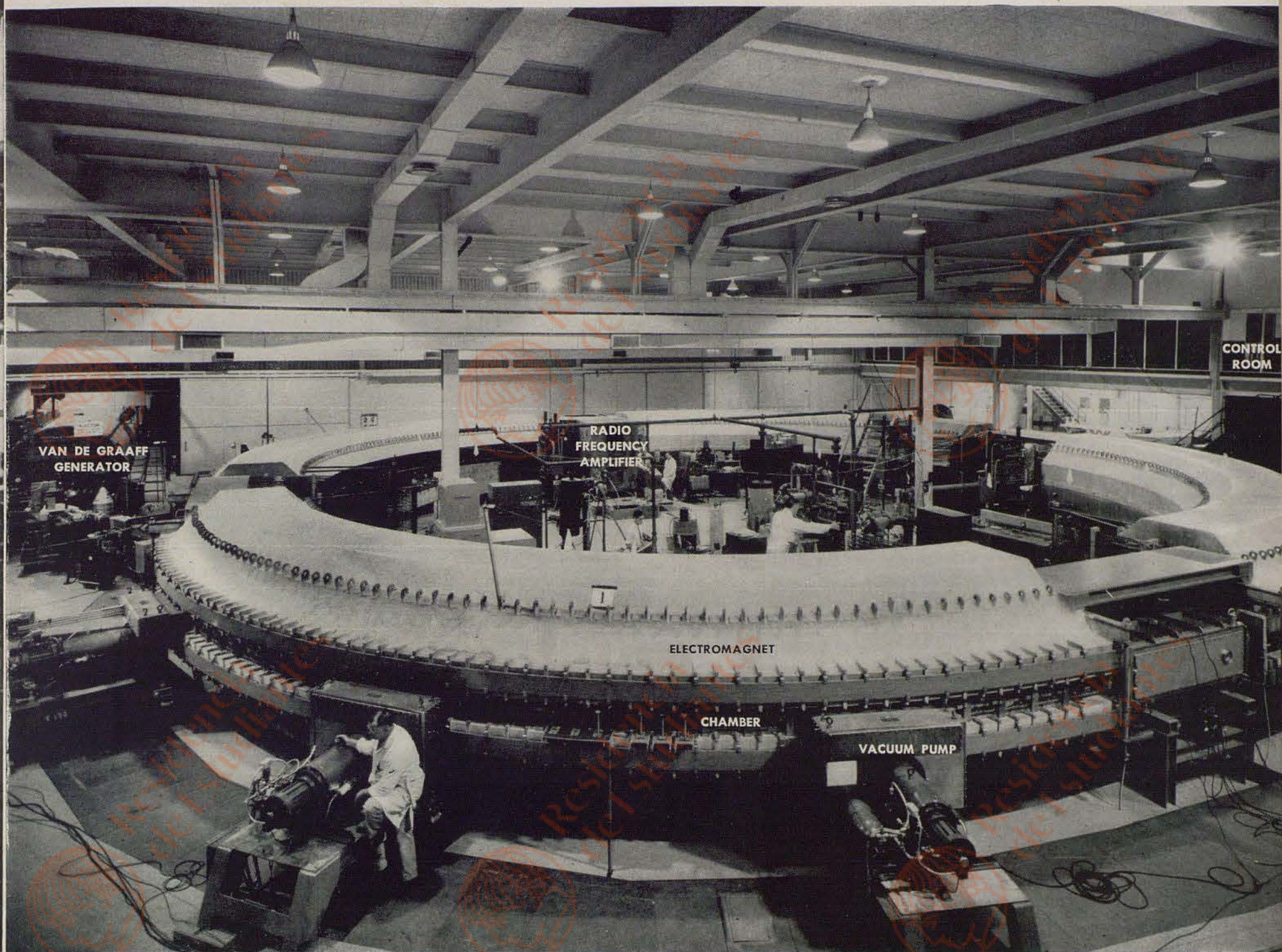


SITE for the cosmotron was excavated in 1949. A concrete base was laid for the machine to rest on, and

the building was then built around it. An even larger accelerator is now under construction in California.



VAN DE GRAAFF GENERATOR injects particles into the cosmotron at 17,000 miles per second.



THE COSMOTRON, so named because it accelerates particles to the speed of cosmic rays, is 70 feet in diameter. The four sections of its 2,000-ton magnet almost completely enclose the chamber in which the particles travel, whose rectangular shape is visible only in the gaps between magnet sections. The Van de Graaff

generator (left) shoots protons into the chamber at 17,000 miles per second. The amplifier (rear) then accelerates them further each time they pass. The vacuum pumps exhaust the air from the chamber so speeding protons will not collide with air particles and be slowed down. Cosmotron control room is on balcony at right.



WATCHING OSCILLOSCOPE, Drs. G. K. Green, John Blewett, Luke Yuan wait for pattern (top, opposite page) indicating protons have reached top speed.



CELEBRATING feat are, left to right, Brookhaven heads Lloyd Berkner and Leland Haworth, and cosmotron directors G. K. Green and George B. Collins.



ARROW SHOWS THE CREVASSE ON MOUNT ST. HELENS WHERE JESSETT FELL

A FATHER'S FAREWELL

A minister reads last service over a son killed in an icy crevasse

Washington's Mount St. Helens is rated an easy climb and mountaineers annually make hundreds of trips to its 9,671-foot peak. But in the spring melting snows make the slopes treacherous. Last week four University of Washington climbers were descending from the peak. At noon, near a formation called Dog's Head, one of them, Arthur Jessett, plunged through a snow bridge over a crevasse, became wedged against icy walls 75 feet below. His companions prepared to rescue him when, suddenly, came a dreadful realization: the party's 120-foot rope was in Jessett's pack. Jessett begged, "My fingers and toes are getting numb. Hurry!"

One of the climbers went back up the mountain, returned just before dusk with help and a

rope. But the line was too short to reach Jessett, who lay groaning with cold. Meanwhile another rescue expedition had gathered at the foot of St. Helens. Jessett's father, Thomas Jessett, vicar of the Florence Henry Memorial Episcopal Chapel of Seattle, left for the mountain.

Early the next day rescuers reached Dog's Head. In the chasm they found Jessett's body resting on his back pack containing the neatly coiled rope. Down the mountain the boy's father waited to conduct brief services (right) and then send two sad messages. One went to his two other children: "Arthur has entered into eternal life. May God be with you." The other to his bishop: "The Lord gave and the Lord has taken away. Blessed be the name of the Lord."



RESCUE TEAM accompanies Snow Cat bringing Jessett's body on toboggan from 8,000-foot level.

The vehicle hauled rescuers above St. Helens' timberline, stood by 1,000 feet away during rescue attempt.



"**INTO THY HANDS, O merciful Savior,**" reads the grieving father, "we commend the soul of Thy



servant, now departed from the body." As Dr. Jessett stands under towering firs and recites from the

Book of Common Prayer (above), weary rescuers bow bare heads or avert stricken faces. Then (below)

Dr. Jessett kneels over the body on toboggan murmuring, "My son, my son," and turns away, weeping.





APPLAUSE FOR MATT brings a joint session of Congress to its feet as Ridgway, after his address, turns to shake hands with Vice President Alben Barkley.



PENNY AND PRESIDENT ADMIRE NEW OAK LEAF CLUSTER ON MATT'S D.S.M.

MAN ON HIS WAY OVER . . .

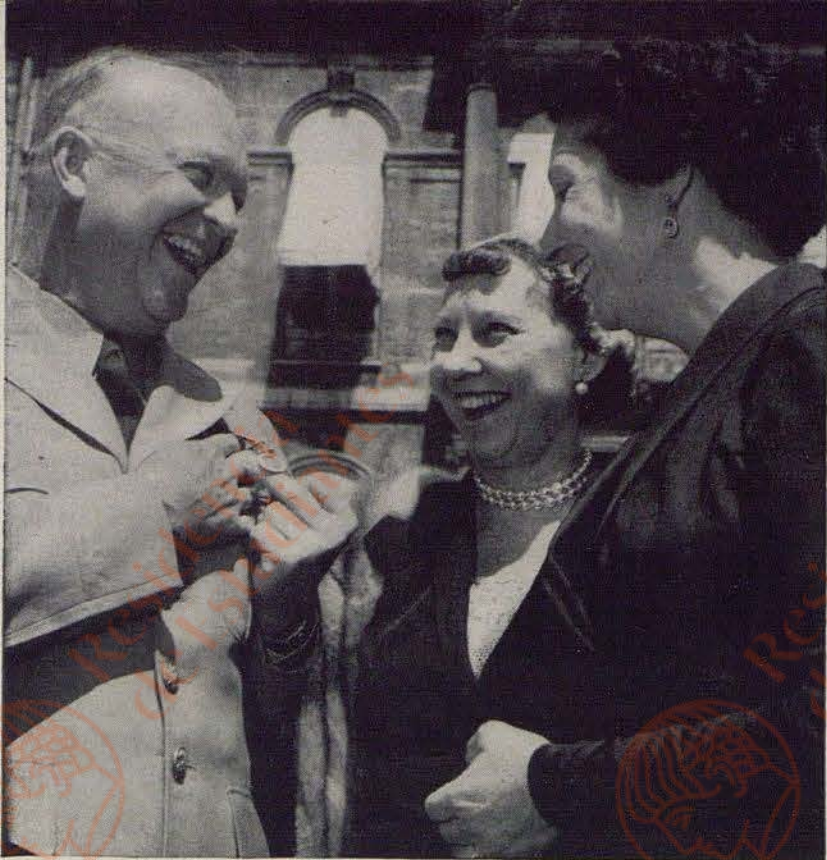
Going to SHAPE, Matt wins medal for SCAP job . . .

A general's wife laughed in pride last week at West Point when the President of the United States pinned another decoration on her husband's beribboned chest. At the Military Academy's sesquicentennial President Truman cited General Matthew B. Ridgway for "magnificent personal leadership" of the Korean war and, as Matt's wife Penny watched, conferred a Second Oak Leaf Cluster for his Distinguished Service Medal.

The award was a high point in a flying visit home in which Ridgway reported on his stewardship of SCAP in the Far East and was briefed on his new job as boss of SHAPE in Europe. While Penny shopped (she bought nine pairs of shoes) Ridgway made his reports. Although most Americans agreed with the President's citation, Ridgway acknowledged that he had left the fight against Communism in Asia unfinished. He was pessimistic, seeing no hope of truce, detailing an immense build-up of Red power in the air and on the ground with a fortified belt 15 miles deep across Korea. He said Red germ war propaganda was a warning "as menacing and urgent as a forest fire bearing down on a wooden village." Then he had some top level briefing sessions and was ready to leave for Europe and take over his new job from an old comrade in arms.



UNORTHODOX SALUTE is offered by Ridgway to Navy honor guard while Matt Jr. obediently copies bent wrist and inturned palm, which defy regulations.



MAMIE AND FRANCE'S FIRST LADY SMILE ON IKE'S MEDAILLE MILITAIRE

... MAN ON HIS WAY BACK

... Turning to politics, Ike is honored by France

A general's wife laughed in pride last week in Paris after the premier of France added another to her husband's many decorations. For "the nobility and loftiness of his vision" in planning the North Atlantic Treaty Organization's armed forces, Premier Antoine Pinay conferred on General Dwight D. Eisenhower, while Mamie Eisenhower watched, France's Médaille Militaire.

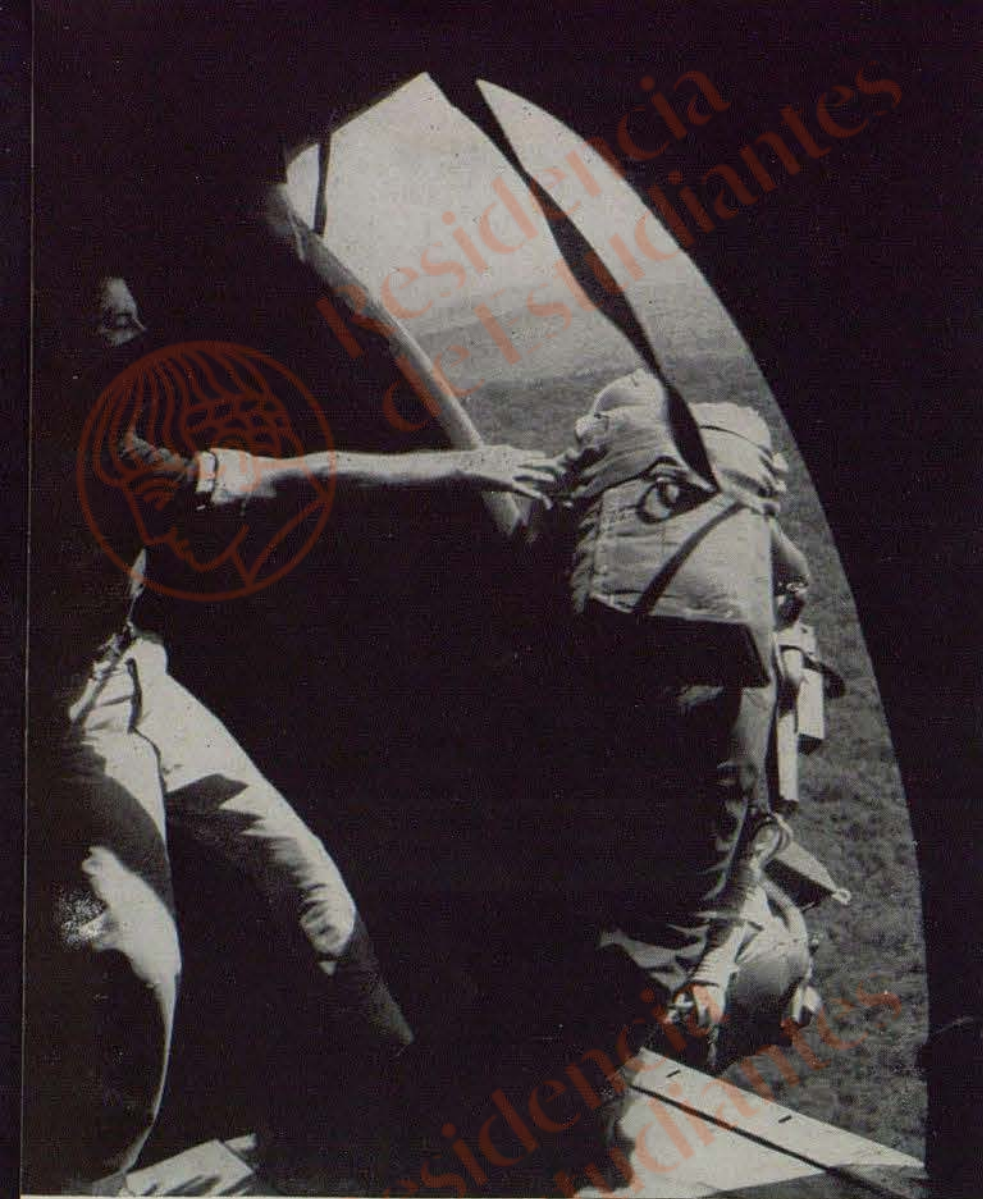
The award was a high point of Ike's saying goodbye to his soldier's career in Europe. He flew to Holland, lunched with Queen Juliana and lectured Dutch Royal Military Academy cadets on achieving military leadership through discipline, faith and morale. To insure high morale, he revealed, he himself had once learned to cook so that he could give "unshirted hell" to inept military chefs. In France he became an honorary citizen of the village of Louveciennes near SHAPE headquarters and laid a wreath on the Unknown Soldier's tomb. To NATO, for whom he was leaving his job of forging an army unfinished, he read a warning: "Our one trouble is that we are not united." Then, polishing the opening speech of his campaign for the GOP presidential nomination (pp. 75-80), he was nearly ready to pass on his job to an old comrade in arms.



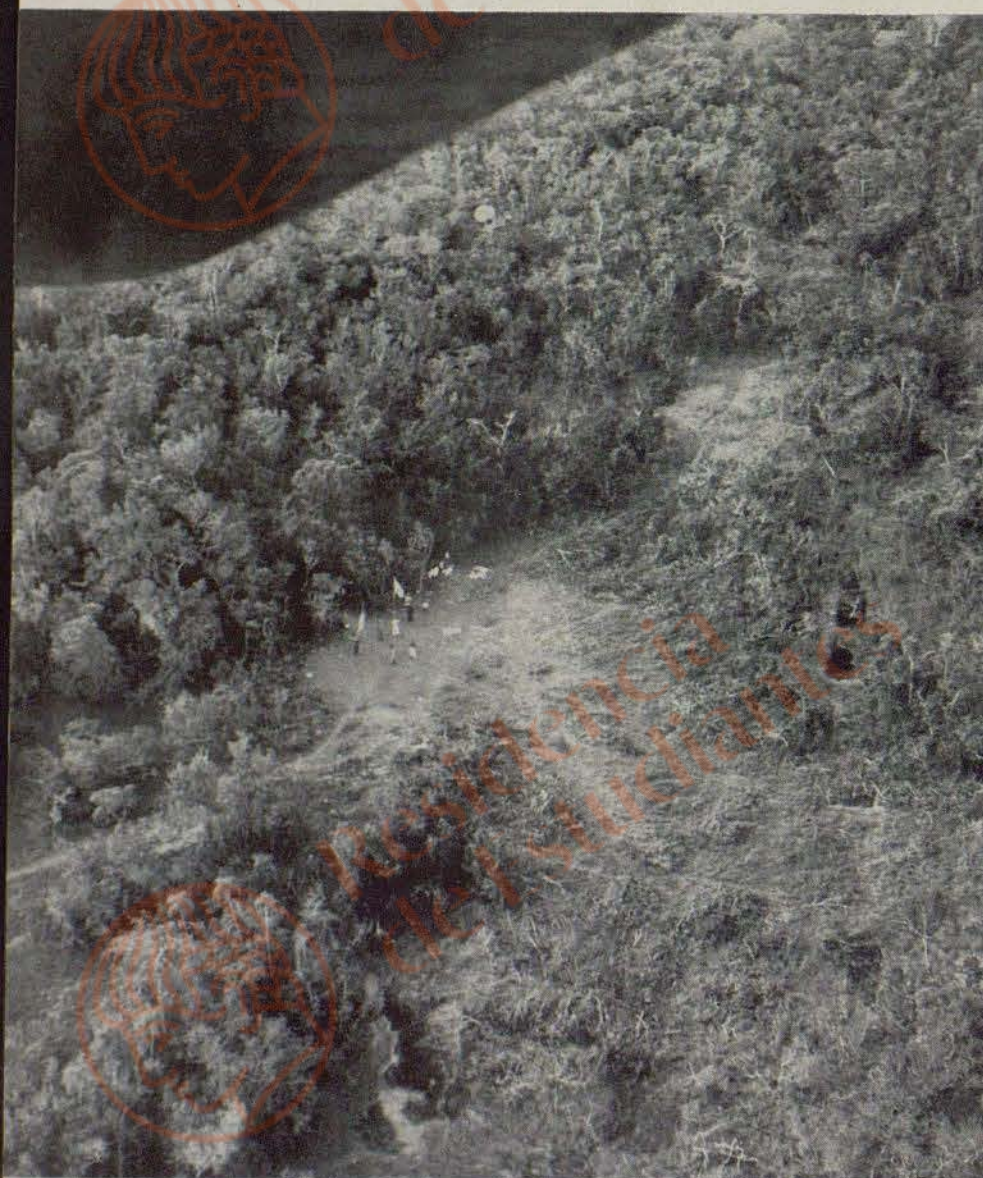
UNORTHODOX POLITICS is displayed by Eisenhower who, carrying Louveciennes citizenship scroll, neglects opportunity to soothe a squalling baby.



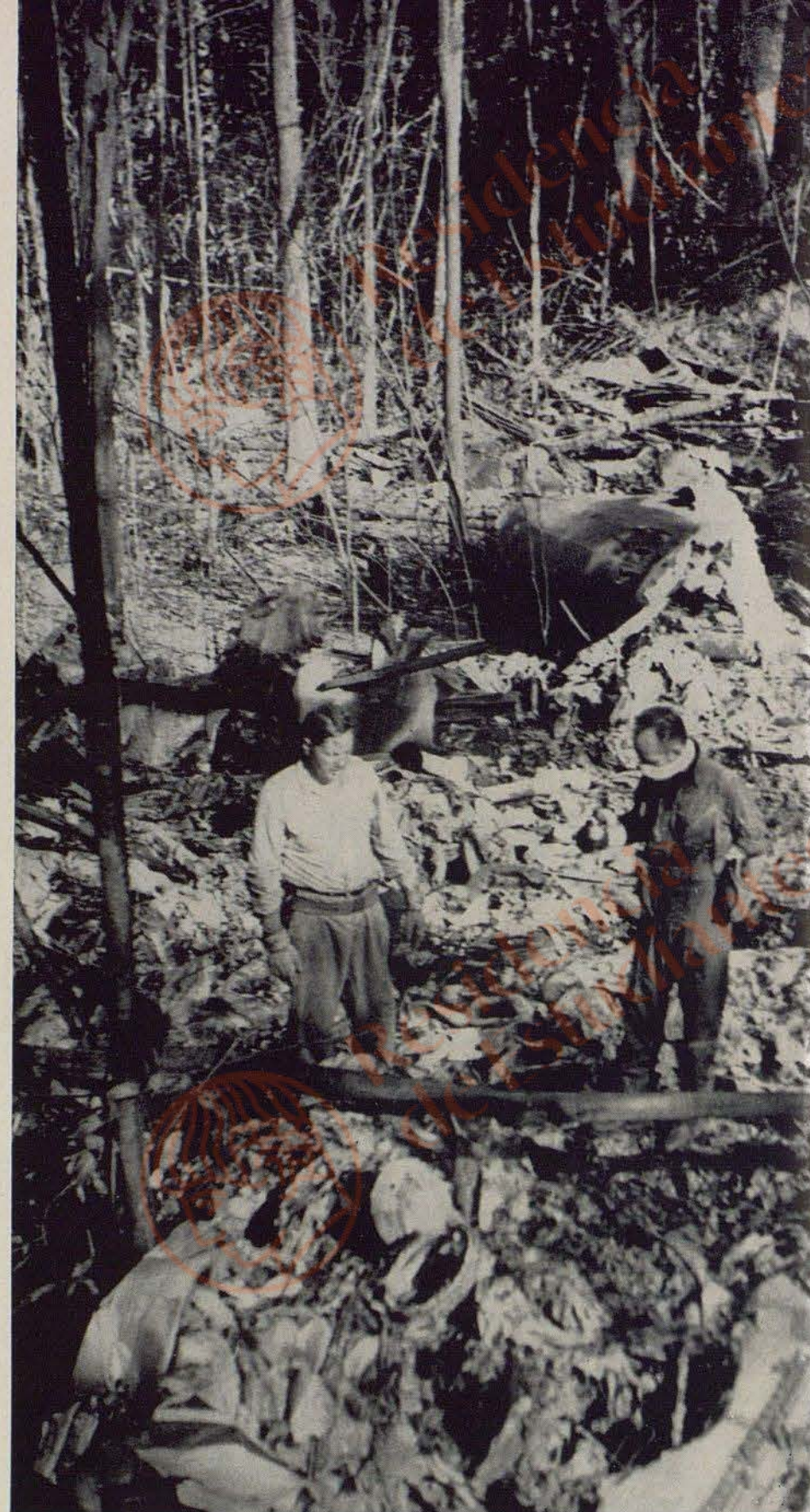
CHEERS FOR IKE ring from throats of children on a bannered Dutch street, and the Dutch air force, flying British jets, spells his name in space—with a space.



JUMPING INTO THE JUNGLE, parachutists drop toward site of crash, 900 miles north of Rio de Janeiro. All landed safely, but four miles from their target.



CLEARING THE JUNGLE, the jumpers (holding bits of white parachutes) hacked out a landing strip for a helicopter, then made way afoot to the wreckage.



ON THE SCENE AT LAST, officials search through charred wreckage.



SLOGGING THROUGH FOREST, official party was led by Pan American's Herbert Hemple (above), arrived four days after chutists and buried the victims.



CORREA (RIGHT) IS MUFFLED AGAINST STENCH



TREETOP LOOKOUT was maintained to spot fires of "cannibalistic" Indians who never appeared.



CORREA (LEFT), LATER A HOSTAGE, WATCHES PEARLS BEING PUT INTO A BAG

STRANGE TALES FROM THE JUNGLE

Death, diamonds and hostages become tangled in a Brazilian feud

The rumors that came out of Brazil, in whose jungles a Pan American plane with 50 aboard crashed last month, were fantastic—the plane had carried \$200,000 in cash, or a fortune in diamonds, or had been blown to bits by a Communist bomb. Then the facts began to come out of the jungle—as fantastic as the rumors.

An official party flown in by the Brazilian government and Pan American landed 35 miles from the crash. While it prepared to hack its way to the wreck, an unofficial party of parachutists was flown in. It had been hired by Adhemar de Barros, ex-governor of São Paulo who wants to be Brazil's next president and seized

this chance to prove his enterprise. The parachutists, arriving first on the scene, found scattered wreckage and charred bodies.

Once on the scene the official party found the parachutists getting panicky because the helicopter that was to take them out had broken down. The parachutists seized U.S. inspector Scott Magness and Brazilian Major Miranda Correa as hostages to insure their own evacuation. The government dispatched paratroopers, recalled them when Magness and Correa radioed that they were once more in control. Out of the jungle and all this confusion, however, came no word of any cache of diamonds or cash.



JUNGLE SPRING was one of few in area. Chutists, who ran dry, stole rivals' canteens and supplies.



U.S. HELICOPTER hovers over wreck to lower a 5-gallon water can. In earlier drop can was smashed.

DEMOCRATIC STRATEGY FOR '52

In a campaign year it's a good idea for the independent voter to keep in mind the difference between political *issues* and political *strategy*. The issues he can reason about; the strategies he can only try to discern. Republican strategy will depend in large part on who their candidate is. But Truman at least has already decided on the Democratic strategy, and it's a pretty safe bet that any Democratic nominee will use it against any Republican.

"I have been in politics for over 40 years," said Truman to the ADA, "and I know what I'm talking about. . . . One thing I'm sure of: never, never throw away a winning program." By that he meant "the New Deal and the Fair Deal," i.e., economic and verbal favoritism to union labor, farmers and lower income groups.

Examples of this strategy at work could be seen at the steelworkers' convention at Philadelphia. There Vice President Barkley and Labor Secretary Tobin both announced their wholehearted sympathy with the union in its quarrel with the steel companies, Tobin going so far as to admit, "I don't feel any obligation to be impartial. . . . I have stood heart and soul and spirit behind the United Steelworkers."

When Averell Harriman launched his candidacy (p. 33), did he make a highminded appeal for national unity in the face of a world crisis, which is supposedly his main concern? Not at all. He tried to outdo his fellow Democrats with a demagogic Fair Deal speech.

But the clincher came last week when Oscar Ewing, the federal security administrator, sounded off before the Boston Chamber of Commerce. Ewing is about as sophisticated a spokesman as the Trumanites have. Said he, "In 1932 the people of America were looking for bread; in 1952 they're looking for a parking place. . . . For every chicken in the pot during the last Republican administration, every worker and businessman can now buy himself three chickens." In short, Oscar is avowedly campaigning against Hoover and the statistics of 1932. "We believe they [working people] should earn enough to be able to buy refrigerators and electric washing machines . . . [and] television sets," said Oscar, thus conjuring up an imaginary opposition to this belief.

The strategy is to equate Republicans with depressions and Democrats with prosperity. How so? Because (says Truman)

the Republicans are controlled by a "dinosaur wing" whose "hearts lie with the corporations and not with the working people," or (says Ewing) because they don't understand that "the purchasing power of the masses must be maintained."

This strategy is cut to fit what may well be a new law of Democratic politics—that an incumbent government is never voted out when wages and farm prices are high. Oscar Ewing last winter allowed himself to sympathize with the poor Republicans because they had no issues except "Korea and corruption." With this statement he was widely thought to have put his foot in it. But maybe not. Maybe he can afford to be debonair about Republican strategy if the Democrats stick to the strategy of prosperity and the New Deal.

For what can the Republicans do with this story? They can ridicule it or "me-too" it, but they can't top it. In 1948, as many Republicans now see it, the Democrats even grafted a dangerous little barb on the hook. Blaming the Republican 80th Congress for a shortage of storage bins, the Department of Agriculture towards the end of the campaign refused to use its emergency powers while Midwestern farmers sold grain below support prices. This was advertised as a foretaste of what would happen under a Republican administration. Thus the farmers lost money—a billion dollars, according to Senator Aiken—but the Democrats gained farm votes! A party that can charge farmers money for their votes is pretty solidly identified with prosperity.

In fact, the New Deal may well remain the Bloody Shirt of American politics until an actual Republican administration has proved that it will not repeal it, just as it took Grover Cleveland's election to prove that the Democrats wouldn't secede again.

In view of this Democratic strategy, it would seem that the Republicans' best strategy is to attack on the foreign policy front. The Democrats will of course make an aggressive feint on that front as well. They will try to split the Republicans with defunct labels ("isolationist" vs "internationalist"), while at the same time reviving the 1916 slogan, "he kept us out of war" (the big war, that is). But we call attention to the fact that the big Democratic bet is right where it was in 1948. Down with McKinley, Harding and the dinosaurs! They'll take away your TV set!

HOW TO CONTROL THE BUDGET

There are two chief reasons why our federal budget is so inflated (\$85.4 billion). One is obvious; armaments are expensive. The other has been mentioned here before but bears repeating. The budget is so big because many, many more manhours are devoted to building it up than to the task of cutting it down.

However, some judicious manhours have recently been devoted to the cutting problem. A group of economists and business leaders called the American Assembly, meeting under Columbia University auspices, spent most of last week on it. Also Senator Paul Douglas, a close and longtime student of the budget, has published a book called *Economy in the National Government*. And Douglas and the American Assembly agree as to what Congress must do to get the budget under control.

Before the House blindly voted to slash \$4.7 billion off the military budget in April, members rushed frantically around asking for information on this or that budget item. There were nine volumes of committee hearings, but even members of the committee couldn't give their ignorant colleagues any advice. Said one disgusted congressman, "The blind leading

the blind!" It was the old story: Congress as now organized has only two tools for its budgetary task: the meat ax and the rubber stamp.

Both Douglas and the American Assembly urge Congress to get itself a large and permanent staff of experts, responsible to the Appropriations Committees but working in the Pentagon while the budget is being prepared. Douglas also thinks the General Accounting Office, which now merely post-audits expenditures, should represent Congress in the budget-making process, thus balancing the experts of the Administration's Bureau of the Budget.

The executive branch of the government has a disease which Douglas calls "administrative elephantiasis." Some think the victim should cure himself and cut waste by new internal controls. But that is like asking each of two million bureaucrats to admit that his job is unnecessary. It is more realistic, and more in line with the Constitution, to hope that a well-staffed and well-briefed Congress can develop a real critical intelligence in budgetary matters. Only thus will the budgetary leviathan ever get a ring in its nose.



"It's long, low and lovely!"
"Everything about it says quality!"

New Quality-Built Bodies bring new beauty and safety to the low-price field! They're longer! They're wider! They're stronger! They come in the widest variety of body style, color and upholstery combinations of any low-priced car.

Coast to coast success... it's the Ablest car on the American Road... '52 Ford!

"Ford's Strato-Star V-8 whisks you up hills in a wink!"

New Power—Six or V-8. The newest, most modern Six! It has free-turning overhead valves and it's the only all-new, low-friction, high-compression Six in the industry. Ford's high-compression Strato-Star V-8—now 110-h.p.—is the most powerful engine in its field!



"Dust, drafts, discomfort are 'has beens' when you hit the trail!"
"And no 'jingle jangle' on rough dirt roads!"

MESA VERDE TRAIL



New Automatic Ride Control really "gentles" the bumps! And a new lower center of gravity and a wider front tread help take the tilt out of turns!



PENNSYLVANIA AVE.

New Full-Circle Visibility really "lets in" all the scenery! You'll find a huge, curved one-piece windshield, a car-wide rear window, narrower posts all around... side windows that are picture-window big. Here's visibility unlimited!

"Forward or backward you get broad vision all the time!"

"Nips in and out of tight parking places in a jiffy!"



You can pay more but you can't buy better!

White sidewall tires, if available, optional at extra cost. Equipment, accessories and trim, subject to change without notice.



Cultivating friendships. Over the years, many, many men have found that an acquaintance with Four Roses soon ripens into loyal friendship. Four Roses, in fact, has made so many friends that today people buy more Four Roses than any other whiskey at or above the Four Roses price—even more than most other whiskeys at any price.

Frankfort Distillers Corporation, New York. Blended whiskey. 86.8 proof. 60% grain neutral spirits.

Wouldn't you
rather drink
Four Roses





UNION BAND WELCOMES CANDIDATE HARRIMAN AS HE VISITS BOSTON EXHIBITION OF UNION PRODUCTS

AVE WOOS THE WORKERS

Multimillionaire Harriman seeks endorsement as labor's candidate

W. Averell Harriman, multimillionaire New Dealer and presidential candidate, who is sometimes known in Washington as "Honest Ave the hairsplitter," last week made it plain that he now aspires to a new and better title: "Honest Ave the worker's friend."

Beginning his active campaign for the Democratic nomination, Harriman wangled an invitation to address the executive council of the American Federation of Labor meeting in Boston. ("We invited him," said one of them, "because we knew he wanted to come.") He serenaded union leaders with an attack on the Taft-Hartley law and was serenaded in turn by a union band (above). Officially the A.F. of L.

will endorse no candidate until after the convention but President William Green said, "the council took favorably to him."

Moving on to St. Louis, Harriman offered himself for a close examination at the Labor Health Institute and later Local 688, Teamsters' Union, which sponsors the institute, endorsed his candidacy. On top of Washington reports that, after Adlai Stevenson, Harriman was Truman's choice, Harriman's supporters took encouragement from his showing with labor. One of them, Professor Arthur Schlesinger Sr. of Harvard, said, "For the first time in history a multimillionaire will go to the convention with the backing of most of the labor unions."

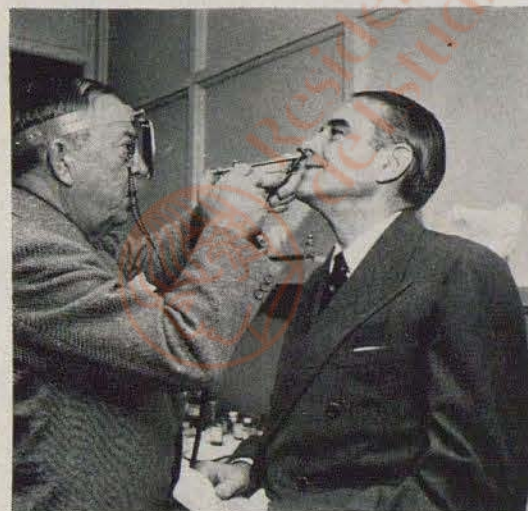
EYE



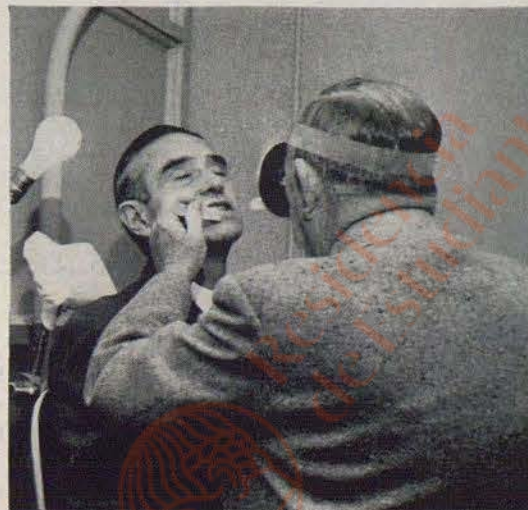
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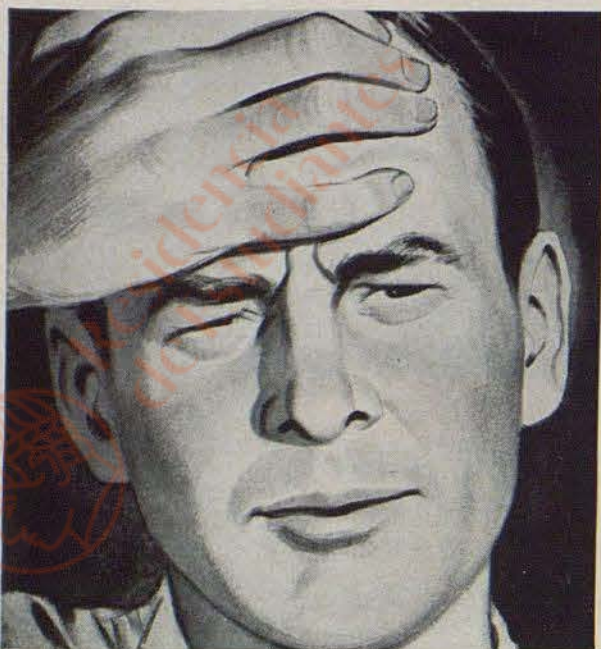


AND THROAT



SEARCHING EXAMINATION by specialists of Labor Health Institute in St. Louis revealed that candidate Harriman was suffering from slight cold. Doctor also predicted that he would live a long time.

• New way to get fast pain relief!



Bufferin

TRADE-MARK

Acts twice as fast as aspirin!

Doesn't upset the stomach!

1 Here's why Bufferin does everything aspirin does and does it faster and better!

2 Before any product can relieve pain, the pain-relieving ingredients must get out of the stomach and into the bloodstream.

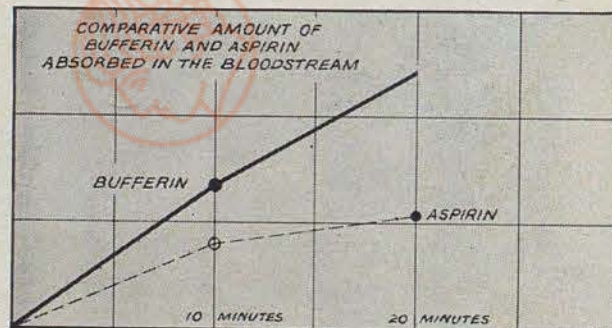
3 Bufferin, being antacid, opens trap door of the stomach, gets into the bloodstream twice as fast as aspirin.

4 That's why Bufferin relieves your pain twice as fast as aspirin, doesn't upset the stomach!



No tablet or powder can give you relief from pain until the pain-relieving ingredient enters the bloodstream. Bufferin, being antacid, opens the stomach valve *speedily*, gets into the bloodstream *twice as fast* as aspirin! Therefore Bufferin acts *twice as fast* to relieve pain.

And Bufferin won't upset your stomach as aspirin often does, because Bufferin is antacid.

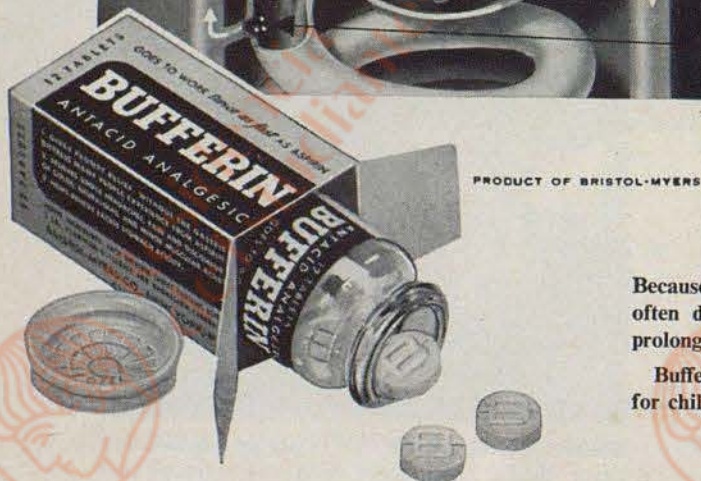


TIME OF ABSORPTION

Clinical studies prove that people who took Bufferin had more pain-relieving ingredient *actually in the bloodstream* in ten minutes than those people who took aspirin had in twenty minutes. That's why Bufferin acts *twice as fast* as aspirin to relieve pain.



For headaches, neuralgia, and ordinary muscular aches and pains, remember Bufferin for fast pain relief! Ask your physician or dentist about Bufferin. Get Bufferin from your druggist. Carry the 12-tablet, pocket-size package. Keep the economical 36- or 100-tablet package in your medicine chest. Bufferin is also available in Canada.



Because Bufferin does not upset the stomach as aspirin often does, many doctors recommend Bufferin for prolonged, as well as occasional, dosage.

Bufferin is scored for easy breaking—particularly for children.

IF YOU SUFFER FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

LIFE ON THE NEWSFRONTS OF THE WORLD

We get a German pact of sorts, Red PWs mock U.N. guards, Britons worry about people living in sin

The Western powers were finally getting a peace treaty with Germany. It was only a treaty of sorts, called a contract, because it applied only to part of Germany. Last week the Big Three foreign ministers—Acheson of the U.S., Eden of Great Britain, Schumann of France—went to Bonn to sign it, with Konrad Adenauer. But a new set of French demands, rushed to Schumann by his cabinet, threatened for a time to gum up proceedings. The peace contract still faced ratification, and the bitter opposition of Social Democrat Leader Kurt Schumacher, who said that anybody who signed such a thing "ceased to be a German."

* * *

The Air Force said it would switch from miles to knots, as of July 1, to eliminate confusion in air traffic control, and like the Navy will measure the speed of its airplanes in knots, distances in nautical miles. A nautical mile, as any sailor will be glad to tell any Air Force man, is 6080.20 feet, or 1.1516 statute miles, and a knot is one nautical mile an hour.

The railroads are 'denationalized'

Twenty-one months after going into the railroad business, the government got out of it. At the White House, heads of three brotherhoods signed, rather reluctantly, Presidential Assistant John R. Steelman's settlement of the dispute that had been going on for three years. Some 150,000 union members got \$100 million in back pay but with wage scales not much different than they would have won anyway. The railroads got a reasonable assurance of no strike before October 1953. The White House, which has enough management worries as a result of the steel seizure, got a sense of relief.

* * *



FORT WORTH SHORTS IN EVIDENCE

A lady in Fort Worth asked the city to ban the wearing of shorts, and the resulting display of "old, ugly legs" in public. In protest the Junior Chamber of Commerce took a ballet student before the city council, where she whipped off her skirt and displayed, in shorts, legs neither old nor ugly. The council, embarrassed, decided to do nothing.



RED SENTRIES WATCH U.N. GUARDS

Everything's uncozy on Kojé

Outside Kojé Island's barbed wire enclosures U.N. combat veterans manned their machine guns and held riot drills. Inside the prisoner compounds the Communists, still gloating over the way their capture of General Dodd had booby-trapped the Americans (LIFE, May 26), held drills in mockery of their guards. Their sentries kept watch from atop their huts; their security squads dragged back some who tried to escape under the wire. Their ranks had just been swelled by 1,100 tough prisoners, transferred from Pusan where they had fomented a riot that killed one PW, injured 85. Meanwhile in Washington the Army broke Generals Dodd and Colson to colonels and reprimanded their superior, Brig. General Paul F. Yount, for not heading off their flubs.

* * *

In the first inning of a game with Cincinnati, the Brooklyn Dodgers, in their finest hour, scored 15 runs, the biggest inning since the Cubs scored 18 one day in 1883. Twelve of the runs were scored after two were out. The inning took 59 minutes and the Dodgers won the game.

The two of a one-two punch

Taking advantage of a temporary situation of strength, House Republicans chopped \$615 million from the \$7.9 billion Mutual Security bill, already cut \$1 billion. Three score Democrats had been excused in expectation there wouldn't be any important votes; the Republicans suddenly found they had a majority and made the most of it. Next day, passing the bill, the House cut it again, to \$6,173,500,000.

* * *

Taking advantage of another situation of strength, the Soviet Union sent a truculent note to Iran. It warned the Iranians that acceptance of a share of the current \$396 million U.S. military aid allotment to Turkey and Greece was a hostile act against the U.S.S.R.

Male might assures female rights

The United Nations Commission on Human Rights ran into unexpected opposition when it came to a proposal guaranteeing women an equal share in rights to education, housing,

health standards and so on. Women's rights, protested Sweden's Mrs. Agda Rossel, were already protected by a ban on discrimination on account of sex, and by making a special case of women they implied "silent recognition" that women are a different species and should be given this right "out of charity." Mrs. Eleanor Roosevelt, for the U.S., and Mrs. Hansa Mehta, for India, agreed. But the male majority pushed the proposed covenant article through.

* * *

For two bits and two frozen-juice can tops, the Minute Maid people offered to send small fry display signs and price tags for hot-weather lemonade stands. The price tags will not read 1¢ or 2¢ but 5¢ and 10¢.

The queen asks for a raise

Queen Elizabeth II asked the House of Commons to kindly figure out a new scale of annual allowances for herself and her family which, as royal families go, lives pretty prudently. On her late father's Civil List, which ran to a modest \$1.6 million, she was down for \$112,000 a year as heiress presumptive; now, as queen, she probably will get a raise. Elizabeth also asked Parliament to start thinking about providing more money for Princess Margaret (who now gets \$16,800) "in the event of her marrying" and for "any future wife" of Prince Charles, now 3 years old. She also suggested a sort of cost-of-living increase for her husband, the Duke of Edinburgh, who now gets \$28,000. (Prince Albert, consort of Queen Victoria, got almost 10 times that much.) No matter what it does, Parliament cannot lose, for the crown lands whose income George III renounced 192 years ago bring the treasury almost \$6 million a year.

* * *



WIDOW DAVISON vs. THE ATLANTIC

The 23-foot Bermudian-rigged yacht *Felicity Ann* put out from Plymouth, England for Florida. Aboard was 38-year-old Ann Davison, and nobody else. In 1949 she and her husband tried it and were shipwrecked. He was drowned; she lived to write a book (*Last Voyage*) about it. Now, going it alone, his widow sailed only a few days, then had to put in to a French port for repairs.



Good taste today...

Tea for two or two hundred? Just follow this rule—serve three different foods: something hot, tart, and sweet. As important as good taste in hostessing is the good taste of your table appointments... especially your silverware. So much luxury and good taste can be yours at an amazing low price in an 1881 (R) Rogers (R) matched set. You'll love the deeply carved patterns, so rich in detail... and the price—for, compared to any fine silverplate, you get 18 more pieces for less money!

For new 16-page booklet with 100 tips on "Good Taste Today", send 10¢, Box A-24, Oneida, N. Y.

*This is it - the romantically beautiful
new Enchantment*

Few possessions are in such elegant good taste as this lovely new pattern—Enchantment*! Look at it... see clarity and depth of detail in its mirror-bright surface. Hold it... notice its beautiful balance, its solidity, the rare feel of rich, rich quality.

Enchantment, like all 1881 (R) Rogers (R) patterns, has an extra overlay of solid silver on most-used pieces. And every knife, too, is the exclusive Contour* knife. See this timeless new pattern! 70-piece complete service for 8 in handsome, anti-tarnish chest, only \$69.75. Other lovely services start at \$29.75, chest included. All 1881 (R) Rogers (R) is made by Oneida Ltd., one of the important names in fine silverware!

1881 ROGERS
SILVERPLATE BY ONEIDA LTD. SILVERSMITHS

*Trade Marks.
© 1952, Oneida Ltd.,
Oneida, N. Y.



*only \$69.75
70 piece service for 8*

Pattern in chest is Enchantment

Good taste at an amazingly low price!



MOURNER CRASHES LINE AT GARFIELD'S BIER

A distraught John Garfield is dead

The problems of Jules Garfinkle, a tough brat on the sidewalks of New York, were not all solved when he became John Garfield, a tough guy of stage and screen. He had troubles with directors, with the press, with Communist groups which, he said, had duped him, and with a bad heart. A year ago he had testified before a congressional committee about his attempted capture by the leftists, and he faced another appearance to make further explanations. Last week, worried about this and over family troubles, he stayed up all night playing cards, spent all day without sleep and then went that night, tired and distraught, to the apartment of an actress friend. Next morning John Garfield, 39, was found dead of the heart attack his doctor had warned he would suffer if he didn't take care of himself. He did not die friendless; the mob scene at his services was likened to, but did not equal, that at Rudolph Valentino's.

* * *

The U.S. Fish and Wildlife Service had some dismaying news for the thousands of hunters who cross the border to stalk game from New Brunswick to British Columbia. Because of the foot-and-mouth disease among Canadian cattle, no cloven-hoofed animal the hunters shoot—meaning moose, deer, caribou, mountain goat and sheep, and antelope—can be brought back. A concession without comfort: they can bring back their moose, or other kill, if they cook it and have it inspected before crossing the border.

The divorce problem, at home and abroad

Lifting the eyebrows of a British royal commission on marriage and divorce, Mrs. Eirene White, a Scottish Laborite M.P., told the commission that 125,000 couples (a figure she based on guesswork, not on a census) are living in sin because of the country's tough divorce laws. She suggested that seven-year separation, as well as the present grounds of cruelty, adultery and desertion, be recognized by the British courts. In the U.S. last week several incidents showed to what lengths American courts will go to spare people from having to live in sin. Dolores Costello Barrymore's daughter got a divorce after testifying that her rarely employed husband, Thomas A. Fairbanks, took the position that "work is only for peasants." Franchot Tone got one on several grounds, one being that Barbara Payton boasted of her cooking but didn't think about dinner until the guests arrived. And a man in Indianapolis got one because a year ago, while he slept, he was doused with a teakettle of hot water by his wife, who hasn't been seen since.



DOLORES BARRYMORE AND DAUGHTER IN COURT

Take the heat off your budget with COOL SUMMER SALADS



SEA BREEZE SALAD

Costs only 17¢ a serving*

6 firm tomatoes
1 1/2 cups cooked chopped vegetables†
1/3 cup Ann Page Mayonnaise or Salad Dressing
2 tps. chopped onion, if desired

Wash tomatoes. Scoop out part of pulp; invert to drain. Combine vegetables and mayonnaise or salad dressing. Fill tomatoes with salad mixture. Serve on salad greens with additional Ann Page Mayonnaise or Ann Page Salad Dressing.

†Same amount cooked flaked fish, shrimp, or chicken may be used. Add 2 tbsps. lemon juice with fish.

*Cost based on prices at A&P Super Markets at press time.



...dressed to taste their best by Ann Page

See summer appetites perk up when you serve cool, bright salads dressed for sheer taste delight by Ann Page!

Choose distinctive, mildly tart Ann Page Salad Dressing... or rich-flavored Ann Page Mayonnaise. Fine salad oil plus egg yolks and artful seasonings make them both superlatively good. Yet, like the

whole family of 33 Ann Page Foods, they're thriftily priced to magnify your food money.

You see Ann Page Foods are made of choice ingredients in A&P's own modern Ann Page food kitchens and sold in A&P stores. This eliminates unnecessary in-between expenses and you share the savings!

Among the **33** Fine Foods
in the Famous Ann Page Family
are such favorites as:

Preserves, Peanut Butter, Prepared Beans, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Spices, Extracts, Etc.



**ANN
PAGE**

PROVES

*Fine Foods
Needn't Be
Expensive*



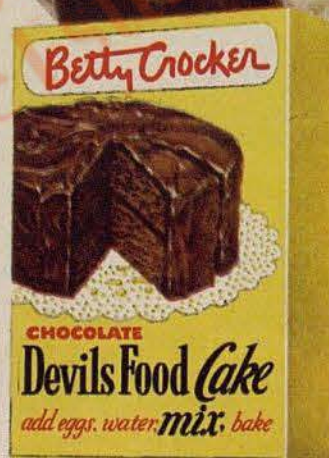
Residencia de Estudiantes

Fresh eggs or dried eggs?

In a cake like this? Fresh eggs, of course.* That's why Betty Crocker says, "You add the eggs to my cake mixes. You know the eggs are fresh."

Unlike most cake mixes, there are NO DRIED EGG WHITES, NO DRIED EGG YOLKS, NO DRIED EGGS OF ANY KIND IN

Betty Crocker
CAKE MIXES



* HERE'S PROOF that you should use Betty Crocker Cake Mixes to which you must add fresh eggs. Hundreds of homemakers in Philadelphia, Cincinnati, St. Paul recently compared 3 leading cake mix brands, including Betty Crocker Cake Mixes. Plain packages were used so the women did not know the brands they were comparing, and the research was conducted by an independent marketing research organization. On the average, the preferences for the cakes made from the Betty Crocker Cake Mixes, calling for fresh eggs, were more than two to one over the cakes made from the "dried egg" cake mixes tested.





Invite your best friends
for this **Lamb Stew**

EASY RECIPE

What an easy way to make a feast for four: the two of you and your very special, extra-best friends! ...

While it's cooking, this Hunt recipe has a real "I'm hungry" aroma. And when your guests taste it—you'll be mighty glad you made it! Of course! The recipe calls for spicy Hunt's Tomato Sauce! Here's what you need:

2 lbs. lamb shanks cut in small pieces
Wipe meat with damp cloth. Then mix together:

2 tbsp. flour 1 tsp. salt 1/8 tsp. pepper
1/4 tsp. chili powder, if desired

Roll meat in mixture, brown in fat. Drain excess fat. Add:

2 cans HUNT'S TOMATO SAUCE
1 bay leaf 1/2 tsp. salt 2 cups water
Simmer for 1 1/4 hours, or until tender. Then add:

4 carrots cut in pieces 8 small onions
1/2 lb. string beans cut in pieces
Continue simmering for 35 minutes, or until vegetables are tender. Now pour stew into greased casserole. Place mashed potatoes around outside rim. Bake in medium oven (375°)

about 15 minutes until potatoes get nice and brown.

Four people will each have a generous portion—and eat every delicious bit of it!

Hunt's Tomato Sauce gives recipes like this a never-to-be-forgotten flavor. For Hunt's is all rich tomato, kettle-simmered with fine spices and seasonings. No starchy fillers! America's largest-selling brand of tomato sauce!

Keep a few cans on hand to give a lift to your soups, casseroles, gravies, fish, and leftovers. Costs only a few cents!

Here's the reason it's so pleasin'



REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
NOTE AS ADVERTISED THEREIN

The
Kettle-simmered
cooking sauce

Hunt-for the best



For breakfast or dessert—
HUNT'S
HEAVENLY PEACHES



HITLER'S WALLS COME TUMBLING DOWN AND DEBRIS HURTLES AS 220 POUNDS OF DYNAMITE EXPLODE. SALVAGED BEAMS AND FURNACES LIE SAFE OUTSIDE

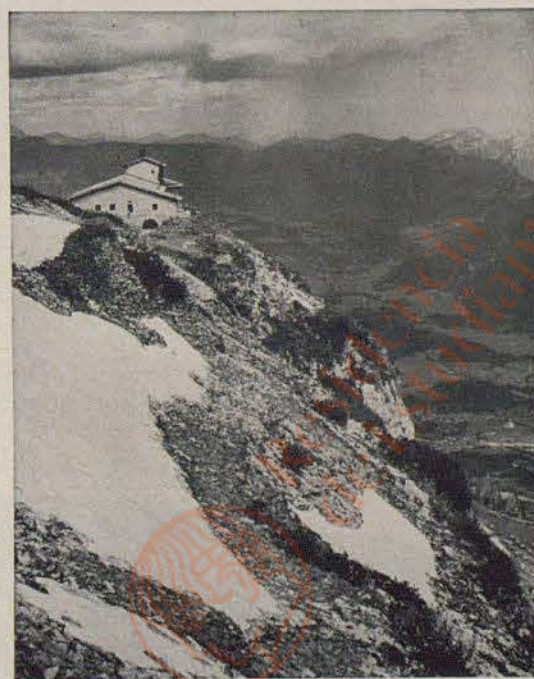
BLOWUP AT BERCHTESGADEN

Hitler's mountain mansion is blasted, but Eagle's Nest is saved

For more than six years U.S. and German authorities have wondered what to do about Adolf Hitler's grandiose lair above Berchtesgaden in the Bavarian Alps, where the Führer had built himself a mansion, the Berghof, and a private eyrie, the Eagle's Nest, on a nearby peak. In April 1945 a bombing raid gutted the Berghof, and after the war its bones were picked by souvenir hunters. This spring all that remained intact was the Eagle's Nest.

In the Bavarian cabinet the question was whether the stronghold and its ghosts should be preserved as a grim reminder of the futility of Hitlerism or destroyed lest neo-Nazis make it a shrine. When it was learned that guides were

lecturing tourists on the glories of Nazism and selling them Hitler's bathroom tiles at \$1 each, a compromise was reached. The Eagle's Nest was to be saved and used as a restaurant and anti-Nazi monument because, as one U.S. official ponderously observed, "A man who would build such a sumptuous installation for himself when his people were in great need must have been capable of the greatest social irresponsibility." The ruined Berghof was sold to a German demolition firm, which paid \$7,143 for salvage rights and agreed not to sell anything as souvenirs. After removing usable materials—steel beams, furnaces and other equipment—the salvagers blew Hitler's house to smithereens.



EAGLE'S NEST, on peak higher and to the left of dynamited house (in picture at top), stays intact.

THE FALL OF THE HOUSE OF HITLER



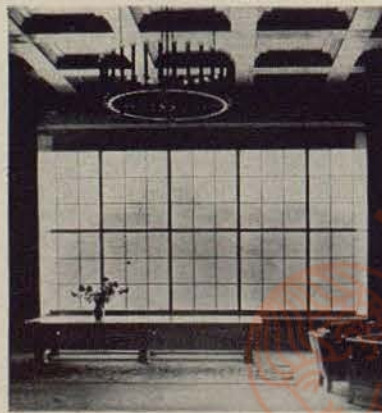
HITLER'S ERA AND END were shared by the Berghof. Here, resting from the war in 1944, Hitler brooded over his estate. One year later the Führer was dead, and six-ton bombs in a 350-plane British raid had gutted the structure.



THE BERGHOF, whitewashed and flag-decked, flaunted the Nazi swastika in 1937. But a direct bomb hit, fire and years of looting by GIs and tourists left only this blackened ruin where curious sightseers prowled Hitler's balcony.



HOUSE GUESTS in 1937 were bride and groom when Duke of Windsor was in Germany studying labor. Uninvited postwar guests roamed about, hunting souvenirs, undaunted by signs saying weakened shell was dangerous to enter.



THE VIEW through this 10- by 25-foot picture window framed the Bavarian mountains and furnished a majestic backdrop for this conference chamber with its long table and vase of roses. Long afterward only the view remained.



*Marked for a
Particular Male*

Now, from SWANK, traditional designer of jewelry masterpieces, comes a master touch of craftsmanship — Neogram Initial Jewelry. In block letters on a background of gleaming black, they're dashing, different, and utterly personal. Immediately available in any letters you select. Tie Klip: \$2.50. Cuff Links: \$3.50. The Set: \$6.00. Also, matching Tie Chain: \$2.50, and Key Chain: \$3.50.

Be SMART, be sure it's SWANK — © Swank, Inc., Attleboro, Mass.
Prices subject to Federal Tax

Men prefer
SWANK



GOOD THINGS YOU CAN'T SEE IN THE PICTURE

Lots of energy generators, plus
the natural rice values of
thiamine (B₁), niacin and iron.



"snap!"

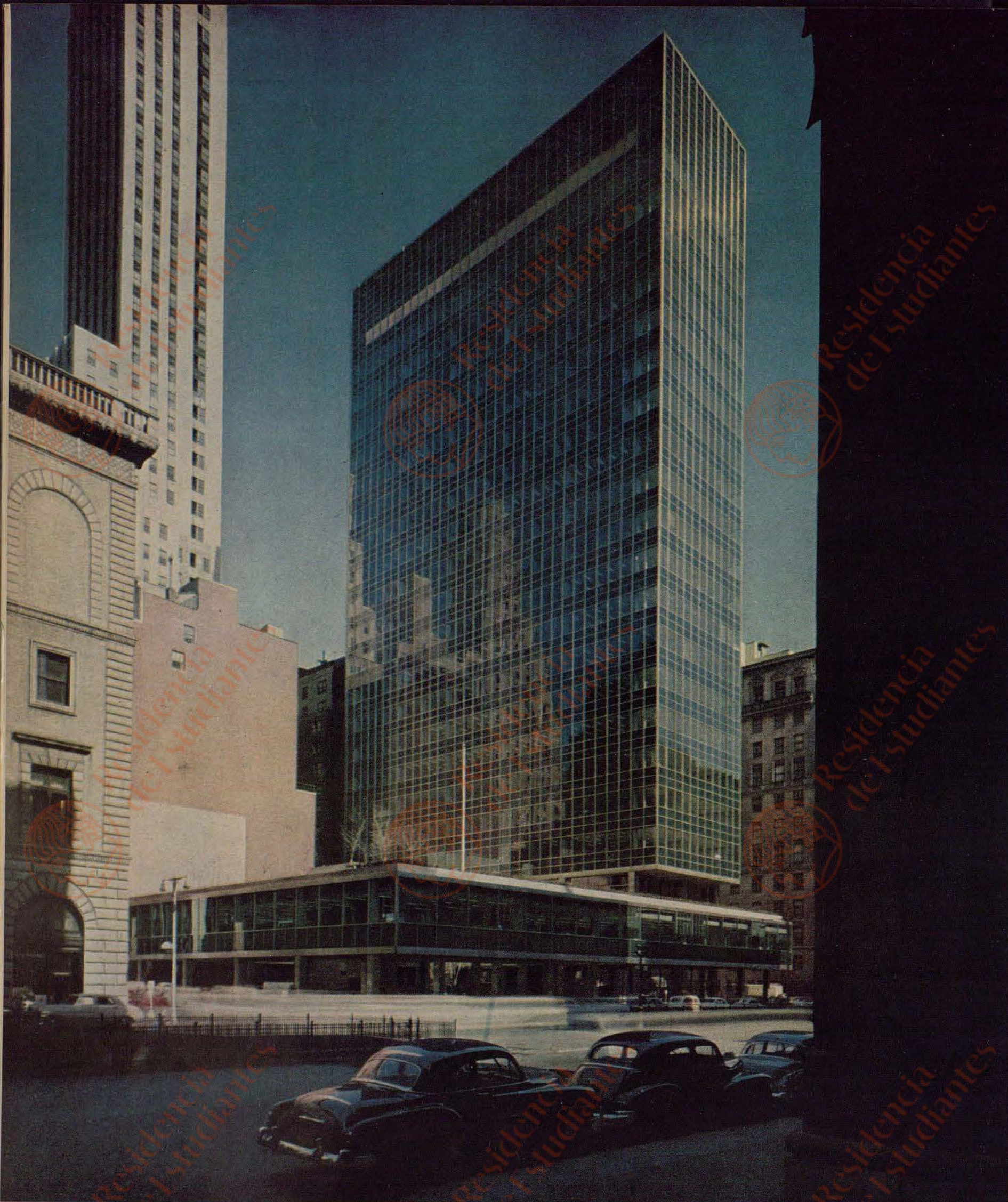
"crackle!"

"pop!"

BIRTH OF A NOTION...

Remember when the old silent flickers became "talkies?" How much better they were when sound was added. In this picture, KELLOGG'S RICE KRISPIES, "the talking cereal" has a sound track, too. When you pour on the milk these little cereal stars go "Snap! Crackle! Pop!" to show how crisp they are. Get a front row seat for this performance at your breakfast table tomorrow!

"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of Kellogg Company for its oven-toasted rice.



BY DAY LEVER HOUSE REFLECTS ITS PARK AVENUE NEIGHBORS IN ITS HEAT-ABSORBING GLASS WALLS WHICH FILTER OUT 35% OF SUN'S RAYS, CUT GLARE

SHINY NEW SIGHT

Soapmaker's washable building is world's glassiest

A brand new sight in Manhattan these days, which makes cab drivers slow up and pedestrians reduce speed to a trot, is the \$6 million office building just completed on Park Avenue at 53rd Street for Lever Brothers Company, makers of soap, food, toiletries and cosmetics. A sparkling tower of glass with its steel skeleton plainly revealed, Lever House, designed by Skidmore Owings and Merrill, is raised on slim steel columns and seems to float in the air while mirroring the more conventional buildings around it.



AT NIGHT THE LIGHTED OFFICES SILHOUETTE THE VERTICAL STEEL COLUMNS AND SPANDRELS BETWEEN FLOORS, EMPHASIZE THE CLARITY OF THE DESIGN

The ground floor of the structure consists almost entirely of a garden and covered walks for promenaders. The next floor covers the whole site but has a rectangular hollow in the center that overlooks the park. Employees, 80% of whom are female, sit by the outer windows and try not to notice the whistling, waving pedestrians below them. Topping this second floor are gardens, behind which a tower rises for 22 stories. The building is covered with a thin glass skin which does not obscure the structure's

steel columns. For its size it is the glassiest office building in the world. The tower is set back so that, unlike many in New York, it can be seen in entirety from the street. The building is sealed and air-conditioned and, with few exceptions, has no windows that open. This keeps dirt out, makes the offices exceptionally clean. To keep the exterior immaculate a machine is lowered from the roof and the stainless steel and glass walls are scoured from top to bottom twice a month with Lever Brothers' detergent.

RCA Victor "45"

*the most modern system
of recorded music*

complete

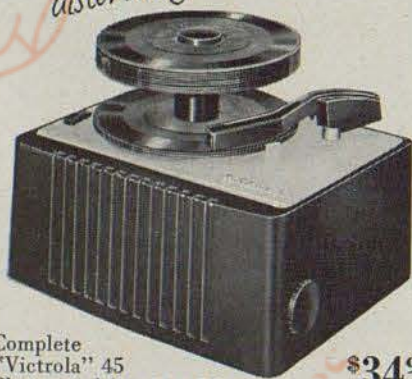
*ease of operation...
even a child can play "45"!
One touch of a button
brings you up to an hour
of music!*

compact

*automatic changer plays
as many as 14 records at one
loading! Handy "45" records
store in a bookshelf!*

convenient

*Choose exactly the music
you want on "45"...
no pre-selected programs.
4,000 selections are on
distortion-free "45" records!*



Complete
"Victrola" 45
Phonograph (Model 45EY2) **\$34⁹⁵**

Over \$6.00 worth of top RCA Victor "45" albums—yours at no extra cost when you buy this complete "Victrola" 45 Phonograph. Has the famous "Golden Throat" tone system. Offer terminable without notice.

Choose your "bonus" albums from 25 favorites, including

Waltzes You Saved For Me (Wayne King)
Nutcracker Suite (Spike Jones)
"The Three Suns" Present
Small Combo Hits (Benny Goodman;
Gramercy Five, "Fats" Waller)
The Swan Lake (Vladimir Golschmann)
Cinderella (Ilene Woods)

Price shown is suggested list price, subject to change without notice. Tmks. ®



RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

New Sight CONTINUED



WINDOW WASHING the outside of Lever building was complicated by fact that windows do not open. Solution was

gondola suspended from car which runs on tracks around roof. Washers move gondola up and down by push buttons.



TWO SCRUBBERS are kept busy washing Lever House, whose glass area is the equivalent of about 5,000 windows.

Twice a month it takes six days and about 22 pounds of detergent (Surf) to clean the entire outside of the building.

CONTINUED ON PAGE 51

Sunbeam COFFEEMASTER

REG. U. S. PAT. OFF.

is your assurance of a
perfect cup of coffee
every time!

because

- The water is always at correct high heat . . . *automatically*
- Brewing Time is always the same . . . *automatically*
- All the water rises to agitate with the coffee . . . *automatically*
- Coffee is kept piping hot after it's made . . . *automatically*

*Give
Sunbeam
and you
give the
finest*



**Set it!
Forget it!**

Shuts off by itself when coffee is done... then re-sets itself to keep coffee hot **AUTOMATICALLY**

Only the Coffeemaster gives you correct water temperature, agitation and brewing time *automatically*—the secrets of delicious coffee. Whether you make one cup or eight, you always get the same clear, taste-tempting perfection, *automatically*. All of the water rises to agitate with the coffee. Not a drop ever remains in the lower vessel to *dilute* the coffee when it comes down. Sunbeam Coffeemaster is a vacuum-type coffee-maker and the **ONLY** one that gives you this important advantage—it is not a percolator. Be sure **YOUR** coffee-maker is the Sunbeam Coffeemaster to get the assurance of the same perfect cup of coffee every time. The *truly* automatic coffee-maker. See your dealer.



All you do is put in the water and coffee and set it.



This switch automatically clicks off when coffee is done and resets the Coffeemaster to keep coffee hot.



No watching!
No guesswork!

Remove the brew top and you have the loveliest of servers . . . for every coffee-serving occasion.

GOOD NEWS FOR
BUDGET-MINDED
FAMILIES

AT Firestone DEALERS

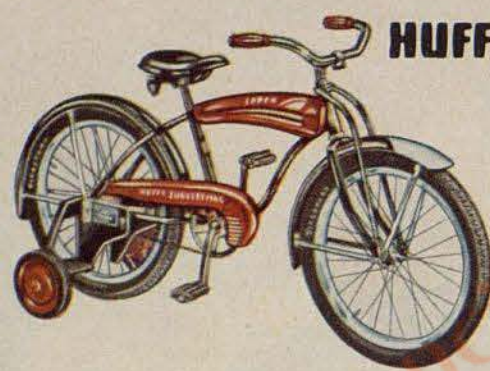
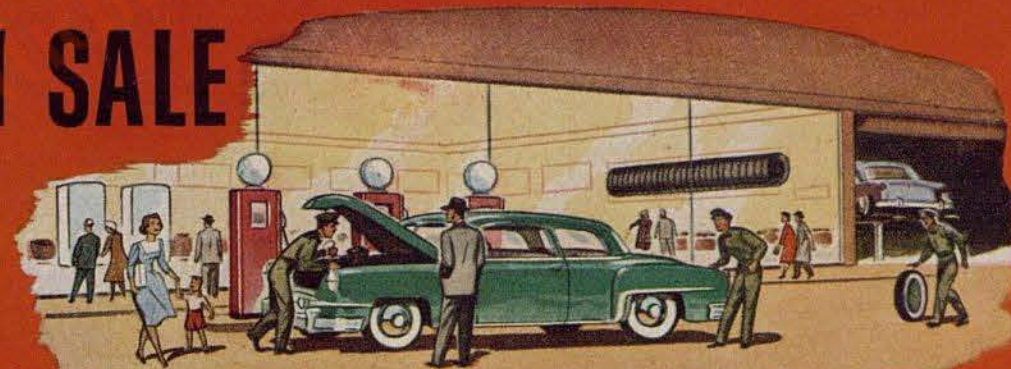
Convenient

ALL THESE FAMOUS-FOR-QUALITY

PRODUCTS NOW ON SALE

AND STORES

Budget Terms Available



HUFFY CONVERTIBLE**

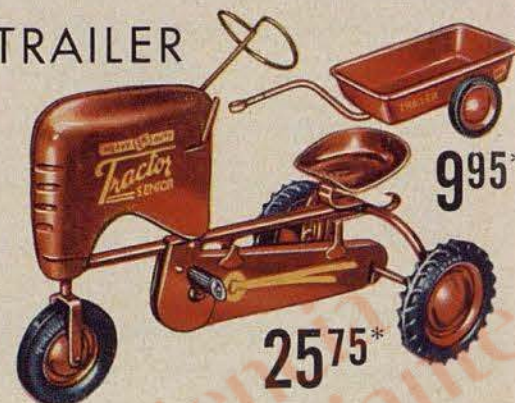
Give your child this wonderful bike for use now and for a safe, fun-filled future. It fits your child sooner, serves longer. After learning balance, the extra wheels can be removed, leaving a regulation, proportion-built bicycle.

55⁹⁵*

**Trademark

BMC TRACTOR-TRAILER

Authentically designed! Just the thing to give small fry more play value. Easy-to-pedal tractor has chain drive protected by steel guard, realistic steering wheel, shift lever and tractor-type tires. Trailer can be easily attached to tractor; supports up to 100 pounds. Red enamel with cream trim.



995*
2575*

**Firestone
SUPER CRUISER
BUILT BY MONARK**

First in looks! First in value! Has such exciting features as ultra-modern safety headlight, built-in electric horn, powerful coil-spring shock absorbers, streamlined chain guard and "jet stream" luggage carrier. One year fire and theft insurance included in the purchase price.



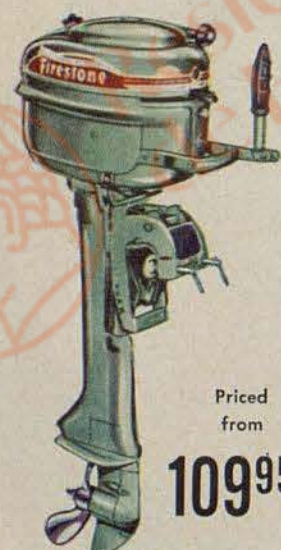
69⁹⁵*

**Firestone
DELUXE CRUISER
BUILT BY
MONARK**

Smart and speedy! Designed to give smaller boys a bike that's really "super." Loaded with extras... streamlined torpedo headlight, handsome chain guard and massive de luxe fenders. One year fire and theft insurance included in the purchase price.



56⁹⁵*



Priced from

109⁹⁵*

**Firestone
OUTBOARD MOTORS**

Whether you choose the low-priced 3.6 H.P. single cylinder model or the 10 H.P. super de luxe twin, if it's a Firestone outboard it's one of the finest money can buy! See them today.

Famous Paints that Make Home Decorating Easy



Super Kem-Tone

The new de luxe wall paint. So beautiful! So washable! So easy to apply. More than 100 lovely colors. Dries so quickly you can have a "new" room in a day.

519
Gal.

(Deeptone Colors Slightly Higher)



KEM-GLO

The miracle lustre enamel that looks and washes like baked enamel. Ideal for kitchen and bathroom walls, all woodwork, indoor and outdoor furniture. Colors match Super Kem-Tone.

249
Qt.

Kem-Tone

America's top value in thrifty home beauty. The oil paint that mixes with water, is easy to apply over any wall surface, dries in an hour to a lovely flat finish.

410
Gal.



Dubow
GOLF CLUBS

Here's a real starter set... includes 2, 5, 7 irons, brassie and putter. Irons have chrome-plated heads and step-down shafts. Brassie has persimmon wood head with ebony finish. Perforated genuine leather grips.

27⁵⁰



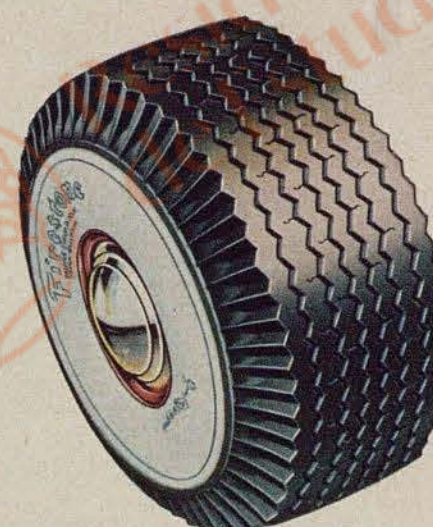
495*

SENTINEL
"DIAMOND"

SENTINEL
"CLICK"
295*

Sentinel watches are handsome, accurate, dependable, priced for every pocketbook. The "Diamond" wrist watch has chrome-backed case, gold-plated front, leather strap. The "Click" pocket watch has chrome case, can't be overwound. Both have unbreakable crystals. Written guarantee.

SENTINEL

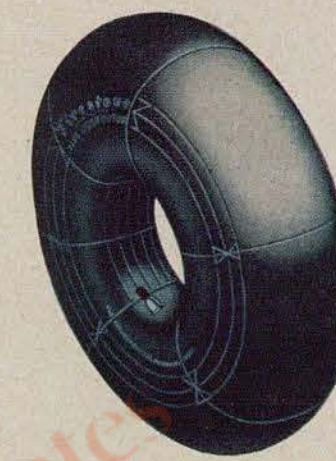


**Firestone
DeLuxe CHAMPION TIRE**

First choice with motorists who want more miles per dollar and greater protection against blowouts and skidding. Built with the exclusive Firestone Safti-Lock, Gum-Dipped Cord Body and exclusive Firestone Safti-Grip Tread. Regular and Super-Balloon sizes.

**Firestone
Life Protector Safety Tube**

Takes the danger out of blowouts! Retains two-thirds of the air in case of a blowout, enabling you to bring your car to a safe, straight-line stop.



Enjoy the Voice of Firestone on radio or television every Monday evening over NBC



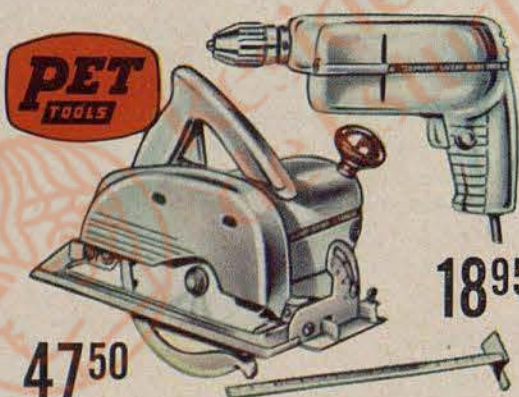
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189

**BOSTWICK
PRESSURIZED SPRAYS**

Stop Fires—Kill Bugs Fast
HERO FIRE EXTINGUISHER—first aid for fires! Pull ring—smothers incipient fires in seconds. No refills, no inspection. For home or auto. 16-oz.

SAFE-LEX—new, improved Aerosol Insecticide, kills insects fast without DDT! Push button, spray as directed—safer than DDT products, non-injurious, non-flammable. 12-oz. can.



47⁵⁰

18⁹⁵

**Portable Electric
SAW and DRILL**

The all-new Zephyr Zip-Sawer is portable, light in weight and so versatile there's just no end to its uses. 6 1/4-inch blade. The streamlined electric drill is powerful enough to drill through quarter-inch steel. This great combination will save you hundreds of hours of work.

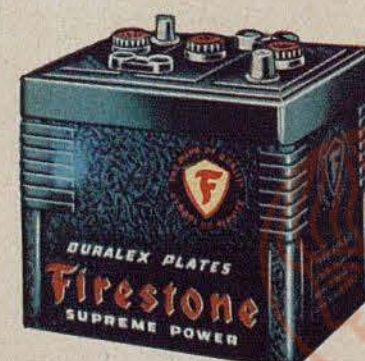
BURGESS Chrome Protected



**FLASHLIGHT
BATTERIES**

Chrome-protected to reduce internal action when your flashlight is idle. This means the power stays fresh and ready to give a brilliant beam of light at the flick of your finger. Buy Burgess Flashlight Batteries in all four popular sizes. You can be sure they are fresh.

10¢
up



**Firestone
SUPREME POWER
BATTERIES**

The finest car batteries ever offered... the longest-life batteries ever built! Duralux plates, an exclusive Firestone feature, give up to 100% more life... eliminate failure from grid corrosion caused by overcharging. Trade in your old battery... get a generous trade-in allowance on a new Firestone Supreme Power Battery, America's finest.



**Firestone
SUPREME
SPARK PLUGS**

Proved by test to start a car quicker, provide smoother operation and save on gasoline. They are guaranteed to give satisfactory performance under all conditions of operation. Sold unconditionally with a money-back guarantee. You are the sole judge of performance. You must be satisfied.

SEE THE COMPLETE LINE OF EXTRA-VALUE PRODUCTS FOR HOME AND FARM, FOR CARS AND

TRUCKS, FOR WORK AND RECREATION NOW ON SALE AT FIRESTONE

Copyright, 1952, The Firestone Tire & Rubber Co.

Prices subject to change without notice. *Slightly higher in some sections of the South and West.



This much Florida Orange Juice every day

for the Vitamin "C" you need...one vitamin your body can't store up

Want to try something different and special with the kids this summer? When they come running in, hot and thirsty for long, cool drinks—give them full big glasses of Florida orange juice—rich in Vitamin C.

It tastes wonderful and it's so easy to fix. With full-strength canned or fresh-frozen concentrate you can pour full big glasses in a matter of seconds... then stand

by for *second helpings*, too! Florida orange juice is refreshing, and it's one of nature's richest sources of Vitamin C—one vitamin your body can't store up. Hard-playing children, grownups, too, need plenty of it—every day.

So—for a healthful summertime thirst-quencher, that's r-e-a-l g-o-o-d, serve the whole family full big glasses of delicious Florida orange juice.



All Year 'Round

FLORIDA CANNED Under summer sun or snowy skies, always delicious, always ready to serve at a moment's notice. Natural full-strength with vitamin and nutritional values retained. Try blended Florida Orange-Grapefruit juice in cans, too.

FLORIDA FRESH-FROZEN CONCENTRATE

Tree-fresh flavor—full vitamin and nutritional values—in new handy form. No sugar added. Add three parts water, shake or stir, pour full big glasses.

Florida Oranges

Florida Citrus Commission, Lakeland, Florida

ALMOST EVERYONE HAS A VIEW



MAIN LOBBY looks out on gardens, has huge plant box that seems to run through glass wall and continue in garden. Raymond Loewy designed interiors.



OFFICES give everyone on floor a sweeping view, which the employees say is restful. All desks are adjustable to the proper height for each individual.



EXECUTIVES' FLOOR is the top office floor of the tower. Their offices open off either side of this anteroom. Lever Brothers occupies the entire building.



"Mommy, why must I shout at Uncle Horace?"

Children just don't understand. A hearing loss puzzles them—makes the sufferer seem strangely different from other people. Of course, if people didn't *have* to shout at Uncle Horace, who would notice anything unusual? Nobody.

This man, like all hard-of-hearing people who do nothing about it, is conspicuous *because he doesn't wear a hearing aid*. Sooner or later, he'll find how Sonotone can help him to enjoy normal life again.

Sonotone is outstanding for several reasons.

It is provided *only* after a Certified Sonotone Consultant has measured the nature and extent of your hearing loss—following standard practices accepted by the medical profession.

Then from a line of instruments affording over 300 fitting combinations—results of Sonotone's 25-year leadership in electronics and hearing research—a hearing aid is individually fitted and adjusted to your needs.

What is more, Sonotone accepts, as its continuing responsibility, the task of *keeping* your hearing at its best.

You'll find "Sonotone" listed in phone directories. Over 400 offices the country over are always ready to provide help.

Any one of them—confidentially and in complete privacy—will check your hearing and honestly advise you. No fee or obligation is involved.

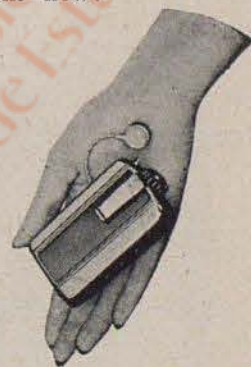
Why not phone a Sonotone office for an appointment—now?

SONOTONE

ELMSFORD, NEW YORK

THE SELECT INSTRUMENT—SELECTIVELY FITTED

- Small and easy to wear
- Inconspicuous on men; may be worn invisibly by women

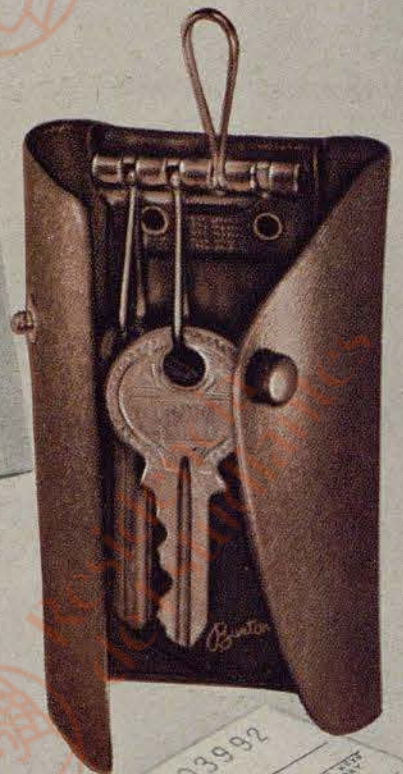


Two-for-One Special!

for Father's Day, graduation, anniversaries, birthdays, weddings

Buxton

STITCHLESS
CONVERTIBLE* and KEY-TAINER*



both...

FOR THE PRICE OF
THE BILLFOLD ALONE

Boxed Set

\$5

plus tax

in handsome Saddle Cowhide...
Mahogany or Turf Tan

THE CONVERTIBLE with removable pass case is just the ticket for Dad, or any man! The pass case holds photos or cards—is leather-encased for separate use. And the roomy billfold, with hide-away pocket for big bills, is made the Buxton stitchless way. That means it's stronger—guaranteed for the life of the leather.

**Yes...A LADY BUXTON
TWO-FOR-ONE SPECIAL**

STITCHLESS CONVERTIBLE with removable photo case and expandable coin purse. In red or green Saddle Cowhide, and

KEY-TAINER TO MATCH, with 4 safe locked loops and free key return service. Given with the billfold at no extra cost.

You pay for billfold only

At better personal leather goods counters

\$5

plus tax

THE KEY-TAINER with free key return service will bring a hearty thanks. With 4 safe locked loops, easy automatic latch and swivel action—plus free return of lost keys through Buxton's registration system.



*REG. U.S. PAT. OFF.

BUXTON, INC.

SPRINGFIELD, MASS. • NEW YORK • CHICAGO • DALLAS • LOS ANGELES • TORONTO



Revolt of an Angel . . .

Vittorio Manunta is a 10-year-old Italian movie star and war orphan from the town of Assisi who is being introduced to American audiences as an angelic urchin in *Never Take No for an Answer* (p. 58). A few weeks ago Vittorio visited the U.S. to help advertise his film, and was roped into a high-powered publicity campaign that would have flattened most adults. In three weeks Vittorio met the mayors

of New York and Philadelphia, appeared on 10 TV shows and 12 radio broadcasts, gave interviews to 17 newspapermen and six magazine editors, made five appearances at theaters and benefits. When LIFE interviewed Vittorio his friendliness had been somewhat frayed and he was, understandably, in a state of justifiable revolt—which is recorded with all sympathy for Vittorio on the following pages.

VARIABLE VITTORIO snarls at the cameraman, then changes (below) to his normally friendly mood.



CONTINUED ON NEXT PAGE

Tan gloriously



Swim suit by Catalina

Skol won't dry your skin. Skol contains two exclusive potent ingredients that let you tan gloriously.



Now—a marvelous new formula! It helps you tan beautifully — radiantly the very first weekend — without painful burning!

The New Skol formula is precision-balanced, acts as a screen-filter between you and the sun. It "shutters out" the dangerous skin-searing rays to protect your skin from painful, disfiguring sunburn.

At the same time, this amazing tanning formula "filters in" just enough of the ultra-violet rays to let you tan beautifully . . . gloriously!

And, of course, Skol lets you tan in languorous comfort. There's no oily film to pick up sand, no unpleasant "stickiness" to your skin. Get a lovelier tan this weekend—get Skol today. Available in plastic bottles.

USED BY MORE PEOPLE THAN ANY OTHER SUNTAN LOTION

ANGEL'S REVOLT CONTINUED



TO BAIT THE CAMERAMAN, VITTORIO CUTS UP AS LADY BERKELEY BEAMS

'I hate you...'

LIFE's movie editor and Photographer Alfred Eisenstaedt called for Vittorio at a Park Avenue hotel. With the boy were his foster mother and two press agents. They rode up to Central Park in a taxi. The ride was crowded but uneventful despite Vittorio's repeated cries to the driver, "Fly like a bird, fly like a bird."

The taxi stopped near a lake, and Vittorio was off. The press agents pursued him, and after them hobbled Lady Berkeley, who suffers from arthritis and also had a toothache. He evaded them all but after 10 minutes came back. . . .



. . . "I can beat you up," he said.

"Stand over on that rock," said Eisenstaedt. Vittorio did so. "Look pleasant for the camera." "Let me see the camera," said the angel, grabbing for it. "No, it doesn't belong to me. Just stand there and look gentle," said Eisenstaedt.

Vittorio made an assortment of faces.

"I have been to Assisi," said Eisenstaedt. "Isn't it a pretty town?" "I loathe it," said Vittorio. "Why?" "Because it's dead."

Eisenstaedt's next question was interrupted by Vittorio, who then jumped on the photographer and knocked him against the nearest press agent, who fell to his knees. But Eisenstaedt still stood upright and Vittorio bit him in the left wrist. "You promised to be good," said Lady Berkeley, as she left to go back to the dentist. . . .

CONTINUED ON PAGE 56



Pursuit of Happiness

First joys of union, those first unforgettable miles of wedded travel.
First family threshold, the doorsill of a motor car, the other home they'll live in.
What a comfort and blessing, with this driving safety, never known or possible before!
Today's U. S. ROYAL MASTER TIRE—and today's U. S. NYLON LIFE-TUBE (the *only* Blowout Prevention) bring driving safety to the highest level yet achieved.

For The Other Home You Live In...


U.S. ROYAL

*Skid Protection • Blowout Protection
Life Protection*

UNITED STATES RUBBER COMPANY



*Happy
Homes have
Nesbitt's*

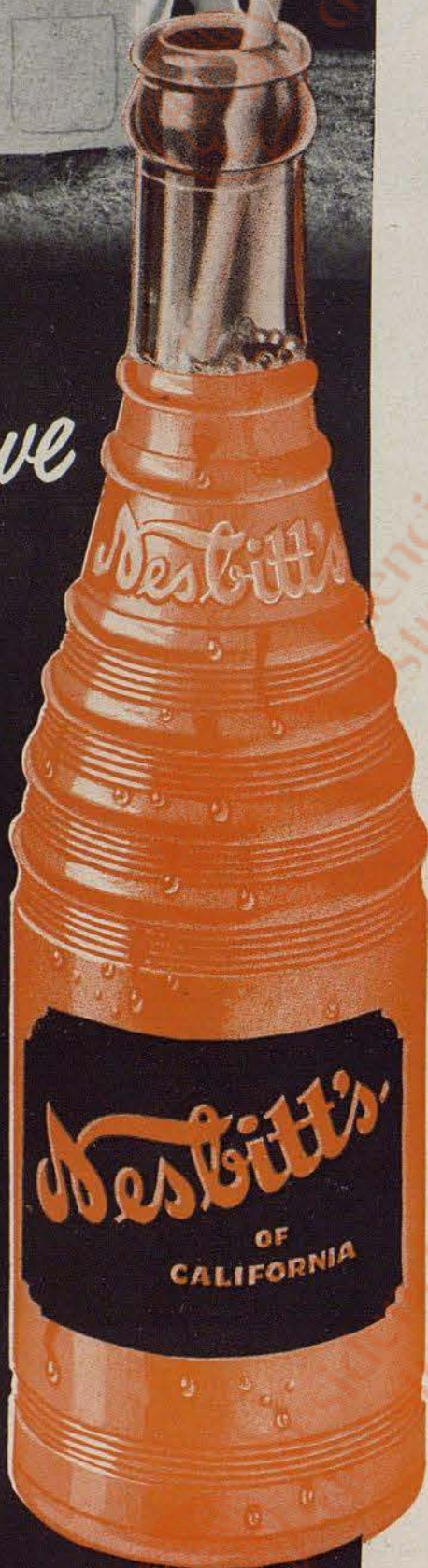
 The whole family
will love Nesbitt's...
be delighted with its
thirst-quenching
real orange flavor.

Be a fun family.



Keep a
supply of
Nesbitt's
on hand.
Ask for
Nesbitt's
wherever soft drinks
are sold. Look for this
distinctive carry carton.
Take home six bottles
of Nesbitt's today.

a soft drink
made from *real* oranges



... "I hate you," said Vittorio, baring his teeth.
"Now young man," said Eisenstaedt, "just stand still and let me take
pictures of you."

"You hate me and I hate you," said Vittorio.

"I want to take a nice picture of you."

"I don't care," said Vittorio. But just then he spied a tiny boy who
was climbing over the rocks behind him, well in camera range. . . .



... "Get out of here," shouted Vittorio, running
up to the infant and pointing savagely. One press agent got in just in
time to stop him, while another headed off the outraged parents of the
tiny boy. They were easily pacified when it turned out they had seen
Vittorio on a television program. "It just shows you what the movie
business has come to," said the press agent wearily.

Vittorio ran down to the lake again. He became mollified. "I want
to make the peace," he said.

"Well, just stand there for a minute," said Eisenstaedt.

He pranced about on the rock.

"I am strong. I am tough." He flexed his muscles.

"Be nice," said a press agent. Vittorio ignored him and changed the
subject. "When-a de American soldiers they come to Italy . . .



... "They all look-a de girls," Vittorio said,
smiling coyly.

"I bet you can't climb that tree," said Eisenstaedt.

"You're a liar," said Vittorio.

"I bet you can't."

He ran at it, but sure enough he couldn't. "When he goes to an Amer-
ican school," said one of the press agents, "he'll calm down."

"I hate you," shouted Vittorio from a distance. He was at length
corralled and persuaded to make the peace again. He came up with his
hair over his eyes. But on the way he met three little boys playing
cowboy and attracted them with loud cries.

"I am not going to Hollywood," he said.

"Hollywood has nothing to teach him," said the photographer.

Don't

be a

Spectacle!



No matter where you buy
your cottons, no matter
what you pay...

They can't shrink out of
fit if they are trade-
marked "SANFORIZED"

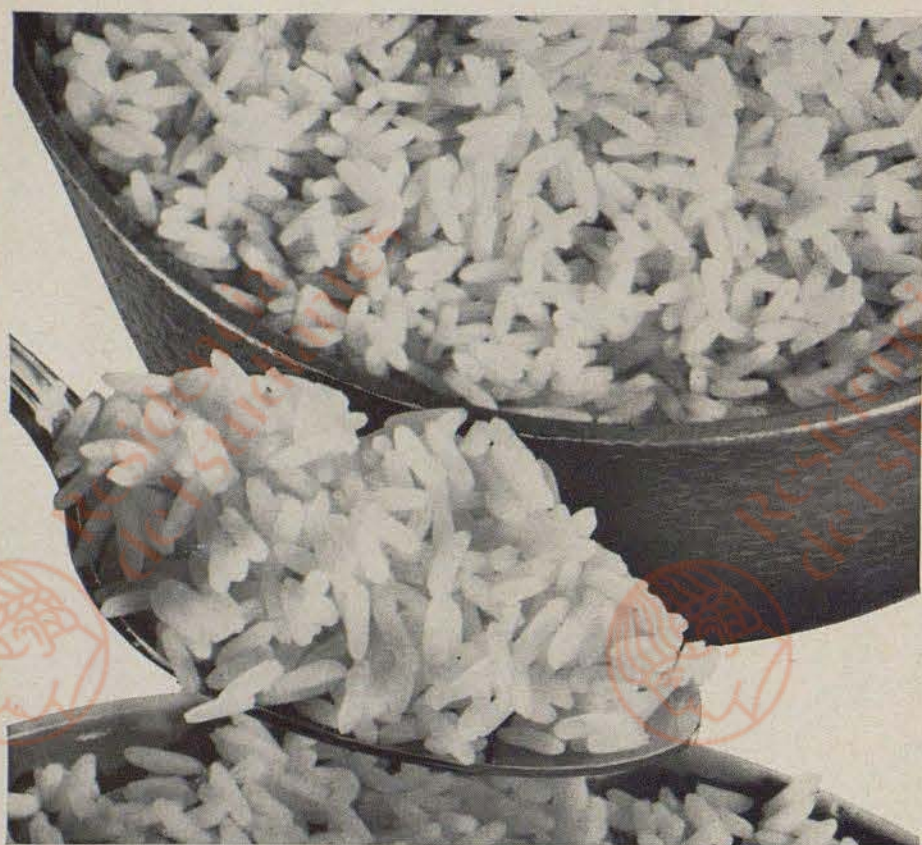
So in these times, above all others,
insist on seeing "SANFORIZED"
on the label.

Before you buy, make even your
favorite salesgirl show you
"SANFORIZED" on the label!

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

THE *Wacky* RICE

**Here's rice that stays fluffy even in the refrigerator!*



This is the nutritious rice you've been reading about

You want your rice with plenty of B vitamins. Naturally. And you want it white and fluffy. You get all that—plus delicious flavor—when you use Uncle Ben's. Cooks up fluffy every time—even reheats that way. Economical! One cup of Uncle Ben's makes four cups of fluffy rice.



A special vacuum-pressure process, exclusive with Uncle Ben's, drives B vitamins (ordinarily lost in milling) deep into the grain, makes this rice the easiest to cook, makes it turn out fluffier every time.

"Uncle Ben's" and "Converted" are trade-marks of Converted Rice, Inc.

CONVERTED RICE, INC., Houston, Texas

Uncle Ben's CONVERTED **LONG GRAIN Rice**

ANGEL'S REVOLT CONTINUED

Peppino saves a donkey

In his movie, which has English dialog, young Vittorio acts—and acts excellently—the part of Peppino, an orphan boy like himself living in Assisi, where St. Francis, friend of all animals, had lived. When Peppino's beloved donkey falls sick he tries in vain to take her to the crypt of St. Francis to be cured. Finally he takes his plea to the Pope in Rome.



COMFORTING VIOLETTA, his ailing donkey, Peppino decides he needs more than mere medicine to cure his pet, who helps him by hauling firewood.



CONFRONTING VATICAN GUARDS, persistent Peppino demands to see the Pope on Violetta's behalf. But the Swiss guards temporarily rebuff him.



GOING TO THE SHRINE with a letter of permission from the Pope, Peppino leads Violetta to St. Francis' crypt, after which their woes will be over.

LADY ELGIN MINUET. Angel face and wings spread exquisite beauty over the wrist. \$185

LORD ELGIN COVINGTON. 14K gold, 21-jewel salute to the man who wants the finest. \$175

LADY ELGIN VOGUE faces loveliness squarely. Black overlay on end-pieces. 14K gold. \$87.50

LORD ELGIN CLUBMAN. Distinctive look says smartness and success at a glance. 21 jewels. \$71.50

CELESTE. Beauty swirls at each end give a graceful flow that your lady will love. \$39.75

CULVER. Superbly accurate jeweled movement is handsomely cased. Moderate price. \$33.75

Capture her heart with diamonds— plus the heart that never breaks

THIS LOVELY Lady Elgin Lily of the Valley diamond watch will whisper you care every second of the day. It's the enduring pledge of your love.

For here is a gift that tells your bride, of today or yesterday, *all* the love in your heart. That's because it's more than a diamond watch. It's an Elgin, the only watch in the world with the heart that never breaks—the DuraPower Mainspring *guaranteed* to never break.

And every Lady Elgin is timed to the stars in Elgin's own observatory. This means a Lady Elgin

Lily of the Valley watch is beautifully accurate, too.

For 88 years Elgin has complimented the beauty of lovely women. And here are the most beautiful Elgins of all . . . fashion creations from the only watchmaker in the world who has built over 50 million fine watches.

So give more than diamonds . . . give a Lady Elgin Lily of the Valley diamond watch for the wedding, anniversary, birthday, or other special occasion. Let your Elgin jeweler help you to select now. Elgin National Watch Company, Elgin, Illinois.



Every new Elgin, and only Elgin, has the heart that never breaks . . . the guaranteed DuraPower Mainspring.

ELGIN

WATCHES

The Beautiful Way to Tell Time

LADY ELGIN LILY OF THE VALLEY. 16 exquisite diamonds bring jewel-like perfection to the dainty case. A matchless jeweled movement makes this lovely Lady Elgin truly a gem of precision. \$275. Other diamond watches in this series from \$125.

All prices include Federal Tax and are subject to change without notice.



Yachting has Come of Age

NOW GIN HAS COME OF AGE...PROVE IT WITH THESE SEAGRAM SEA BREEZES

The perfect summer gin drinks

GOLDEN COLLINS ★ GOLDEN GIN AND TONIC
made with Seagram's Ancient Bottle Gin

COOL AS A SOFT SEA-BREEZE! Try one of these delicious summer drinks today. They're smooth and golden... and, with Seagram's Gin, you can make yours as hearty as you like and really enjoy it.

Seagram's, you know, is the *modern* gin... made with patience and leisurely care... the original American Golden Gin, first basic improvement in gin in 300 years.

GOLDEN GIN AND TONIC:

Here's that new gin drink the smart clubs and bars are featuring. It's different... it's golden... it's easy to make! Just add quinine water and ice to 1½ oz. Seagram's Gin. It's a brand new taste thrill!

GOLDEN COLLINS:

Like 'em tall, cool and delicious? This recipe makes that popular Golden Collins you've heard so much about. To the juice of ½ a lemon, add 1 teaspoonful fine granulated sugar and 1½ oz. Seagram's Gin. Shake with cracked ice and pour unstrained into a Collins glass. Fill with carbonated water. Then sit back and enjoy a perfect Collins.

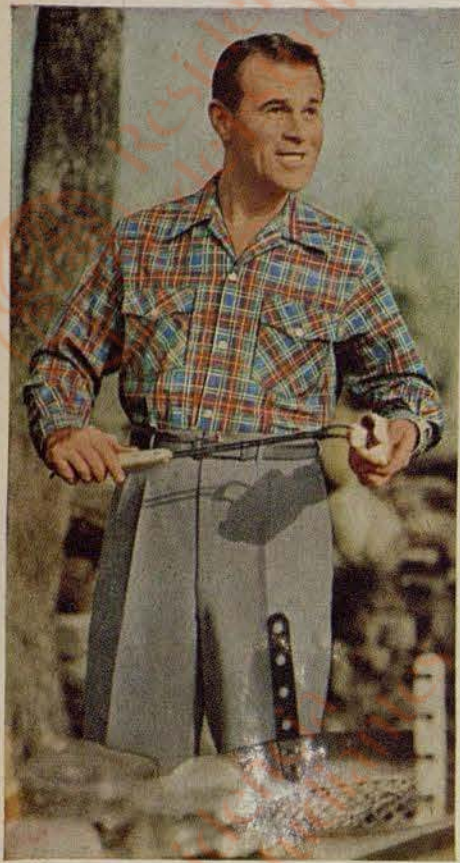
Reprint of this beautiful photograph in full color, suitable for framing and without advertising, is available in States where legal, for 25¢ in coin. Address Seagram-Distillers Corp., P. O. Box 1760, New York 46, N. Y. Offer expires Sept. 30, 1952.

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

AS MODERN AS TOMORROW

SHOP FOR POP AT BONDS

From New York to Los Angeles, Bond's is headquarters for sportswear and sportswear gifts! Look over this line-up for easy living, easy giving! Then stop at your nearest Bond Store, or order Dad's gift by mail for speedy delivery.*



Prize package for Pop—Woven plaid sport shirt in Sanforized cotton, completely washable, **3.95**. Smooth contrast, Bond tailored rayon gabardine slacks, **6.95**



Headliners for the Head Man—Bond's easy-to-tub rayon linen sport shirt with stitch-trimmed collar and pockets. Tan, gold, grey, **3.95**. Crease-resistant rayon tropical slacks, all colors, **6.95**

Bond-tailored checked rayon sport shirts save you money. Navy, brown, rust, green on white, and navy on gold, **2.95**. Team them with Bond's wrinkle-defying rayon gabardine slacks, **6.95**

Bond's Cuban casual coat of linen-weave rayon has a holiday look. Maize, navy, **12.95**. Woven Tartan shirt of Sanforized washable cotton, **3.95**. Pure worsted gabardine slacks, all colors, **13.95**

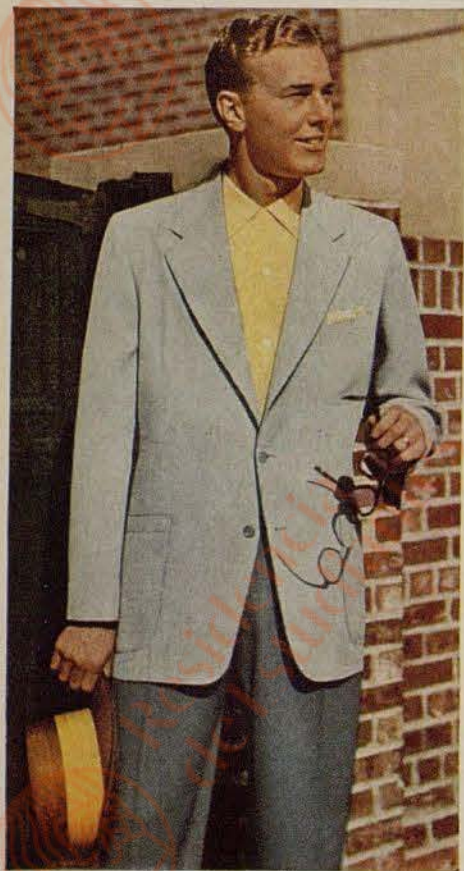
Sizes: Sport shirts—S, M, L, XL Trouser waists—28-42 Jackets—36-44

Because BOND is both maker and retailer in one . . .
from coast to coast you get the most at

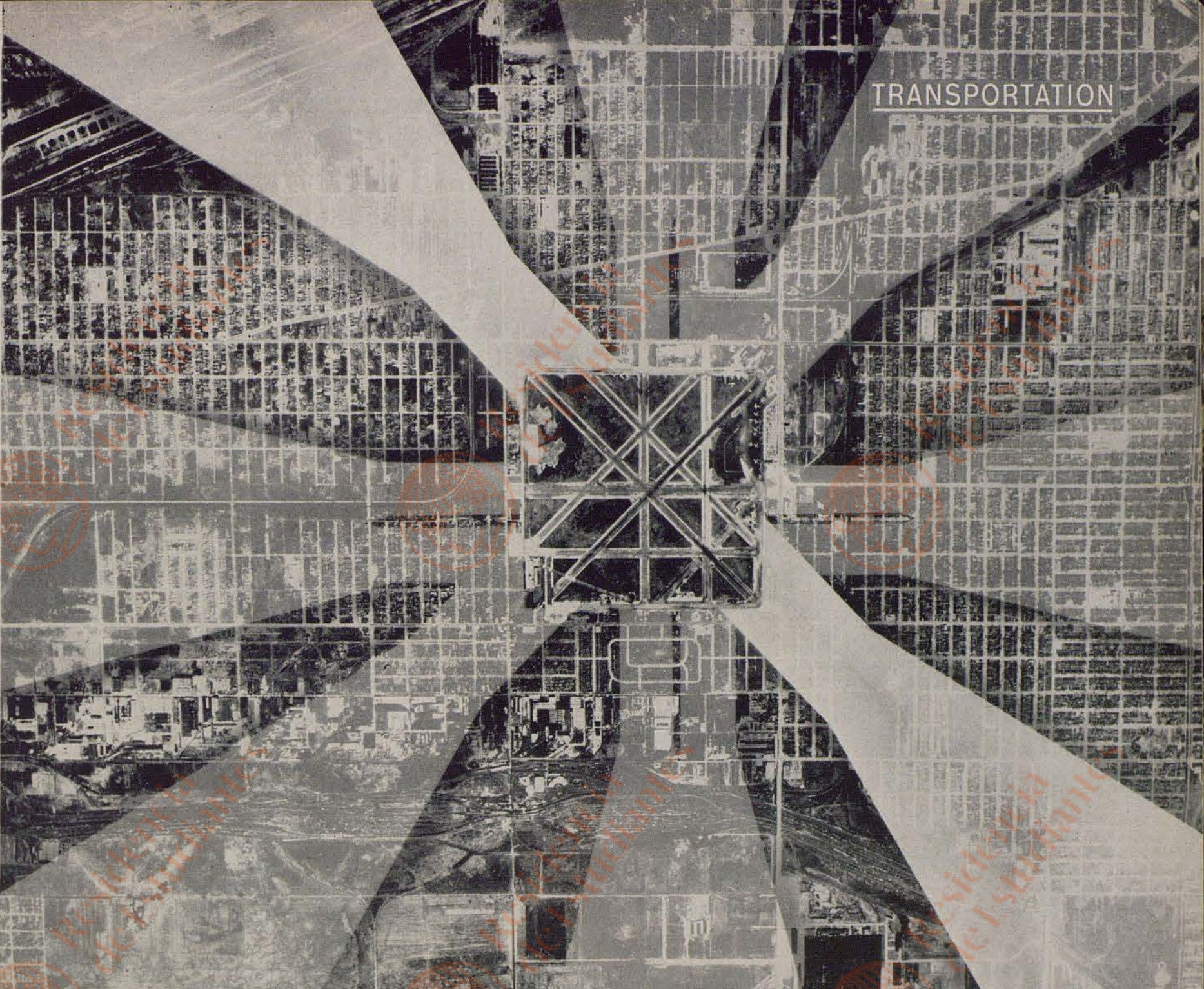
BOND'S

More men wear Bond clothes than any other clothes in America!

*Address mail orders to: Bond's, 5th Ave. at 35th St., N.Y. 1. Please enclose check or money order. No c.o.d.'s.



Big deal for Dad—Slickord sport coat, cool rayon-nylon blend. Grey or brown, **19.95**. All nylon seersucker sport shirt. Gold, blue, tan, green, white, **4.95**. Worsteds gabardine slacks, all colors, **13.95**



THE AIRPORT PROBLEM is dramatized in this aerial view of the Chicago municipal field, now surrounded by housing and industry. Cones extending from

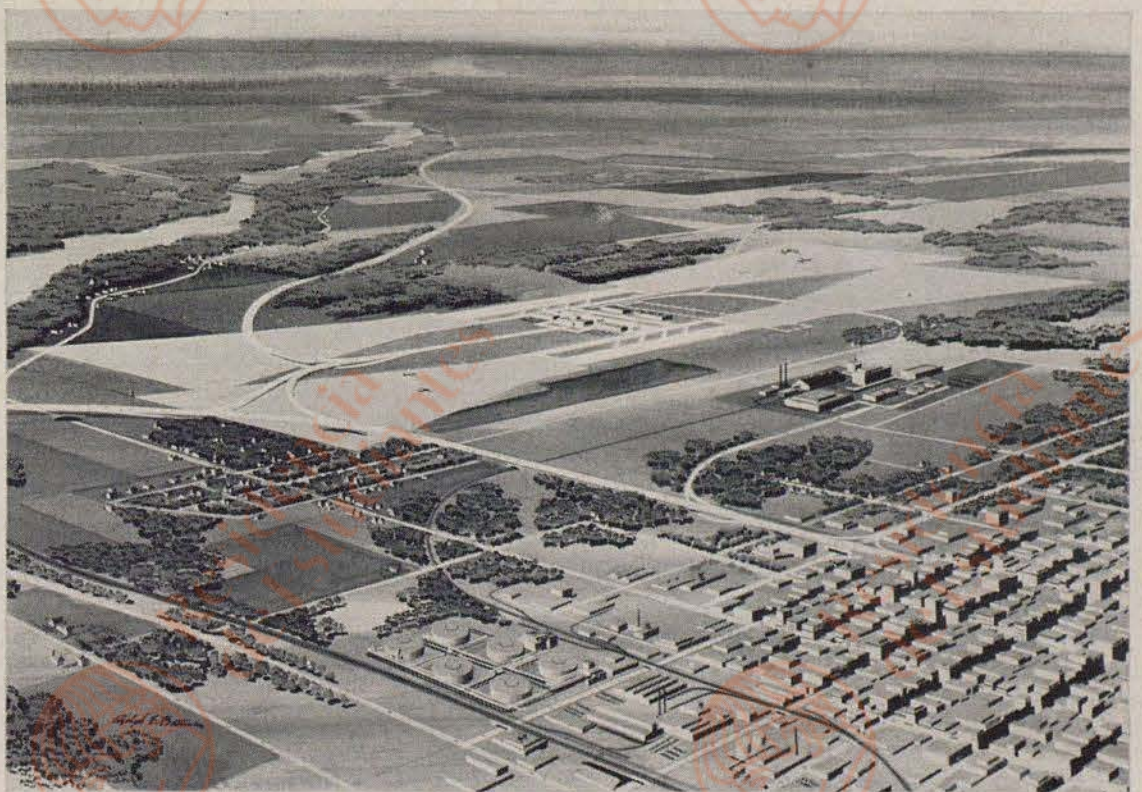
runway ends show areas of noise nuisance and potential hazard, which might eventually be reduced to two zones (white cones) by using dominant parallel runways.

AIRPORT REMEDY

Doolittle commission finds a way to protect people and save fields

After the third airplane crash in Elizabeth, N.J. last February, President Truman appointed a commission to study problems of airport safety. A fortnight ago the commission, headed by Lieut. General James H. Doolittle (Ret.), handed in its report.

The commission found that potential danger to people on the ground is confined almost entirely to the areas at the end of airport runways (*next page*). To minimize this hazard it was recommended that existing airports gradually concentrate their traffic on one or two parallel runways as shown above. The commission urged that new airports be built on the single or parallel runway pattern (*right*) incorporating cleared areas a half-mile long and 1,000 feet wide at the end of each runway, with two-mile-long approaches beyond these extensions, zoned to keep out any concentrations of people.



AIRPORT OF FUTURE is shown in this artist's drawing. It is located so that fan-shaped flight approaches will be over relatively clear areas. The terminal and hangar facilities are between runways.

Design is predicated on ability of the most modern commercial aircraft to disregard all but strongest crosswinds. Until this is true of all planes, a short, right-angle runway (*dotted lines*) may be needed.



"My heart leaps up when I behold...my Bill!"

BILL and I went along like a breeze for ten beautiful years. Three kids, good luck . . . and the future stretching out like diamonds on a dewy morning.

Then, in a matter of months, we slipped. Bill was taken off the road and put inside. *A promotion*, so they said; but it didn't work that way. He'd come home, night after night, all frazzled, shot.

"Meetings," he'd say . . . "conferences, people, noise, confusion. I can't take it inside, Grace: I just don't seem to get the score."

That's when I put on my thinking cap. Bill's always been a little hard-of-hearing. He was OK in a conversation with one person; but put him in a crowd and the voices came too thick and fast, and from too many places at once. (Most hard-of-hearing people are that way.)

"Bill," I said, "If you're going to hold that inside job, you've simply got to *hear* . . . perfectly, clearly, every word and every inflection. What you need is a hearing aid."

"Who, me?" he answered. "Why, Grace, I'm only 33."

"So what!" I said. "There are thousands of men under 33, and women too, who need hearing-aids and who are *smart enough* to wear them. Would anybody think you were smart to go without glasses if you had a squint? Same with hearing-aids. They're in the same class . . . exactly. Think it over!"

Bill did! He bought a hearing-aid that weighs a few ounces. Size of a cigarette package, and fits in his shirt pocket.

Now Bill can *hear* . . . inside, outside, wherever he is. He's back on the team and going strong.

The poet Wordsworth said, "My heart leaps up when I behold a rainbow in the sky." It's like that with me—but I don't need any rainbow. My heart leaps up when I behold . . . my Bill!

P.S. Bill uses "Eveready" batteries, of course. They last a good deal longer.

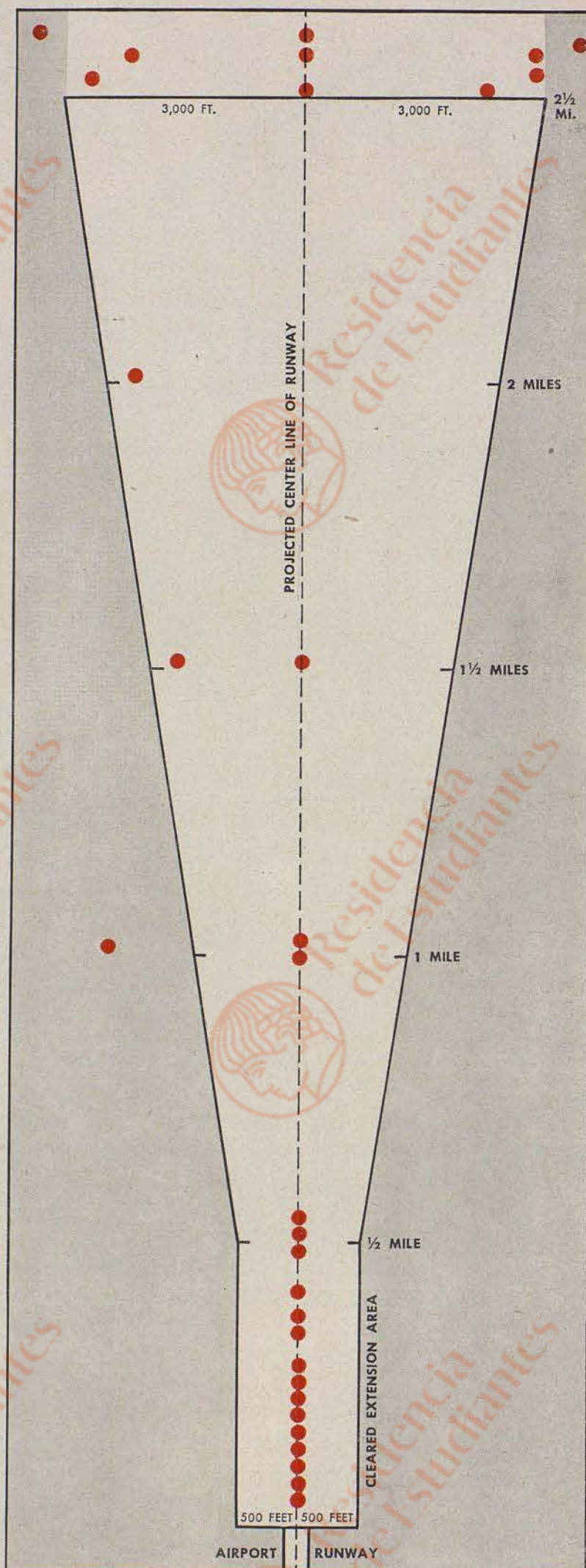
This letter reflects the experiences of many thousands of progressive young men and young women. If you are hard of hearing, see a hearing-aid dealer today. You will find him a trained and ethical specialist, anxious and able to help you.

The term "EVEREADY" is a registered trade-mark of Union Carbide and Carbon Corporation.

NATIONAL CARBON COMPANY

A Division of Union Carbide and Carbon Corporation, 30 East 42nd Street, New York 17, N. Y.

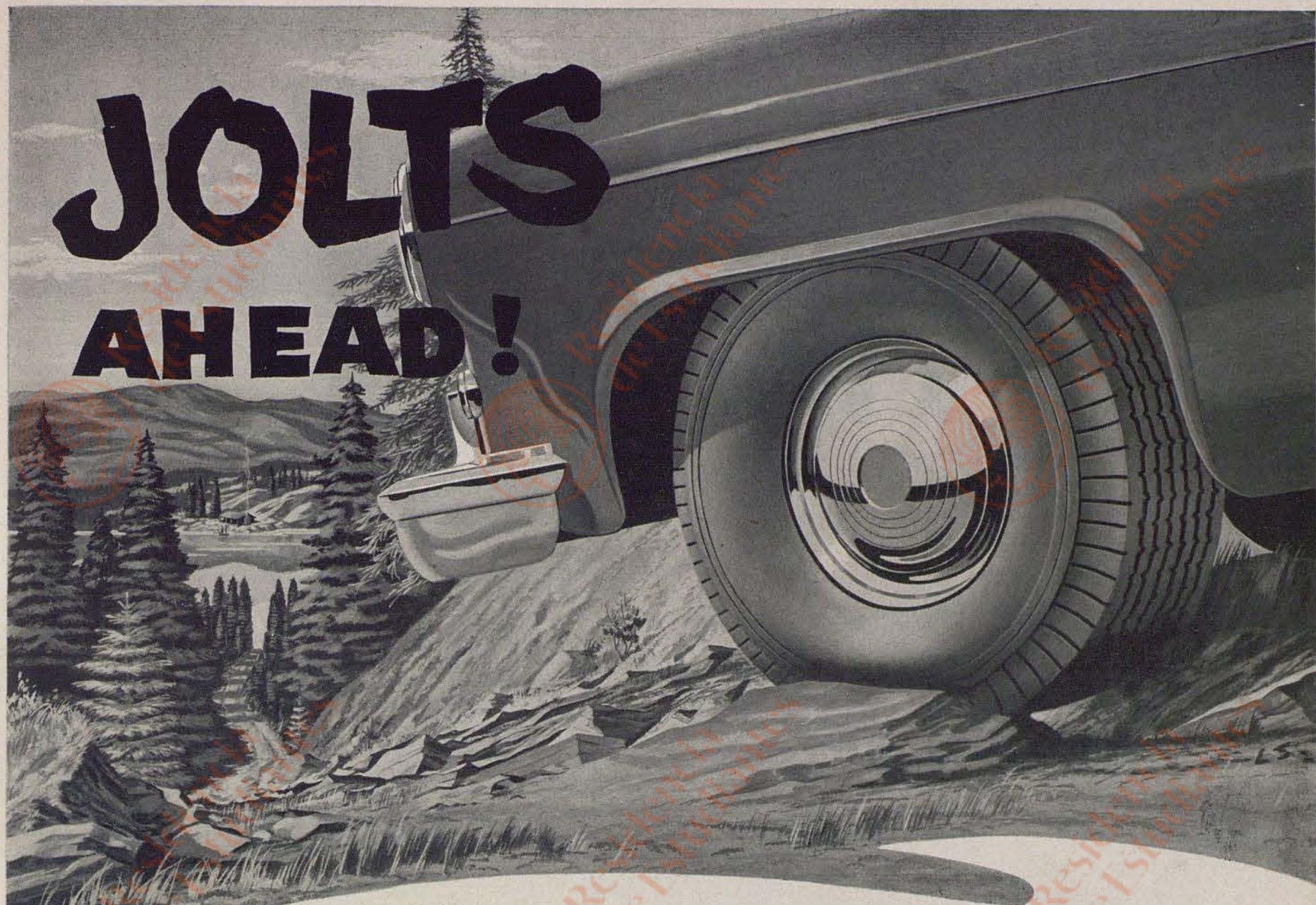
Airport Remedy CONTINUED



TO CHART HAZARD ZONE commission experts plotted locations of the 31 commercial or military crashes that resulted in injury or death to persons on the ground near airports in the period 1946-52. All but three occurred within 3,000 feet of a line projected out from the center of the runway, and 22 (among them the three Elizabeth crashes) fell within the fan-shaped area diagrammed above and used on the preceding page to define the runway approach zones. Since the greatest concentration of accidents was in the first half mile, the commission recommended that that area be made an integral part of new airports.

CONTINUED ON PAGE 66

JOLTS AHEAD!



*If your tires are damaged your **LEE ROAD HAZARD**
GUARANTY pays the bill!*

Bumpity bump! Thumpity thump! First a rock, then a rut, and then a sizable hunk of fallen tree. Getting to that vacation spot—no matter how carefully you drive—may be mighty tough on tires. One sharp rock that you failed to miss can do a lot of harm.

What's the answer? Give up vacations? Stay off the "old ox trails," stick to the well-paved roads? No! Just drive on tires made by Lee.

For your Lee Super DeLuxe Tires are protected by the Lee Road Hazard Guaranty. It is a *double* guaranty. Covers defects in workmanship and materials *for life*; covers road hazard damage of any kind *for fifteen months*.

Rim cuts, bruises, impact breaks, blowouts, injuries caused by faulty brakes or alignment, under-inflation or overload—your Lee Guaranty includes them all.

Only an unusual tire could rate this *double* guaranty. Only a very confident manufacturer could safely make it. You owe it to your peace of mind to ride on tires good enough to be *double-guaranteed*.

Next time you're in the market for a tire, go to your Lee dealer. He is one of more than 19,000 Lee dealers in the United States ready to put Lee Tires on your car and new confidence in your heart. See him soon; let him tell you why Lee Tires give you

Every Extra—Except Cost

**LEE
TIRES**



© 1952

LEE RUBBER & TIRE CORPORATION, CONSHOHOCKEN, PA.



**LOVE
that**

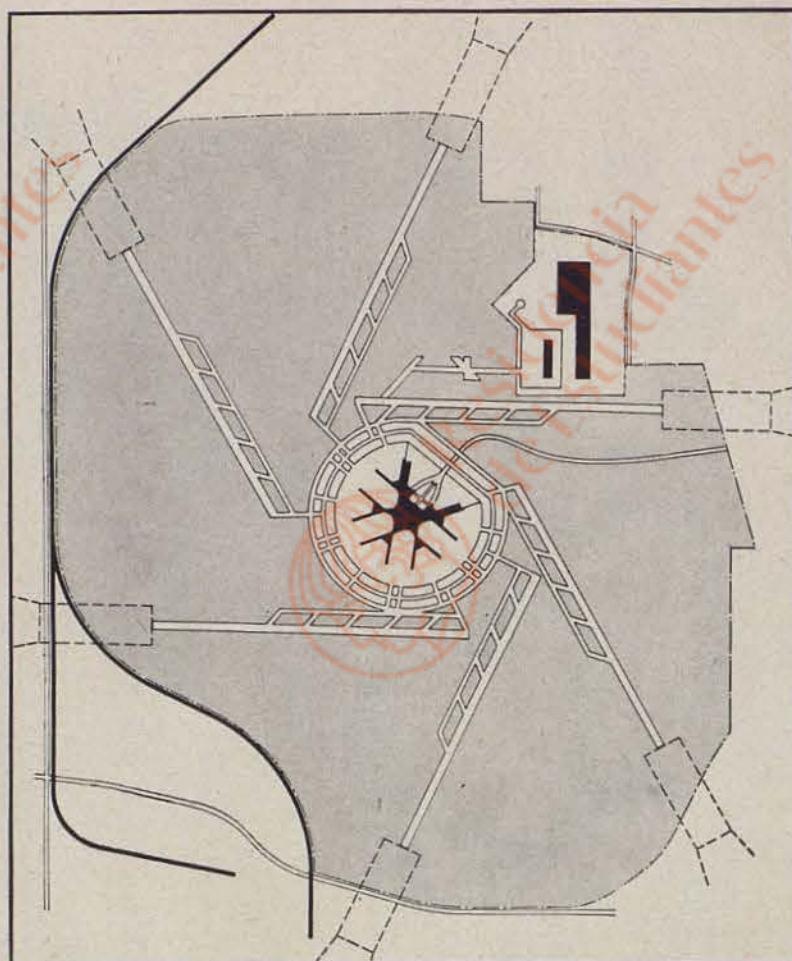
RED HEART

**the only
3-flavor
dog food
U.S. Inspected**



**None finer! Complete, balanced diet to keep dogs healthy,
plus variety to keep them happy! Same food, flavored 3 ways —
beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa**

Airport Remedy CONTINUED



NEW O'HARE AIRPORT, now under construction near Chicago, needs 6,672 acres for its six tangential runways. Even this vast plot does not provide recommended cleared runway extensions (dotted lines). In event of build-up around airport, it would be necessary to zone approach areas in six directions.

SOME PROPOSALS FOR PLANNERS

Although the President's commission was primarily concerned with questions of safety, the recommended single or parallel runway pattern also is attractive from a standpoint of airport financing and city planning. Even when supplemented by a second-direction runway for wind emergencies, it occupies only two-thirds of the acreage of a three-runway, multidirectional airport, and far less land than is required by a tangential design (above). Since its hazard and nuisance zones are limited, the single- or parallel-runway airport can be located close to the metropolitan area it serves. The commission emphasized that, although existing airports should try to convert to parallel operation, they should on no account be closed. In the most heavily built-up areas, the incidence of hazard actually is still slight—more people are killed by bicycles than falling aircraft. Asked to comment on the airport that started the inquiry, Jimmy Doolittle declared, "Newark is safe!"



PRESENTING REPORT, Chairman Doolittle points out recommendations to President. Other members were Dr. J. C. Hunsaker (seated, left) and CAA Administrator Charles F. Horne (standing, left). With them are Maj. Gen. Robert Landry, Truman air aide, and S. Paul Johnston, commission director.



From experience comes faith

How much do you love your dog, little man? How much does he love you?

As much as you can squeeze him! As much as he can wag his tail! How simple it is, in our young lives, to measure friendship.

We find it harder later on . . . but we learn. Experience teaches us that glib expressions of affection do not always mean that sincerity dwells deep down.

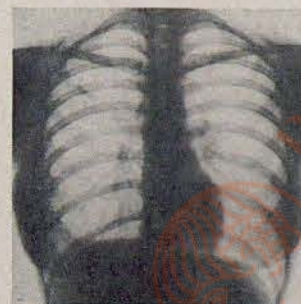
We learn to listen to the heart instead of the lips...to consider the deed instead of the boast. These become the measures of our faith.

*The priceless ingredient of every product
is the honor and integrity of its maker.*



SQUIBB

© E. R. S. S.



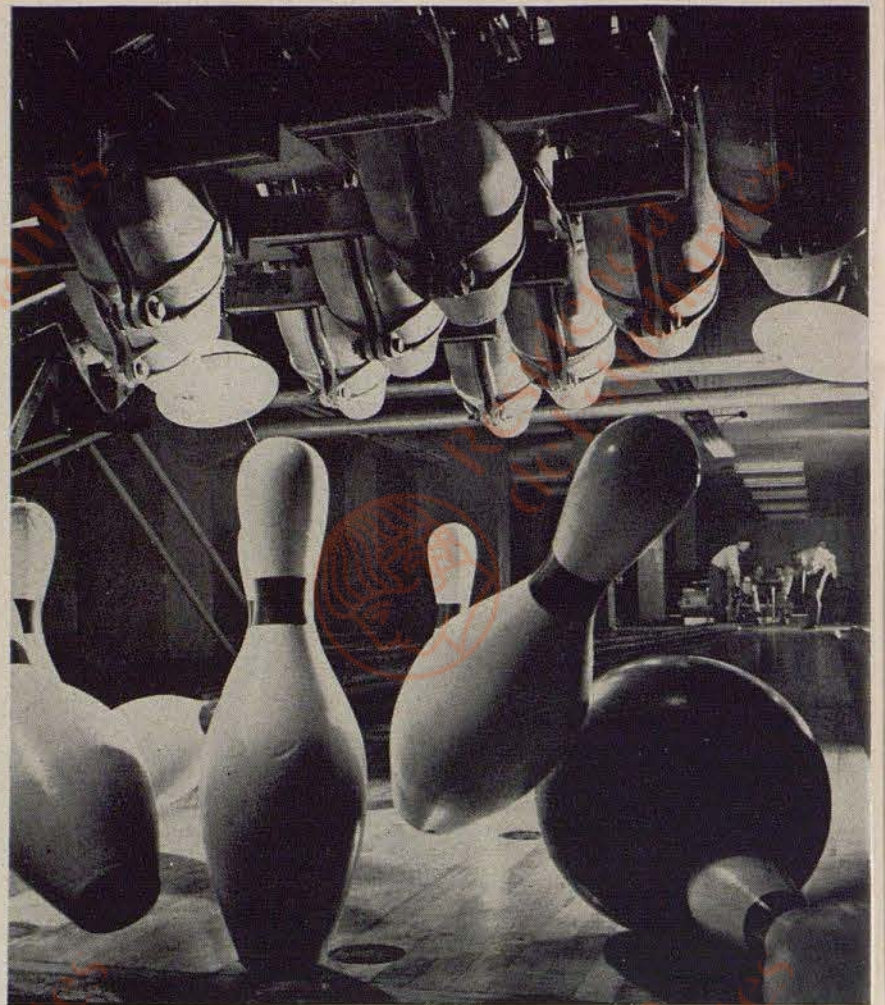
Countless man-hours of work...more than a million and a quarter dollars...these are two of the ingredients which made possible this discovery: isonicotinic acid hydrazide, called Nydradid by Squibb. It gives dramatic promise in the conquest of tuberculosis.

This is one of the achievements of the research laboratories of E. R. Squibb and Sons . . . another example of why few services to man call for greater faith and experience than that of the pharmaceutical manufacturer.



FORD MOTOR COMPANY President Henry Ford II says: "LIFE is the best medium in my estimation to bring the week's news in condensed or pictorial form to the greatest number of readers." Motor City business leaders have long known the close relation between car-ownership and LIFE readership. For example, more than 75% of LIFE's consistent readers are in car-owning homes.*

NASH-KELVINATOR CORPORATION President and Board Chairman George W. Mason is also president of the Automobile Manufacturers Association. Mr. Mason says: "Mass-production Detroit knows that neither it nor the traditional American economic system could exist without powerful influences, like LIFE, that do so much to create mass demand for the products of American industry."



"**PIN BOYS' POISON**" was the title of a LIFE story about these new automatic pin-setters at the Bowl-O-Drome Bowling Alleys, Mount Clemens. Says Owner Donald Peltier, Jr.: "People crowded in to see the mechanical pin boys. It's amazing that bowling business doubled after the pictures appeared in LIFE."

WHAT HAPPENS WHEN **LIFE** HITS

GIANTS are usually muscle-bound. Not Detroit. When she was called upon in 1942 to become the Arsenal of Democracy, Detroit made the shift to building jeeps and tanks, airplanes and marine engines with a speed that amazed the world. Today in Detroit, production for defense goes hand in hand with production for the highest level of civilian consumption ever achieved in history.

People who live in Detroit get into the habit of living up to it, too. They walk and work, talk and

DETROIT UNIVERSITY President Rev. C. J. Steiner, S. J., says about LIFE: "A college campus is a world in miniature in which young men and women are preparing themselves for life in our times. LIFE, which portrays so vividly the world in which we live, is an invaluable asset for students and faculty."

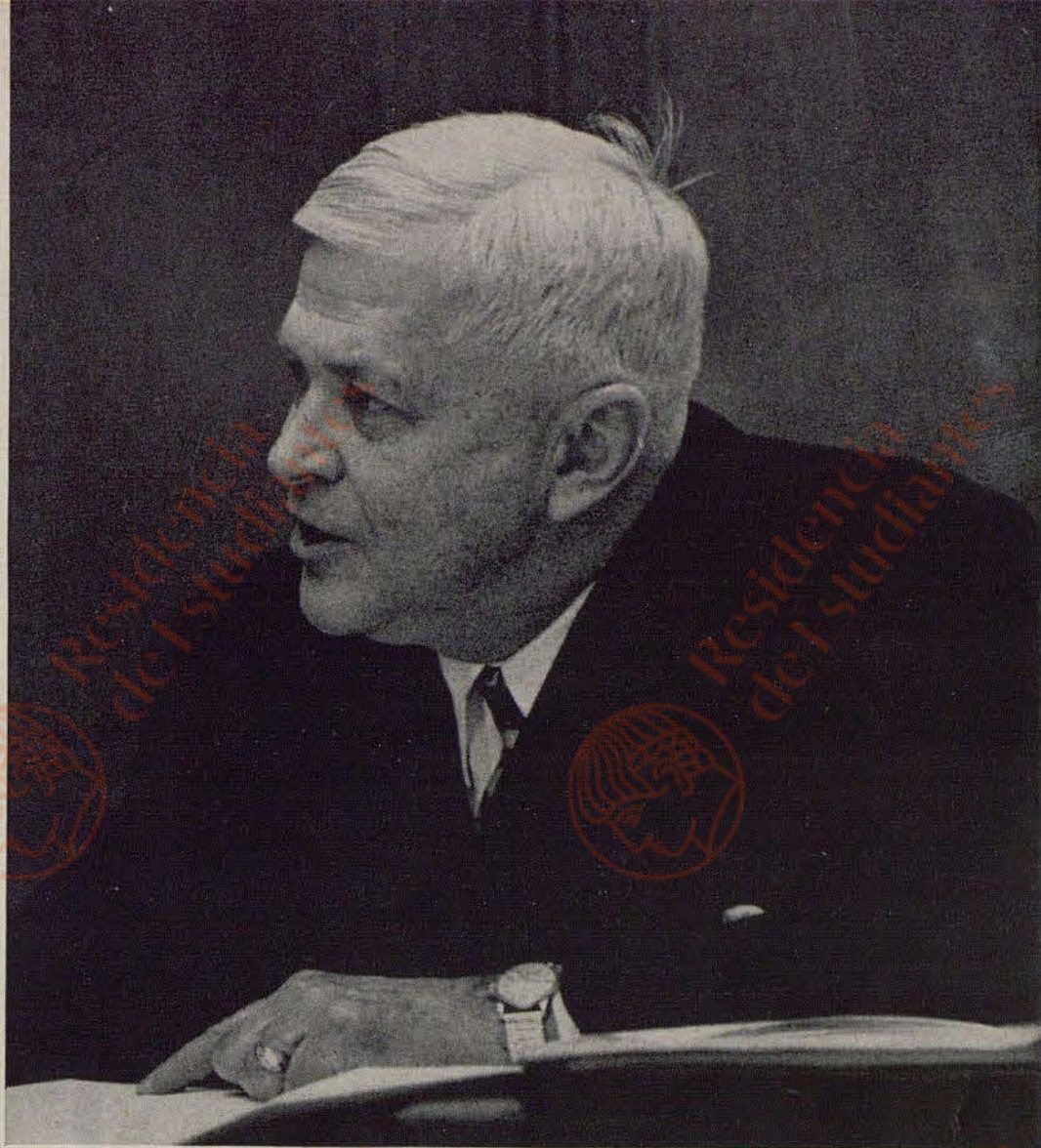




CROWLEY-MILNER EXECUTIVE Jay D. Runkle says: "When LIFE reaches Crowley's, top executives check advertised merchandise against the store's stock to capitalize on LIFE's impact." LIFE's audience is the greatest where sales are greatest: in the top 50 U. S. markets.*



YOUNG-LOOKING HOUSEWIFE Mrs. William E. Johnston, 43 years old, appeared in a full-page LIFE picture last year. Says Mrs. Johnston: "I needed a private secretary to answer the door, the telephone, and my mail." More than half the women in the United States are LIFE readers.*



GENERAL MOTORS CORPORATION President Charles E. Wilson says: "Pictorial journalism now has an established place in the education of Americans. LIFE has done and is doing a responsible and effective job with this medium." A single issue of LIFE reaches an audience of 23,950,000 people in the U. S. (ten years old and older), grows to a total audience of 62,600,000 in the course of thirteen issues.*

DETROIT?

think and react in tune with its crashing rhythms. And because LIFE, week after week, matches Detroit's own pulsing vitality, more Detroiters read LIFE than read any other magazine.

Here on these pages you see some examples of how LIFE and Detroit get on together. You see how LIFE sends more people to the bowling alleys . . . and to the Institute of Art . . . you see how LIFE influences how people think, what they buy—and sell.

Across the nation, you encounter similar examples

of LIFE's impact . . . for people everywhere find increased participation in the world around them from LIFE.

*From *A Study of the Accumulative Audience of LIFE* and its supplement *The LIFE Market*, by Alfred Politz Research, Inc. A LIFE reader is any person who has read one or more of 13 issues.

LIFE, 9 Rockefeller Plaza, New York 20, New York



DETROIT EDISON Chairman of the Board Prentiss M. Brown says: "LIFE mirrors the tempo of these crucial times, and keeps Detroit people informed of events."

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Farm Ponds

WATER FOR DROUGHT AND FOOD AND FUN

During the past year about 115,000 farm ponds were dug in the U.S., half of them with subsidies from the federal and state governments. This brings to over a million the number of man-made ponds on American farms, most of them built in the past 20 years. They provide farmers with a year-round supply of water for cattle and irrigating fields.

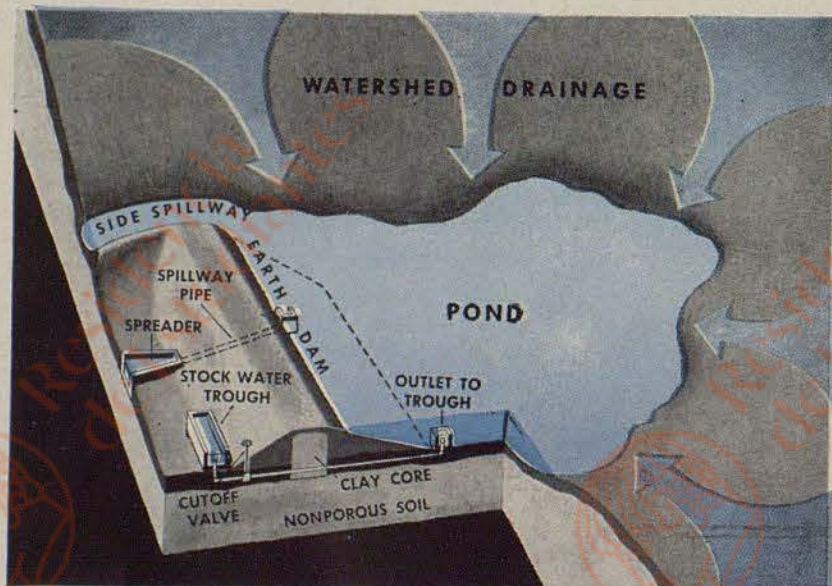
This year 40 states have been granted federal funds to help farmers pay for the cost of the ponds. The average small farm pond (see diagrams, below) can be dug for as little as \$450. The usual subsidy to qualifying farmers is 35% to 40% of the pond's cost.

Consultation with the local county agent or Department of Agriculture representative is advisable in choosing a site. The watershed above the pond should be between 10 and 30 acres—large enough to keep water in the pond during dry periods but not so large as to flood the pond during heavy rains. The best watershed is one covered with grass, trees or shrubs. Before the pond is dug, tests of the soil must be made to find out if the subsoil has enough clay to hold water. Rock or shale ledges, sand, gravel or peat subsoil are too porous. Ponds should be at least six feet deep and no less than one quarter acre in area.

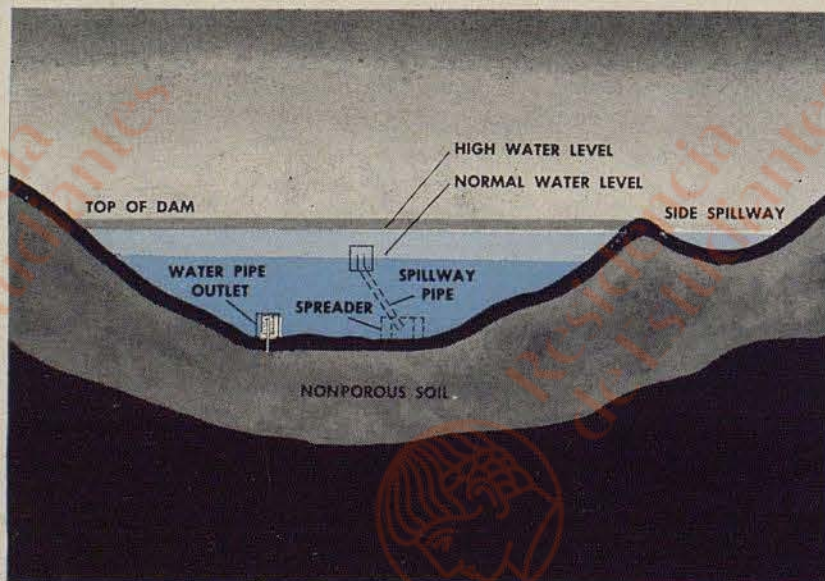
In addition to its usefulness as a water supply for crops and livestock, the farm pond brings a number of incidental pleasures to the farm. It attracts birds and wildlife, gives the family a chance to swim and in cold sections to ice-skate. For about \$25 it can be stocked with enough baby fish to provide sport for family fishermen and net food—200 pounds of bass and bluegills per acre of pond—for the family table.

ENJOYING THE POND on the Hinkle farm in Bucks County, Pa., Stevie Hinkle and his dog soak

themselves. Woodrow Wehrung, who built pond, has dug 75 of them in that vicinity in past three years.



FARM POND LAYOUT recommended by U.S. government is given in bird's-eye-view diagram which shows bulldozed excavation, watershed, properly constructed earthen dam and two outlets. Special pipe (foreground) carries water to a trough for the cattle. Pond remains clean if cattle drink from separate trough.



CROSS SECTION OF POND shows nonporous clay subsoil required to hold water. If clay must be imported, price of pond rises. Top of dam is higher than pipe spillway and higher than side spillway which is built to carry off sudden downpours, spring thaws. If water is allowed to flow over dam, it could be damaged.



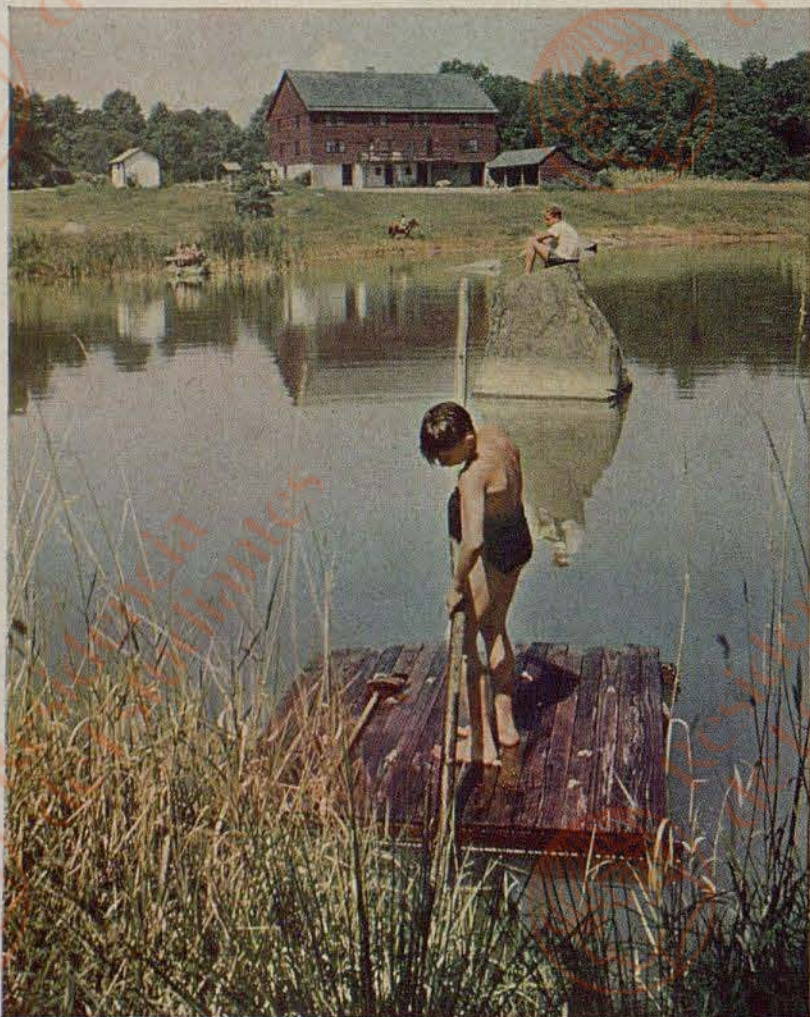
FINISHING A POND the builder sows seed along harrowed and fertilized banks. Grass cover helps prevent soil erosion, keep water clean. This spring-fed

pond is not completely full. Water will rise to the top of the run-off pipe at lower right. Covering one-quarter acre, pond is especially deep, cost \$1,100 to build.

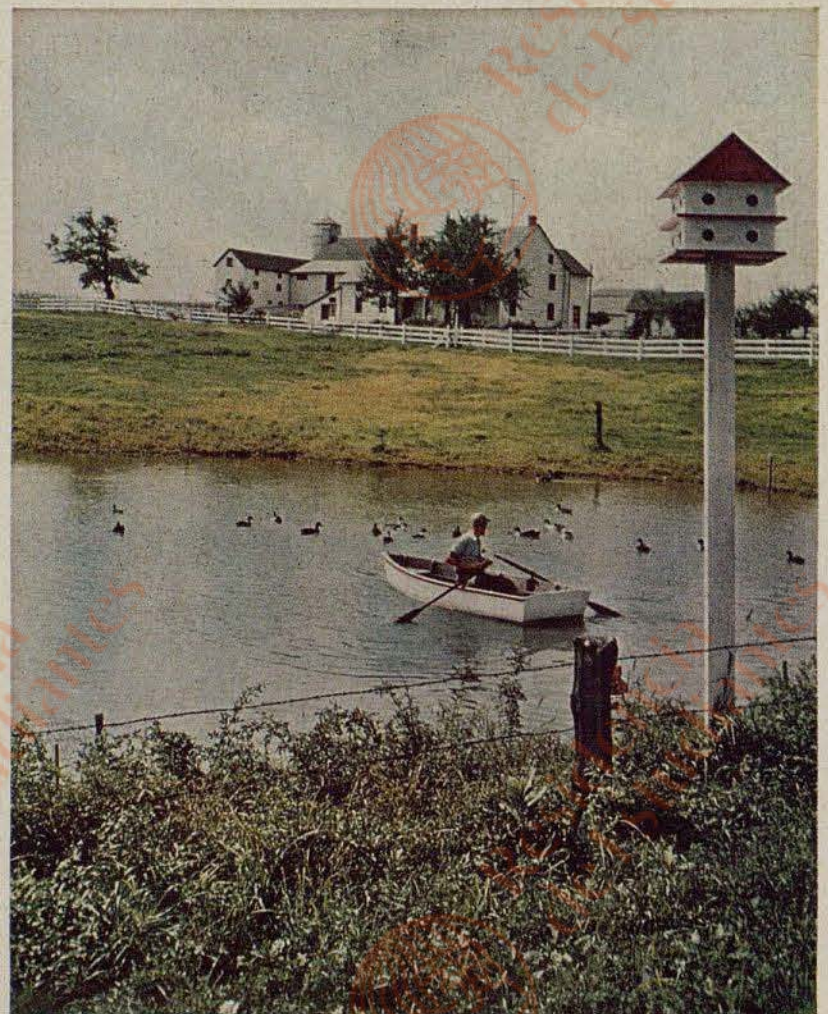
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CHICKEN FARM POND fed by rain water cost \$850, was built as a year-round supplementary source of water for crops and chickens and also as a fire protection.



PLEASURE POND of three acres fed by spring makes swimming and fishing possible. It cost \$1,750, has increased value of property and pays its way in fun.



LIVESTOCK POND, fed by run-off from surrounding fields, cost \$575, is used for cattle, ducks and to attract wild birds. The water runs to a trough for animals.

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IN PARIS THE GENERAL TAKES A THOUGHTFUL MINUTE BEFORE ANSWERING A REPORTER ON EUROPEAN DEFENSE

QUESTION: WHAT IS IKE LIKE?

Here are some clues to the attitudes and intentions of the general who returns to U.S. this week

by ROBERT T. ELSON

ON the eve of his dramatic plunge into the icy and angry sea of U.S. politics—what is Ike like?

How have Ike's intentions and attitudes toward politics and the presidency changed while his friends waged the campaign for his nomination?

Is he a stubborn sphinx—a candidate unwilling or afraid to express his views on current issues? Or an oracle with all of the right answers neatly tagged and filed for use at the right moment?

How is the man's health?

What are his greatest current assets? His liabilities?

To learn the answers to these questions I flew to Paris a fortnight ago. There I talked to members of Ike's personal staff, to the general himself, to many of the foreign diplomats who have worked with him for a long period of time. I then followed the general on his farewell tour of the armies in Germany. This is no exclusive interview, for the general has consistently refused to talk for publication to individuals. It is merely a report on how Ike looks and seems to think as the final and critical phase of the campaign for the Republican nomination begins.

WHAT IS IKE LIKE?

In three phrases—very warm, very friendly and very commanding. The general's now familiar broad smile, his friendly wave of the

hand and his nickname "Ike" are perhaps somewhat misleading. Because he is one of the most photographed men alive, Ike even on first meeting seems familiar. But this fact does not necessarily make for familiarity. His staff calls him "the old man," "the chief" and sometimes "Ike"; his friends may address him as "Ike" across the bridge table or over a casual drink. But it certainly would not occur to even a presumptuous visitor to be that casual on first meeting. He commands a respect that is established not merely by uniform or position but by presence and personality. His habit, however, is to put the newcomer almost instantly at ease by taking the initiative in conversation. This he does so skillfully that the most reticent quickly find themselves relaxing. He communicates such intense interest in the words of his visitors that many leave his presence happily positive that they have dominated the interview—only to realize considerably later that the opposite was true. This ability to give the appearance of sustained and sympathetic interest is the secret of Ike's success in handling with so few words so many different personalities with so much effectiveness. As for handling groups, his diplomatic friends remark on his singular gift for sensing the sore point, the ruffled psyche, and for deftly moving in to soothe and heal the hurt.

For a man so long in a post of command Ike has preserved to remarkable degree the

rare ability to listen. Certainly he has listened to a prodigious amount of unsolicited political advice in the last four months. But he makes up his own mind. If any persons believe that when Eisenhower returns he will be the obliging agent, instrument or creature of any group or groups, he faces swift disenchantment. Even the people now running his campaign may be surprised, for Ike certainly will be the man in command. Already he has shown his self-sufficiency in this respect. In January and February when the Taft bandwagon seemed rolling, Ike refused to heed the desperate counsel from well-meaning friends that he resign his commission and battle Taft in person. Ike, in short, can be persuaded to change his opinion and policy on presentation of persuasive evidence—but he is not easily influenced by mere exhortation.

HOW HAVE IKE'S INTENTIONS AND ATTITUDES TOWARD POLITICS CHANGED SINCE THE CAMPAIGN FOR HIS NOMINATION BEGAN?

The simple, unsurprising answer is: scarcely at all. On Jan. 7 he said that he was a Republican, that he would answer only "a clear-cut call to duty," and that he would not participate in the pre-convention activities of those who sought to nominate him. He has never swerved from this course of action; he has resisted every effort to induce him to do so. The results of the primaries and the tremendous write-in votes have naturally made a

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MOST PHOTOGRAPHED MAN IN EUROPE, the general, with Mrs. Eisenhower, obliges cameramen who greeted them on their arrival in London.

WHAT IS IKE LIKE? CONTINUED

marked impression on Ike, but he has never taken a step to bring these results about.

Ike's opponents cannot be expected to accept this fact, and the cynical sophisticates of politics will continue to scoff. But the general makes a sharp distinction between making known his views on key issues or frankly talking with delegates anxious to meet him and the usual practice of aggressively asking people for their votes. Ike will not go hunting such votes on his return. In fact his campaign will not be very orthodox politically: he will probably make at most three speeches (plans for only the one at Abilene on June 4 have been completed). But these should leave no doubts but that he will speak frankly on current issues. All his off-the-record remarks on political attitudes and intentions correspond faithfully with what he has said on the record.

"No matter what happens," Ike has told visitor after visitor, "I am determined to be honest with myself about this thing. I have been honest in saying I would take no direct part in politics from this office. When I return I am not going to stump the country in advance of the convention." Ike's stand has been governed by another sound consideration: an anxiety to reduce the growing bitterness of the Republican campaign for the nomination. As William Randolph Hearst Jr., publisher of the New York *Journal-American*, reported after talking with Ike: "[the general] understands the key role of Senator Taft in Congress and the fact that he would have to work closely with the Ohio senator should he, General Eisenhower, be elected. . . . He has been embarrassed by some of the excesses of certain supporters who in their anxiety to elect General Eisenhower have concentrated on maligning Senator Taft. . . ."

After the convention, all this will be different. If nominated the general intends to pursue a vigorous campaign. This he promised specifically in a letter released by Colonel Franklin D'Olier of New Jersey. "If by any chance," he wrote, "it should come about that the Republican party does name me as its standard bearer, I am determined to lead the entire organization into a fight in which there will be no cessation, no rest and no lack of intensity until the final decision is made."

The "no politics" rule at Ike's Paris headquarters has been a matter not only of principle but also of plain practical necessity for a military office. SHAPE's political sensitivity has grown with every Eisenhower victory in the primaries. As the probability of Ike's nomination has become more and more likely the situation has made for strange embarrassments. One British colonel who answered a U.S. newspaper's request for Ike's voting record (quite properly replying that this was a personal matter) found himself in trouble with a congressman. The congressman wanted to know by what right a British Public Information Officer was answering an American general's mail—ignoring the fact that SHAPE is an international headquarters where only 150 out of 320 officers are American. Then there was the visiting country editor who announced he was a Taft delegate back home. "What I want to know," he demanded, "is when the general is nominated, is he going to purge people like me?" It was no wonder that after harassment of this kind a tired and bewildered officer once shouted into

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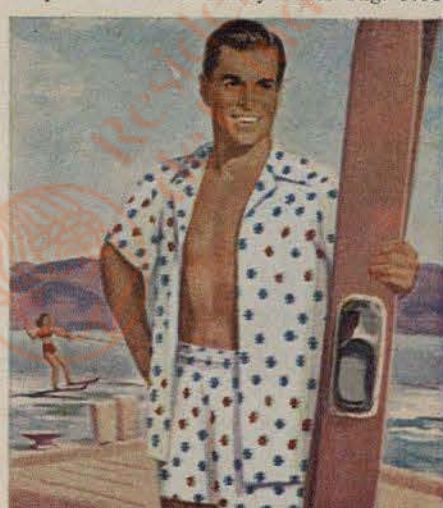
☐ **Bobby Riggs**, tennis pro, in the washable Denim Terry Topper (terry trim neck), 3.95; Bermuda Denim Shorts, 3.95



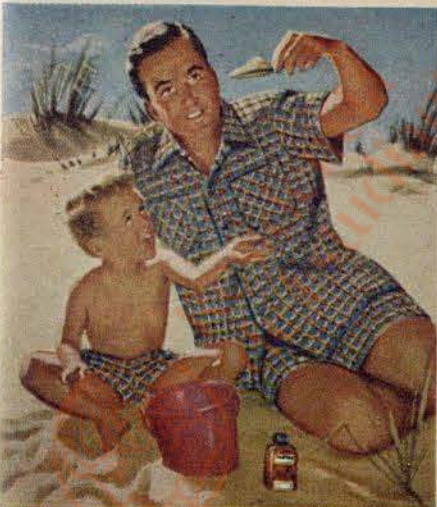
☐ **Yankee Series star, Bobby Brown**, in the cotton Type-Shirt (typewriter doodles), 3.50; Copa Hugger Slacks, 11.95



☐ **Jack Burke**, pro golfer, in crisp, cotton Arctic Mesh Shirt, 3.95; rayon† Celtic Hugger Slacks look, feel like linen. 11.95



☐ **Famous swimmer, Buster Crabbe**, in Moulin Rouge Swim Set—bright colors on light ground. Shirt, 5.95; Trunks, 5.00



☐ **Tex McCrary**, radio-TV star, in Tartan-Bates Swim Set. Tartan Sun Lotion sample attached. Shirt, 5.00; Trunks, 3.95

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Even so, we'll go still further—to make it doubly certain there's not a whisker of chance of your going wrong in choosing this gift.

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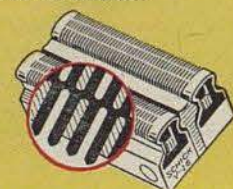
Simply go to your nearest Schick Electric Shaver dealer—or to a Schick Electric Shaver Shop, located in principal cities—and ask to see the distinguished New Schick "20" in its truly elegant Caddie Case. It costs only \$24.50. Tell the salesperson you want it on the 10-day no-risk trial plan. Let that man in your life use the "20" for 10 days. Then, if he's not completely delighted in every way, return it—AND GET YOUR MONEY BACK!

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Scientifically sized and shaped, the "20" can't get in its own way. It lets you see what you're doing, glides in anywhere and comes out with all the whiskers!



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The lined-up whiskers are automatically guided to the "20's" Interceptor bars, which lift them—so its superbly honed shearing edges can make a clean sweep at SKINLINE!

New Schick "20"

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE—better-built for closer shaves

WHAT IS IKE LIKE? CONTINUED

the phone, "No! No, I tell you this isn't a military headquarters, it is a political headquarters."

IS IKE A SPHINX? OR AN OMNISCIENT ORACLE?

The only real mystery about Ike's views is why so many people have taken so little trouble to read what he has said. The record of his opinions is remarkably detailed, particularly on foreign policy. On this major issue it is, in some respects, more complete than that of his chief opponent, Taft.

Briefly summarized, here are some opinions which he has freely stated for the record:

Europe must unite or perish.

The U.S. cannot carry all the load in Europe.

Eventually the Europeans must supply most of the ground forces to defend the Continent.

Europeans should extend their conscription to at least two years in order to meet the burden of European defense.

Indo-China, Malaya and Korea are as direct and essential as Europe to the defense of the free world against Communism.

Congress should vote substantial foreign aid, although such aid may be subjected to limited reductions. (Here Eisenhower and Taft are directly opposed and a clear choice is offered to the Republican delegates at the convention.)

All of these are substantial statements of opinion on foreign policy from a man who may be the next President of the U.S.

He has also spoken out on these domestic issues:

He believes that the oil in tidelands should belong to the states.

He believes that substantial flood control should be undertaken on the Missouri River but that so far as possible the responsibility for this remains with the states concerned. He has been consistently against over-centralization in Washington.

He is against federal aid to education.

He believes economic stability is essential to our own security.

He is against excessive taxation, which he regards as a form of confiscation.

He is against the socialization of medicine and for a sound public health program.

He believes a national farm policy should take some of the risks out of growing the nation's food.

Eisenhower is, obviously, not a man without opinions; but neither is he a man who will form opinions briskly or proclaim them breezily. Lifetime training, particularly on the general staff, has conditioned him to make up his mind only after getting thorough detailed data on any given subject—including scrutiny of all alternative courses of action. He carries this practice over when he forms private opinions on civilian matters. He is constantly astounded when people apparently expect instant, categorical answers to complex questions. One businessman wanted to know what bank rediscount rate he favored. So Ike lamented to his staff, "That is like asking the supreme commander to recommend the caliber of a particular weapon without first consulting his ordnance expert."

Of Ike's speeches a Columbia trustee once said he "emphasizes the obvious rather than elucidates the obscure." The general would hardly deny that. He is inclined to feel that the obvious, so often being the fundamental, is precisely what ought to be talked about.

In domestic politics the general is a conservative, perhaps no less so than Bob Taft. His views on freedom, free enterprise and opportunity are what some liberals would call old-fashioned and Algeresque. "Whenever I think of freedom, I think of my mother," he is fond of saying. "I know that we were very poor in Abilene, but we never felt poor. That's the glory of America. I sold vegetables to people in the other part of town and never felt this was an imposition or a handicap. I never once heard my mother complain or talk about how poor we were. Always she talked about the opportunities open to us. The opportunities were there. Those of us who wanted to go to college did go to college. All of my brothers did well."

HOW IS THE GENERAL'S HEALTH?

His recent brief bout with a strep throat gave currency to some scurrilous stories spread by his enemies. But Ike bounced back from this four-day illness so fast that he had resumed an exhausting round of diplomatic farewells 24 hours after being discharged from sick bay. Major General Howard Snyder, senior physician at SHAPE, says, "His is a case that requires little or none of my attention. Despite the last 15 months of tremendous concentration he hasn't varied a pound and his blood pressure is unchanged." To the casual observer Ike is a man who seems to improve under activity. At Brussels when he arrived for an exhausting tour of inspection he looked a little tired on leaving his plane. But at the

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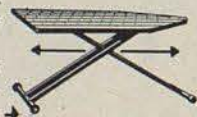


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WHAT IS IKE LIKE? CONTINUED

end of a day in which he had made seven diplomatic calls and reviewed two bodies of troops, he appeared at a press conference fresh, relaxed, almost gay. After three exhausting days of reviewing the troops at Minden, Coblenz and Frankfurt there was hardly a line of fatigue on his face. The general has established a life-long habit of looking after himself. He works hard but he seldom takes work home with him. Even with the exacting schedule at SHAPE he has kept to a strict separation between work and home. At home he has severely limited his social life to a few intimates and attendance at such formal occasions as his position demanded. It is typical of the man that even under the greatest strain he has somehow managed to take a balanced view of work and relaxation. He certainly gives no evidence of strain or tension when you meet him face to face.

WHAT ARE IKE'S CURRENT LIABILITIES?

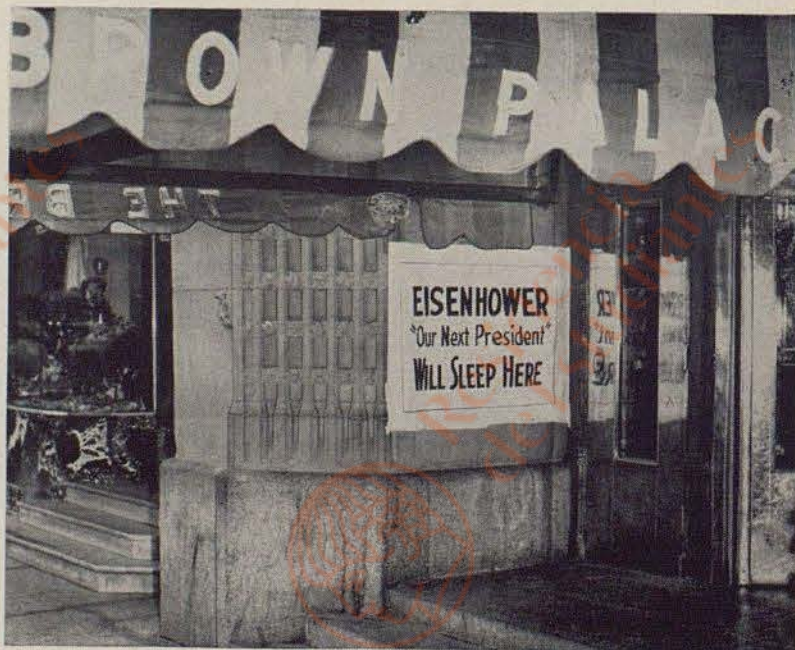
In Europe correspondents feel that neither the general nor his staff has sufficiently anticipated the rough-and-tumble welcome awaiting him on his return. In Paris there is much speculation on what will happen when Ike emerges from what they call "the protective cocoon." By this they refer to Ike's own personal staff, a closely knit, efficient team within the larger team of SHAPE itself. They go to great lengths to spare him trouble and detail. "The old man can operate on his own," says one of them, "only it is a great waste of a very great talent to let a guy like that take in his own laundry." It will be hard to replace such a staff with civilians equally devoted and equally sensitive to his needs, methods and moods.

Overseas the aim of his staff has been to insulate and protect him from unnecessary interference so that he could concentrate on the main business in hand—the development of European defense. Over here the civilian staff will have just the opposite function—that of making Eisenhower available to all who wish to see him. Fortunately their task may be somewhat easier than that of the military staff because Ike enjoys meeting people. But the transition from supreme commander to candidate will be difficult.

WHAT IS HIS CHIEF IMMEDIATE ASSET?

It is undoubtedly the freshness and freedom with which he can speak on any subject. So far he has been truly, in spirit and mind, outside of politics. As he returns home to be studied by voters fed up with politics of the conventional kind, this is an immensely powerful appeal. Even the best of Ike's opponents have said so much about so many things that their wisest utterances sound somehow stale. There is, of course, nothing wrong in the energy with which men like Taft and Kefauver have pursued the nomination. But it is a fact that the late and fresh appearance of a candidate like General Eisenhower gives him an important tactical advantage.

Ike has not become old, gray and dull in the public mind because he has been, in truth, a modest man and a reluctant candidate. That reluctance—one measure of the respect he holds for the high honor of a presidential nomination—may in the long run commend him more warmly to the voters than other candidates' earnest eagerness for honor.



PROUD PREDICTION is displayed at the Brown Palace Hotel in Denver. After his return from Europe, Ike will make hotel preconvention headquarters.



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Not a shadow of a revealing outline
because only Kotex of all leading napkins gives you
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Not a doubt — for confidence and peace-of-mind
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COLOR COMES TO MARY JANES

Little girls were wearing the flat, single-strap party pumps now known as Mary Janes long before they appeared in 1920 in a famous comic strip on the feet of Buster Brown's girl friend, who probably gave the shoes their present name. Alice, in fact, wore an early version of them in Wonderland to the Mad Hatter's tea party. But until this year Mary Janes almost always came in plain colors—black for winter, white for summer. Now for the first time little girls stepping out to special social functions can wear Mary Janes which come in ready-made pastel kids, in shiny colored patents and, on order, with eye-catching appliques. They can impart a highly individual air to Sunday-best clothes or dress up a simple cotton for a party. The dresses worn with them, bare-armed instead of in the usual puffed-sleeve style, show a revival of dotted swiss, a new use of dark colors in cottons and full skirts that go over stiff petticoats.



CANDY-BOX PASTELS in one-strap style in kid have snap buttons, cost \$6.50 a pair (Sandler of Boston). The best-dress petticoats shown with them are stiff chintz, cost about \$3.50 each (Style Undies).

TIC-TAC-TOE CUT-OUTS decorate white linen slipper (Capezio, \$8.95). The ruffle-sleeved pinafore with sash tied in back has a completed game won by circles embroidered on its bodice (Bo-Peep, \$3.95).

BRIGHT PATENTS (Capezio, \$7.95 each) are worn to dress up cottons for parties. Checked gingham top and skirt are \$3 each, bonnet is \$1.50 (Bo-Peep). The gray pique with striped top is \$4 (Youngland).



SHOES MATCH SASHES for very fancy dressing up. These are pumps shown on opposite page. Dotted-swiss dresses (Youngland, \$9) go over full petticoats.



... you can't beat Bisquick!



Can't beat it for old fashioned shortcake!

Make it in minutes with Bisquick. Everything's there...all measured out and beautifully blended...ready to go right to work. You just add cream like it says on the package. And you serve rich, beautiful, fluffy shortcakes every time!

Can't beat it for light, cake-type shortcake!

It's Betty Crocker's brand new Velvet-Crumb Shortcake. Like wonderful old-time butter cake...only better eating. Try *both* kinds of shortcake now while berries are so good. Easy directions from Betty Crocker are right on the package!



Reach for the Bisquick!

**"DUBBLE BUBBLE GUM'S
MY FAVORITE"...**



says
Alexander
Marx

ALEXANDER MARX, 9-year-old son of Harpo Marx, whose recent Victor album release is "Harp by Harpo," says, "I like Fleer's secret flavor, because it lasts longer. I usually buy the five-piece package so I'll have a good supply on hand!"

**World's best value
for a
penny!**



**FUNNIES, FORTUNES, FACTS
ON EVERY WRAPPER!**

ALSO IN 5-PIECE PACKAGES
AND 20-PIECE BAGS

**SOUP
FOR
LUNCH**
HOT AND HEARTY
AND OH, SO GOOD!
MAKE IT
Campbell's
TOMATO SOUP

Luscious red tomatoes,
fine table butter—it's
America's favorite soup!



PARTY SHOES CONTINUED

... AND NEW PLAYSHOES



MOCCASINS with rubber soles are red with white laces (B. Altman, \$3.95). Dungarees (\$2.11) have plaid cuffs to match shirt (\$1.68) and brim of the hat (94¢, all at Macy's).



STRAP SANDALS are red and have synthetic crepe soles (Buster Brown, \$5.95). Tattersall checked blazer (\$8) and shorts (\$3) contrast with a solid T-shirt (\$3, all Graewil).

**Gives Complete
PROTECTION
AGAINST
MOTH HOLES**
Makes the cloth itself
MOTHPROOF!



**STAINLESS • NO ODOR
NO WRAPPING
NO STORING AWAY**

It's the *mothworm* (and *not* the moth) that eats holes in wool and the *new blended woolen materials*. So you see how important it is to make the cloth itself mothproof. This is just what LARVEX does! LARVEX penetrates each tiny fibre and so treats the cloth that mothworms are positively STOPPED from eating holes in woollens treated with LARVEX. Mothworms will not, in fact they *cannot*, live on LARVEX-treated cloth. That's why LARVEX gives such *complete* protection against moth holes. And one spraying mothproofs for a whole year! Washing removes LARVEX's protection — normal DRY CLEANING DOES NOT.

**Also Protects All
Woolens From
CARPET BEETLES**

Carpet beetle larvae can cause just as much damage as mothworms and eat woolens all year 'round, too! Here again, LARVEX gives you the same *complete* protection. Be sure to spray your rugs and furniture, too.

Inexpensive! It costs less than 1¢ a week to LARVEX a suit. Only 79¢ a pt., \$1.19 a qt.



LARVEX
The Largest Selling Mothproof



Prove it to yourself! Pepsodent with **ORAL DETERGENT** brings

CLEAN MOUTH TASTE FOR HOURS

Some tooth pastes clean with soap . . . some with chalk . . . but not Pepsodent! Because Pepsodent now cleans with exclusive **ORAL DETERGENT** . . . it even cleans where brush can't reach . . . your mouth stays coolest . . . breath freshest . . . teeth cleanest of any leading tooth paste. Prove it to yourself!

ONLY PEPSODENT CONTAINS IRIUM



"I DIDN'T DARE GO OUT IN THE SUN — until I discovered Skolex!"

— writes Mrs. Paula Biberfeld

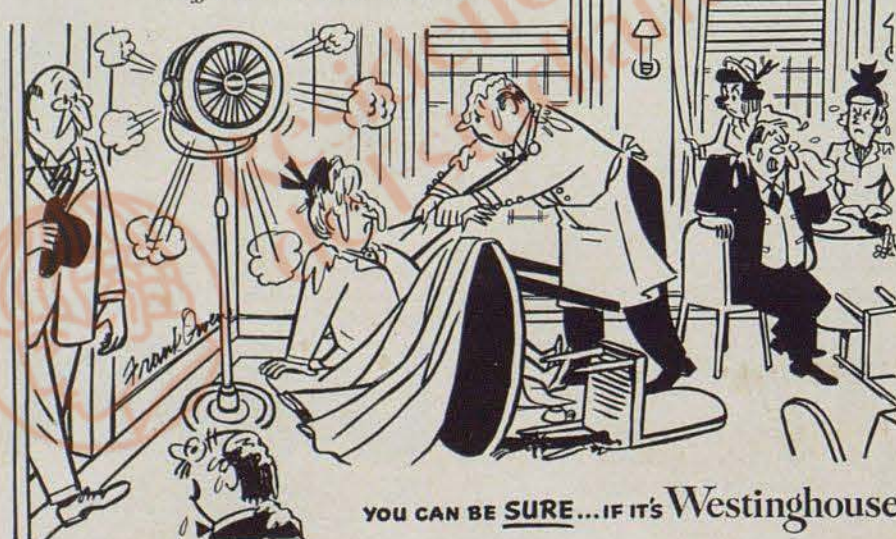


"Year after year I couldn't go near the sun without getting the most frightful case of sun poisoning. Blisters on my lips, nose and mouth made me miserable.

"Nothing I used seemed to help until one day a friend told me about this New Sun Allergy Cream that, he said, was made especially for people like me. Well, I tried it, and I now believe in miracles! At last I could really enjoy the sun—free from the unsightliness I had been plagued with! I will never be without Skolex—ever!"

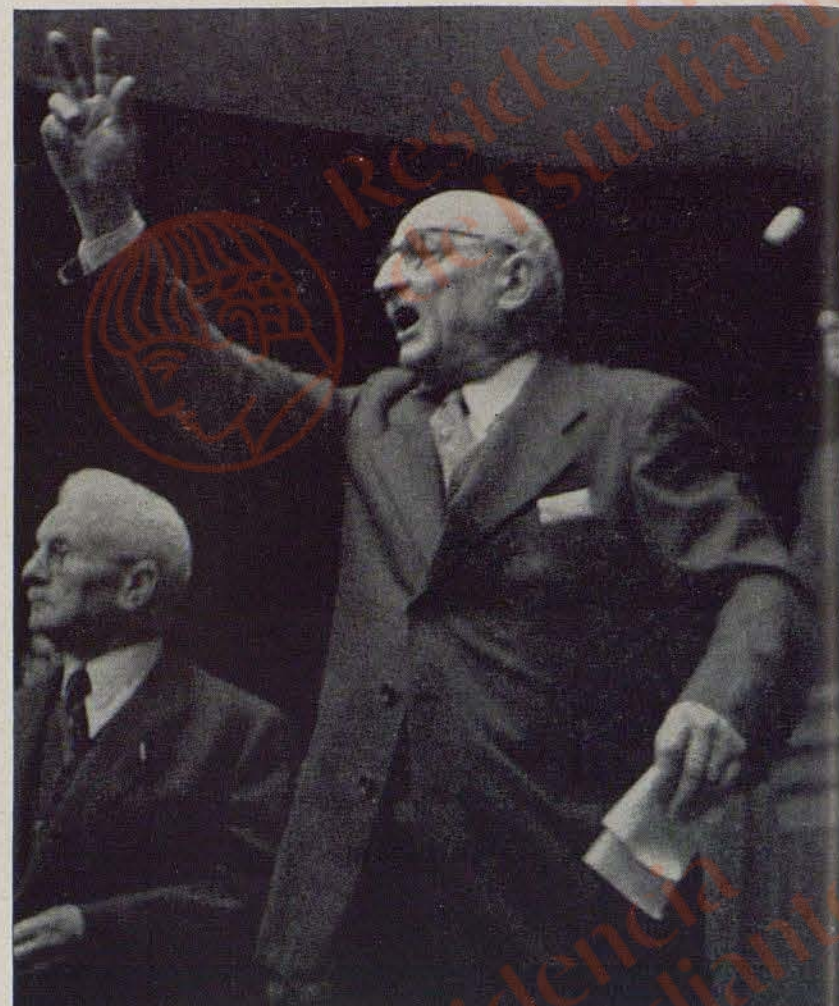
Thanks Skolex for the happiest vacation in years

"Where were you when the soufflé hit the Whirlaire Fan?"



YOU CAN BE SURE... IF IT'S Westinghouse

ART



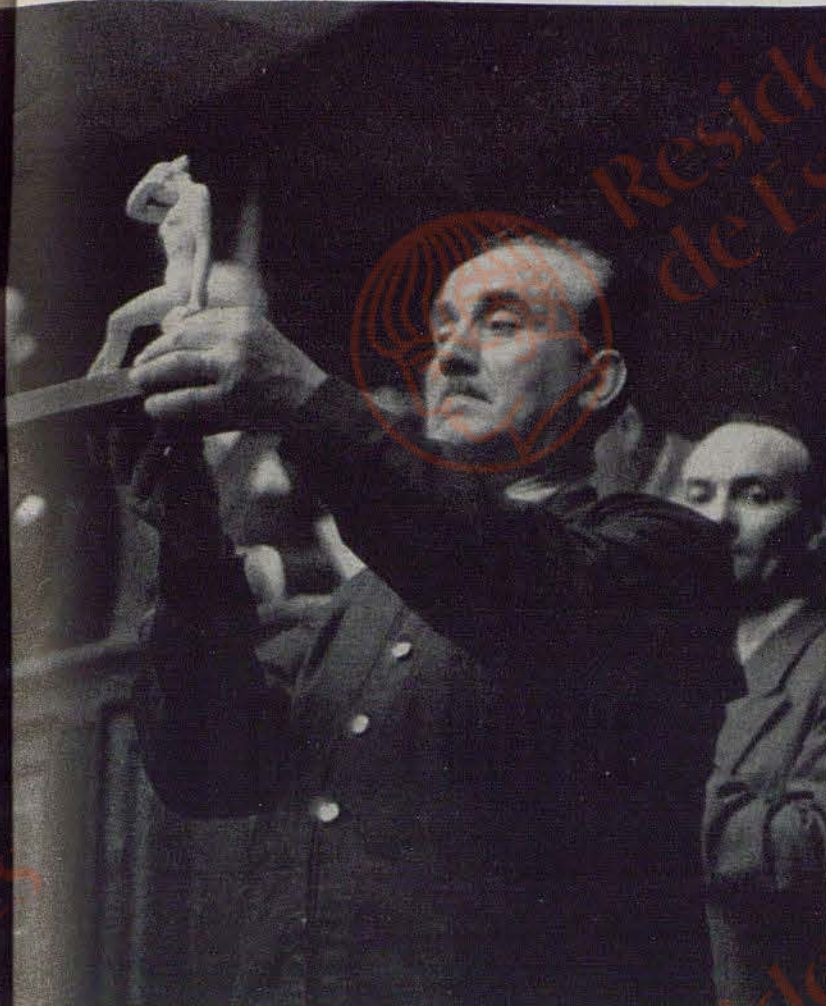
SNAPPING AT A BID, AUCTIONEER BOOSTS THE PRICE OF AN ARISTIDE

REVENGE ON

Great art collection once destined for museum

For three feverish hours a fortnight ago, the plush Charpentier gallery in Paris was the scene of the greatest art auction of this century. One thousand five hundred collectors, dealers, museum officials and art lovers had come from all over Europe and the U.S. to bid for 69 items in the celebrated collection of Ernest and Gabriel Cognacq. Beginning with the sale of a Fragonard drawing for \$8,800, the auction was soon disposing of masterpieces like hot cakes and the entire lot went for nearly one million dollars.

Such prices would have surprised Ernest Cognacq, who had purchased paintings by Renoir and other Impressionists some 60 years ago when they were still selling cheap. A self-made man who developed his push-cart business into a \$33 million a year department store (La



MAILLOL NUDE WHILE ASSISTANTS SCAN CROWD FOR BIDDING SIGNALS

THE LOUVRE

is sold off in biggest auction of the century

Samaritaine in Paris), Ernest began his art collection with the purchase of some 18th Century scenes, went on to indulge in sculpture, antique beds, chandeliers, tapestries and a shrewd selection of 19th Century French paintings. After he died in 1928, his nephew Gabriel continued to enrich the collection and, just before the war, announced he would leave it all to the Louvre. But after the war Gabriel was accused by state officials of having collaborated with the Nazis. This made him so indignant that when he died last spring, he revengefully left orders that the collection should be put up for auction, not given to the Louvre. But the museum's disappointment was somewhat assuaged when the new owner of a Cézanne still life (p. 88), which brought the auction's top price, announced he would present it to the Louvre.



MINIATURE MAILLOL (top picture), by the modern French sculptor who usually did monumental works, was scrutinized by would-be buyers before



the auction began. The top bidder (right), a Parisian art dealer, got it for \$2,500, then hustled out of the gallery with case and sculpture in his hands.

CONTINUED ON NEXT PAGE



Why zip, zip, zip . . . when one zip does it!

It's always fair weather for ZIPPO—the lighter that lights with a zip, even in wind or rain. And FREE repair service keeps your ZIPPO shipshape for life! Your dealer has the newest ZIPPO models . . . \$3.50* to \$210*.



NEW LEATHER-CRAFTED. Distinguished panel treatment of genuine Morocco. Blue and black, \$6*. With gold leaf initials, \$1 extra. BRUSH FINISH. \$3.50*. With engraved handwritten message, signature or initials, \$1 extra. TOWN AND COUNTRY. 6 designs inlaid in brilliant electro-baked ceramic colors. \$8.50*. *Personalizing \$1 extra. All prices include tax.

Ask your dealer to show you the new all-plastic ZIP-A-FLINT . . . the fumble-free flint dispenser for pocket or purse! Try Zippo Fluid, too!



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one-zip
windproof lighter

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You get a FREE big tube
of MENNEN Shave Cream...

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I LIKE
BRUSHLESS
BEST!



IT'S THAT COOL
LATHER MENTHOL-
ICED FOR ME



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America's most
popular after-shave
lotion—with that
"He-Man Aroma!"

Sensational Bargain! Get it today!

Mennen gives you a month or more of shaving pleasure, absolutely free, with this Shave-'n-Save Special! Your choice of two great shave creams included free when you buy Mennen Skin Bracer at regular price. A real saving! Get it now while special offer packages last!



- For smooth shaves that keep you presentable longer!
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Get this
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special today
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DEGAS DANCERS, a pastel done around 1885, was held up by one of the gallery guards for the audience to see. It went for \$30,000. The bidding on all the paintings moved fast, often jumping as much as \$1,500 in a single bid.



\$94,000 CEZANNE, a still life of apples and biscuits, brought the highest price of the entire sale. It was snapped up by Jean Walter, millionaire owner of the Zellidja lead mines in Morocco, three minutes after it was put on the block.



RENOIR PORTRAIT of young girl in a bonnet sold for \$64,000. Two other Renoir paintings together brought \$78,500. Rest of Cognacq collection, including furniture and jewel boxes, will be auctioned over course of next six months.

For pure pampering, nothing equals the cool, relaxing foot-comfort of Casual Keds. Even when you have to hot-foot-it around, thick cork-filled, rough crepe soles make every step air-borne.

Ease and flexibility are vulcanized into Keds. Cider-press fabric uppers breathe when you walk so the "weather" next to your feet is always delightfully air-conditioned!

Feel like a
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BOOSTER is so light it floats on water! Town and country colors: Claret, Forest Green, Old Gold, Natural, Faded Blue Denim, Maine Brown, Navy, Brown. Men's, Boys' and Little Boys' sizes.



BOOSTER-AIR has a screen skylight of Nylon mesh; famous Booster soles. Claret, Maine Brown, Forest Green, Brown, Navy.



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BAREFOOT SANDAL is eased with Lastex® straps, handsome for beach or garden—wherever you want an extra dose of sun. Claret, Old Gold, Brown, Navy.

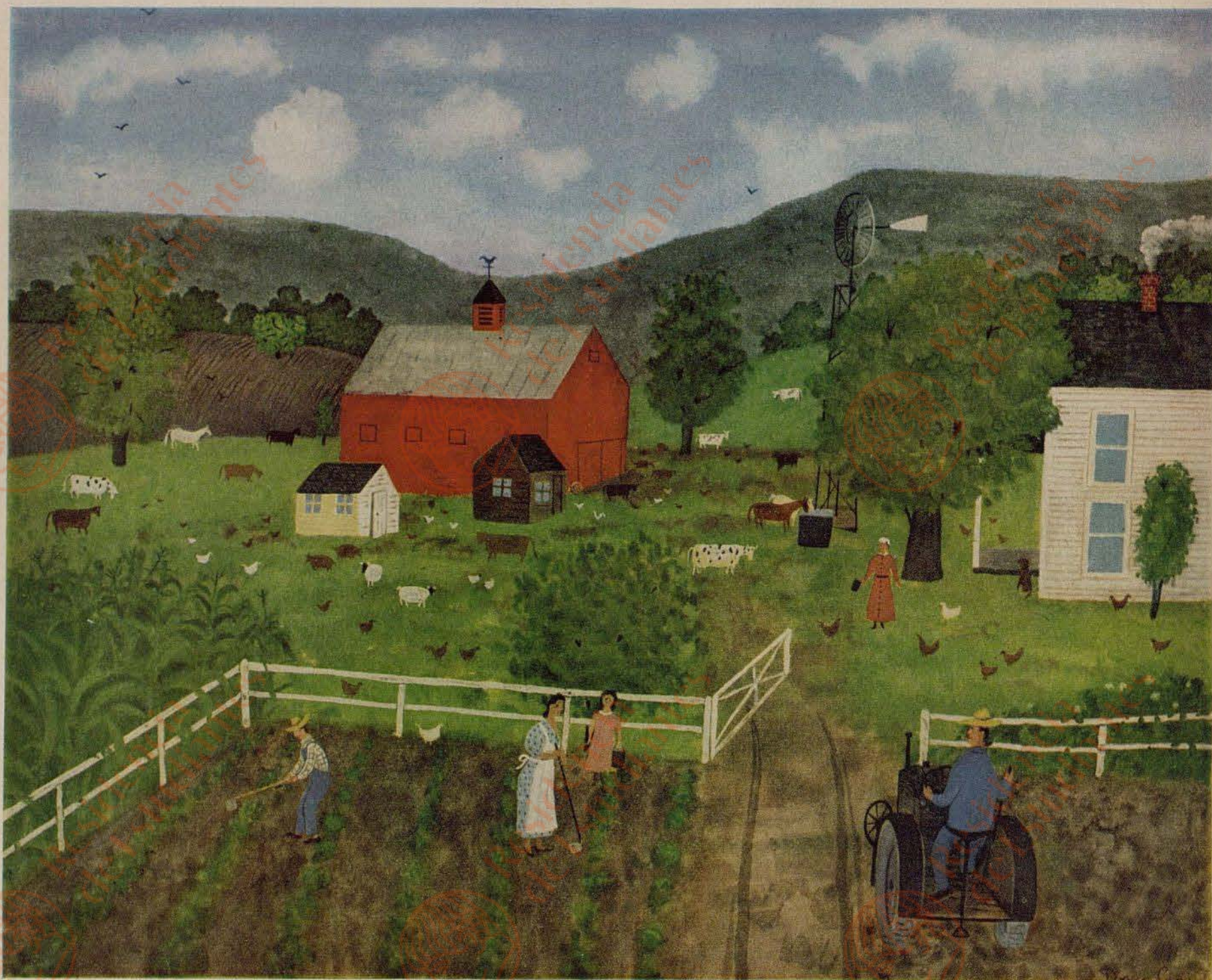


All Casual Keds
Colors Approved by
MEN'S FASHION GUILD



UNITED STATES RUBBER COMPANY

ROCKEFELLER CENTER, NEW YORK



He grows a life from a patch of earth

HE'LL STAND there after the day's work, tired and hot and muddy from head to foot. And he'll tell you: "There isn't a job in New York City I'd swap for this."

Then he'll look off across his fields, wondering if you, or any city man, can ever understand what he's trying to say.

The chances are you understand.

There's a feeling comes to a man looking at his farm. Here is his little piece of the world, and his chance to make something of it. Everything a man can get out of life is somewhere in that patch of earth. There's food and drink in it, clothing and houses, books and fiddles, and college for the kids. Whether it's fifty acres or ten thousand, all the makings are there, and what you get out of it is up to you.

You like that feeling, if you're a born farmer.

In the early days, a farmer had only his two hands to work his patch of earth. With them he cleared and built, plowed and seeded and reaped. His wife spun and wove, cooked and preserved. When the children were old enough, they'd add their young muscles to the work. Later, if things went well, there'd

be a horse, or maybe a team, to help them make a life from the soil.

Thousands of little pieces of earth . . . each with a man plowing, a woman helping, and kids growing. Add them up, and that was America. And it still is.

Today you'll find machines puffing through the harder jobs. Maybe you'll see a television set in the sitting room, and a dishwashing machine in the kitchen where there used to be a pump. But the farmer is still a man who'll look over his fields in a certain quiet way, wondering if he can ever tell a city man about the feeling in his heart.

Maybe he doesn't need to. Maybe the city man knows. For in this country we are all keepers of fields, all planters and growers. It doesn't matter whether our soil is a factory, an office or a store. Each of us has his piece of the world, and we can look at it at the day's end and say with pride: "I cleared it. I plowed it. I seeded it. The harvest is mine. That's my farm, from which I grew a life."

John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



DAFFY DOINGS take place in office. Swami walks in, pipes cobra-like stethoscope out of his bag, sends phone girl into wild wiggles, walks out without a word. Typist who has kept tapping away finally looks up, says, "He was late today!"

NEW FACES

A late-starting revue with fresh talent gives Broadway some laughs and a lift

At the end of a theatrical season so full of ailments that critics did everything but put up a tombstone for Broadway, the sick patient got an unexpected shot in the arm from a breezy and unpretentious revue, *New Faces of 1952*. Digging up new talent where others seemed unable to find it, Producer Leonard Sillman stocked his cast with players almost completely unknown to the stage. From nightclubs and television he recruited Ronny Graham (*right*), a wild-eyed funnyman who sings, acts as an emcee, dances and also writes his own skits. From a secretary's desk he drafted Alice Ghostley (*p. 92*), one of the funniest female discoveries since Imogene Coca, whom Sillman turned up for his *New Faces of 1934*.

A good deal of the time in the revue, these performers prove better than their material and the revue has several uninspired spots. Still the heartening handful of new talents gave Broadway a much needed lift for the summer. It also raised a question: would Broadway exploit them next season or would it lose them promptly to the movies and television?



PRECIOUS PENMAN "Truman Kaput" is burlesqued by Ronny Graham who reads and long-windedly explains his book *The Chlorophyll Clarinet*, writes with a quill, kills off all the characters and then for 299 pages writes of nothing but moss.

No other shaving cream
gives you closer, cleaner,
longer-lasting
shaves...or feels
so soothing to a
sunburned face*



TRY IT!



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Barbasol's big baseball contest offers
\$25,000 in prizes!

Get an entry blank from your druggist today!



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Now, millions who know the better value of E & W Quadriga Cloth can choose the only anklets with qualities Quadriga stands for... Quads, first choice everywhere: for good looks, for easy washability, for exciting colors and styles, for the family range of sizes!

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At last—financial independence plus big profits for you from the first sale. Your own business, with its own name—its own profits. Serve creamy-smooth, delicious soft ice cream, frozen custard, malts and other frozen desserts, made and dispensed quickly and economically by the internationally famous Sani-Serv. Pay for the freezer as you earn. Write for free information, including complete plans. Ask about the Sani-Serv "PAY-AS-YOU-GROW" plan.

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NEW FACES CONTINUED



THE FATAL CHARMS of Eartha Kitt—who was recruited from nightclubs—are described in her languid song: "Chiang Kai-shek sends me pots of tea; Gayelord Hauser sends me Vitamin D... Furthermore, Ike likes me!..."



BOSTON SPOOF is sung by Alice Ghostley in *Boston Beguine*. With impishly inhibited gestures, she mocks the art of love-making in Boston where "... the beguine was casting its spell, and I was drunk with love and cheap muscatel!"



BALLET SPOOF written by Michael Brown pokes fun at dance version of the Lizzie Borden murder case. Townsfolk combine their hoedown with the trial of the ax-wielding Lizzie (Pat Hammerlee, center). They sing:

... You can't chop your poppa up in Massachusetts.
Not even if it's planned as a surprise.
No you can't chop your poppa up in Massachusetts.
You know how neighbors love to criticize! ...
Her maw, when Lizzie whacked her, looked an awful lot like Paw,
Like somebody in a tractor had been backing over Maw.

Yours ...for better. and for keeps!

There's no chance for second-guessing when it comes to wedding pictures. Either you choose a professional photographer whose skill and artistry capture the joyful spirit of the hour, or you live forever with a touch of disappointment in the memory of your wedding day. For better, or for worse, your wedding photographs become your cherished keepsakes of that memorable day.

If you, or someone dear to you, will be married soon, see that a professional photographer is engaged for the occasion. Plan ahead . . .
make an appointment with a professional photographer now!



PROFESSIONAL PHOTOGRAPHERS ALSO OFFER YOU MANY OTHER SERVICES INCLUDING...



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OFF FROM LONDON FOR SOUTH AFRICA, BRITAIN'S DE HAVILLAND COMET AIRLINER HEADS FOR JOHANNESBURG TO START THE WORLD'S FIRST COMMERCIAL JET SERVICE.



OFF FOR PARIS, Lindbergh's plane, built specially for the flight, heads out into Long Island Sound. The take-off was at exactly 7:52 a.m. on May 20, 1927.

TRANSATLANTIC

The ocean waste that Lindbergh flew is now

May was a month when the thoughts of airmen turned both back to the daring past and forward to the dizzying future. In May, just 25 years ago, the Atlantic had been conquered by Lindbergh. And in England this present May a British airliner bound for South Africa shrieked off a runway to inaugurate the world's first scheduled all-jet commercial service.

When Lindbergh made his flight the Atlantic airways were deadly and unknown, and the planes were not much more certain. Forward vision in his *Spirit of St. Louis* was entirely blocked by a makeshift gas tank. He could, if he tried, peek ahead through a makeshift periscope, but he flew across on simple instruments. He

made Le Bourget with 85 gallons of spare fuel.

In those days only popular enthusiasm made Lindbergh's chance of getting across alive as low as even money with the bookies. Today a transatlantic flight is not a betting proposition. There have been a few take-off and landing accidents, but no scheduled transatlantic flight has been lost at sea since the war—and the Atlantic airways are often dotted with 60 planes at once. Now, any weekday, in the space of Lindbergh's 33½ hours, 1,800 men, women and children calmly fly across. Last year all the transatlantic surface ships together hauled about 600,000 people across the ocean. This year, with air fares at a record low and demand for space

THE 490-MPH PLANE HAS FOUR ENGINES, SEATS 36

FLYING

a well-worn avenue

at a peak, the transatlantic airlines may for the first time carry as many as the ships.

In today's transocean travel the British jet is still just a hint of the future. It slips vibrationless through the stratosphere and makes the Johannesburg trip in a record 23½ hours. Medium in range, it cannot quite span the ocean. But the British hope to have a transatlantic model by '54. By then the Atlantic, which men risked so much to conquer (*next page*), may be the least dramatic of the intercontinental air routes. This spring Scandinavian Airlines System announced that it was planning routes to link Europe and western U.S. with regular commercial flights across the North Pole.



SHORTLY BEFORE TAKE-OFF LINDBERGH STANDS WITH THE PLANE HE PLANNED TO FLY ACROSS THE SEA ALONE



STRATOCRUISER CREW of a modern Pan American plane about to leave for Germany consists of (left to right) the captain, first officer, navigator, third

officer, two engineers, purser and two stewardesses. Crew members are trained for their individual jobs and do not necessarily serve together on all flights.

MANY TRIED THE FLIGHT ACROSS



FIRST TRANSATLANTIC FLIGHT was made in 1919 by Navy seaplane, the NC-4, commanded by Albert Read, now retired rear admiral. It left Newfoundland May 16, landed at the Azores, reached Lisbon May 27.



CHAMBERLIN AND LEVINE stand in front of their airplane, *Miss Columbia*, in Germany after making first nonstop flight there from U.S. in 1927. They had hoped to beat Lindbergh, were delayed, left two weeks later.



ADMIRAL BYRD, with Bernt Balchen, Bert Acosta and George Noville, crash-landed on the French coast just after the Chamberlin flight. Trying for Paris, plane was forced down by weather. None of four was injured.



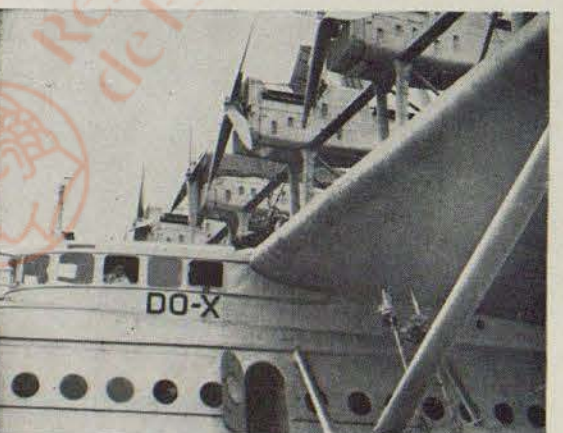
RUTH ELDER, a movie actress, was the first woman to attempt the flight. She and George Haldeman left the U.S. in October 1927, sprung an oil leak and crashed in ocean near the Azores. They were rescued by a tanker.



GERMAN-IRISH TEAM of Baron von Huenefeld (left), Major Fitzmaurice (center) and Captain Koehl made the first westbound flight April 1928 in plane *Bremen*. They flew from Ireland, got lost, landed in Labrador.



COSTE AND BELLONTE, in the *Question Mark*, made the first direct flight from Paris to New York in 1930. Three years earlier Coste, a French war ace, had made a transatlantic crossing from Africa to South America.



THE DO-X, a huge 12-engine German *Dornier* flying boat, which once carried 169 passengers, started across in November 1930, caught fire in Lisbon and got to New York in August 1931. Its flight back took a month.



JAMES MOLLISON, a Scot, test-flies his *Heart's Content* before first westward solo crossing from Ireland to New Brunswick in 1932. Later he and his wife, "The Flying Mollisons," made the trip across to U.S. together.



AMELIA EARHART became the first woman to fly the Atlantic in 1928 when she made the trip with Wilmer Stultz and Lou Gordon. Four years later she set out alone from Newfoundland, landed in Ireland (above).



BALBO SQUADRON, a flight of 24 Italian seaplanes under command of General Italo Balbo, leaves Italy to fly to 1933 Century of Progress Exposition, Chicago. In 1931 he led 14 planes in first South Atlantic mass flight.



MERRILL AND RICHMAN, the latter a nightclub singer, made the first transatlantic round trip in the plane *Lady Peace* in 1936. In Wales they took off and narrowly missed hitting a movie cameraman (left, above).



THE HINDENBURG, a giant German zeppelin which could carry 50 passengers, entered Atlantic service in 1936, made 10 round trips, caught fire and burned as it landed at Lakehurst in 1937. Thirty-six were killed.

SOME OLDTIMERS TODAY



BERTAUD AND HILL built this take-off ramp for the plane *Old Glory* and, with New York *Daily Mirror* Editor Philip Payne as passenger, left Maine Sept. 6, 1927. They crashed off Newfoundland and all were killed.



POST AND GATTY, in monoplane *Winnie Mae*, flew from Newfoundland to England in 1931, went on around the world, made record flight in 8½ days. Four years later Post was killed in crash with his passenger, Will Rogers.



JAMES MATTERN sits among the remnants of plane *Century of Progress* which crashed in Russia in 1933 when he tried round-world flight alone. He had tried it with Bennett Griffin year before and also crashed in Russia.



"WRONG-WAY" CORRIGAN left New York in 1938 after telling authorities, who had refused to let him fly his old plane across Atlantic, he was going to California. Explaining he got mixed up, he flew nonstop to Ireland.



NC-4'S PILOT Walter Hinton, who flew the plane on the first transatlantic flight, left Navy in 1922, kept flying until 1940. He is now retired real estate broker in New York City. Portrait was painted a few years after flight.



RUTH ELDER, who tried trip at 23, has been married six times, now lives in Hollywood. Her flight, though a failure, brought her much publicity and money from personal appearances. "It was a wonderful era," she says.



MAURICE BELLONTE, shown here with an elaborate bronze eagle given him by an aero club, lives in Paris and works for the secretariat of civil aviation investigating air crashes. During the war, unlike his ex-partner Coste,

he worked for the resistance movement. Coste, who had become director of the Hispano Suiza auto works, was suspected of being a collaborationist and spy. He was tried in 1949 and was acquitted by a vote of five to four.



BERNT BALCHEN is now an Air Force colonel and the foremost U.S. expert on polar and cold-weather flying. He flew over both poles, flew for the OSS during World War II, holds the Medal of Honor, still flies a good deal.



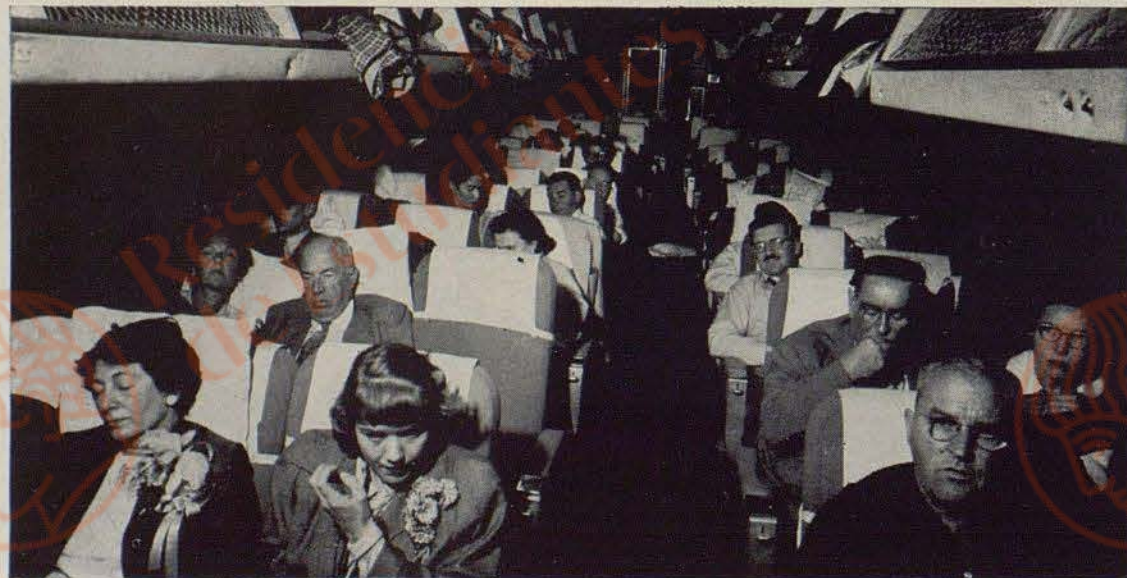
CLARENCE CHAMBERLIN, now 58, barnstormed during '30s, became a dairyman, is now an auto dealer in Bridgeport, Conn. His partner, Levine, became penniless, served a jail term for smuggling and disappeared.



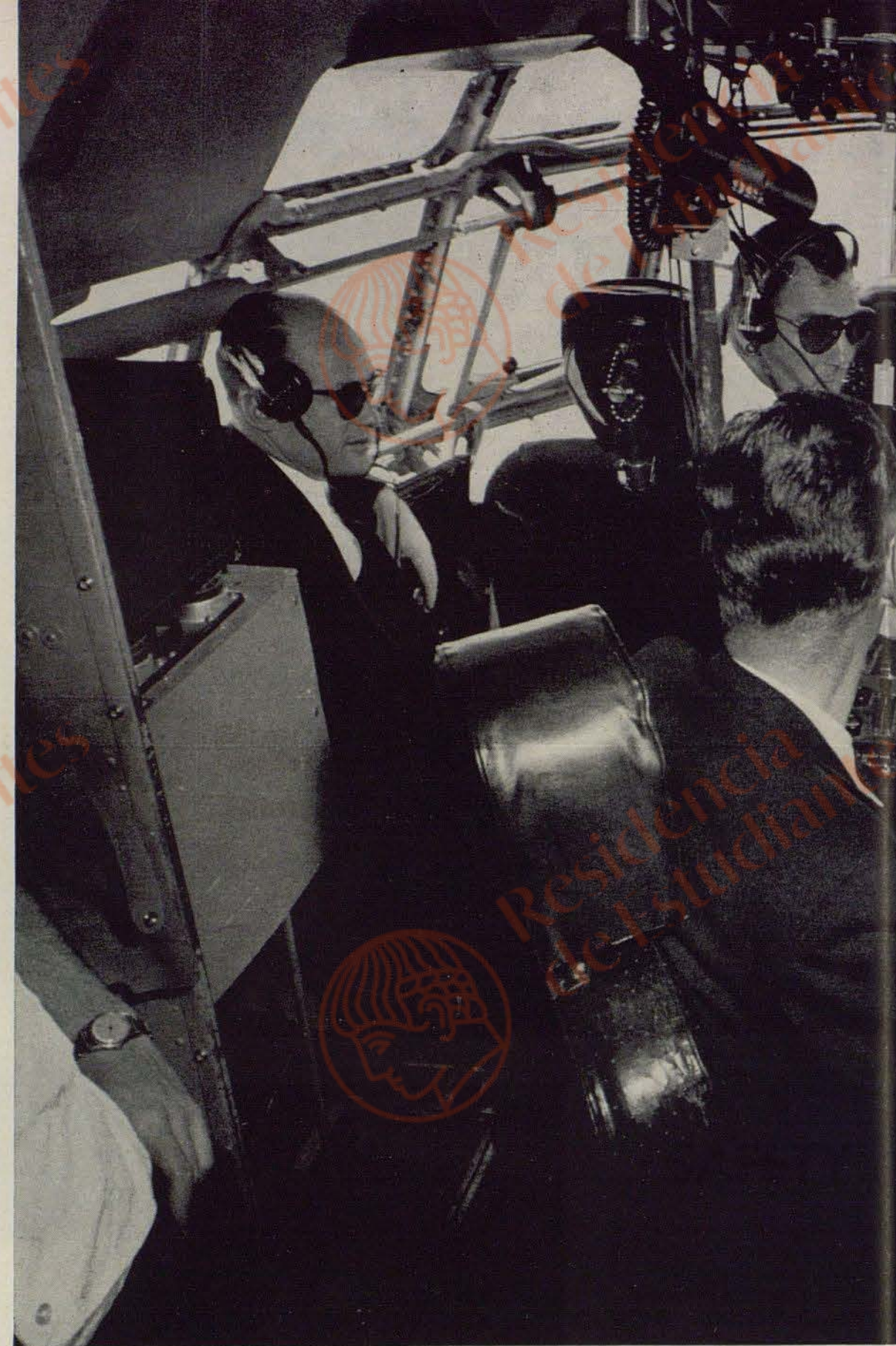
OLD-STYLE LUNCH for transatlantic fliers was prepared by the wives of Bertaud and Chamberlin, who planned the flight together, later went separately.



NEW-STYLE MEAL aboard the *President Special* is served one course at a time and is presided over by a steward who pours the passengers free champagne.



FIRST COACH FLIGHT, a TWA Constellation left Idlewild just after midnight on May 1 and is here shown on way to Paris. Actually all the airlines started



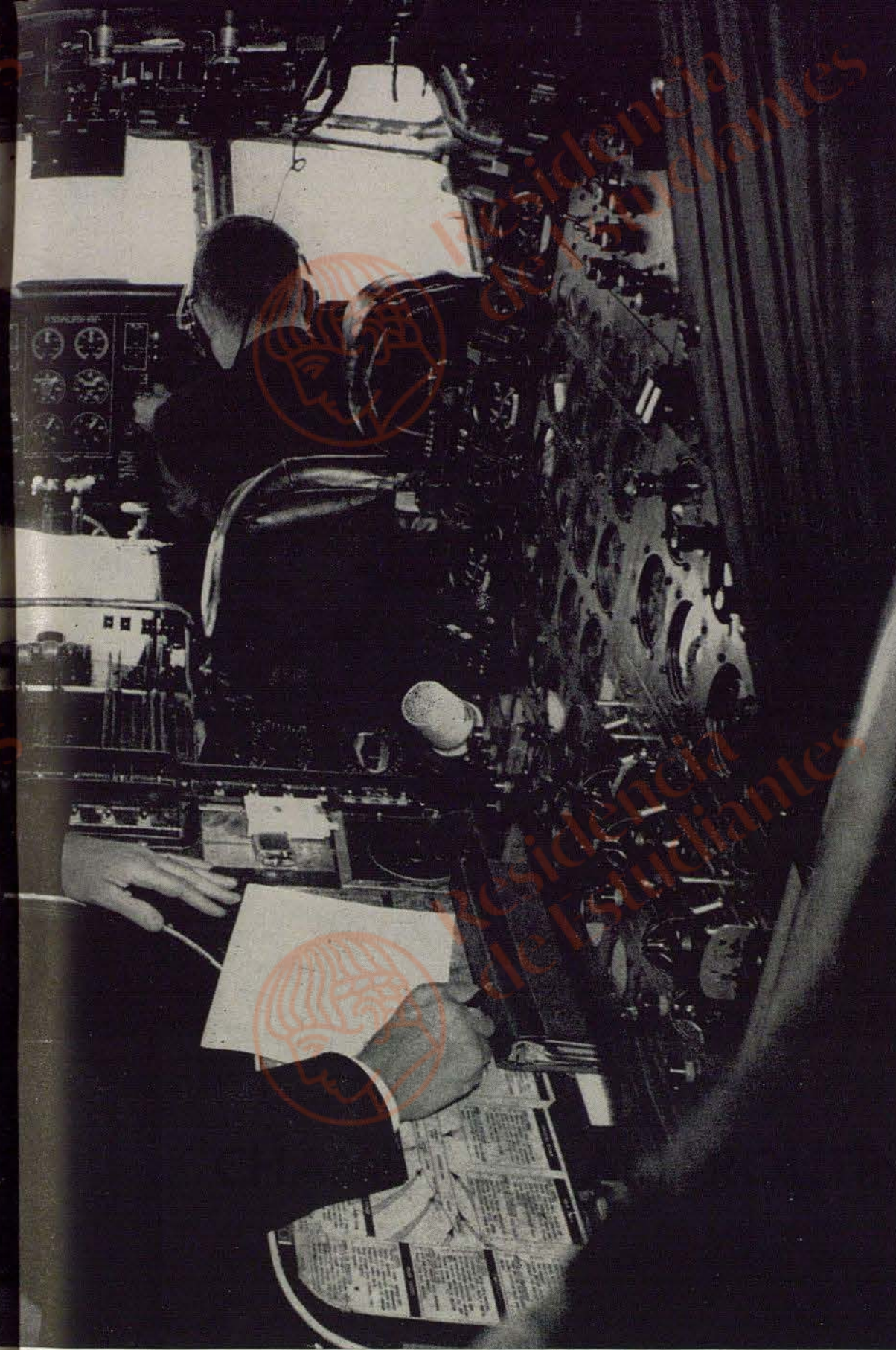
FLIGHT DECK of a Boeing Stratocruiser flying the Atlantic under actual instrument conditions has relaxed air as the plane approaches New York. In fore-

SAFETY AND

Just as the sprouting airpower of the First World War helped give man planes to fly the Atlantic, it was the second war that established the Atlantic routes, with their bases, rescue and weather stations. In 1939 Pan American airways had started commercial runs. But it was the tens of thousands of military planes shuttling back and forth across the seas that turned the big adventure into a flat routine. Today Pan American, Trans World Airlines and nine foreign airlines are flying over the North Atlantic, and by August their flights will total about 17,000 seats each way each week.

The kind of passenger that the airlines count on to fill these seats is the traveler with a little money put away and too little time to take a

their coach service at once, but this plane got off the ground first. When arranged as a coach this type of plane seats 58; when designed for a de luxe flight, 27.



ground is engineer who watches the engine instruments and changes power at pilot's request. At right is the third officer and in left front seat is pilot. Their

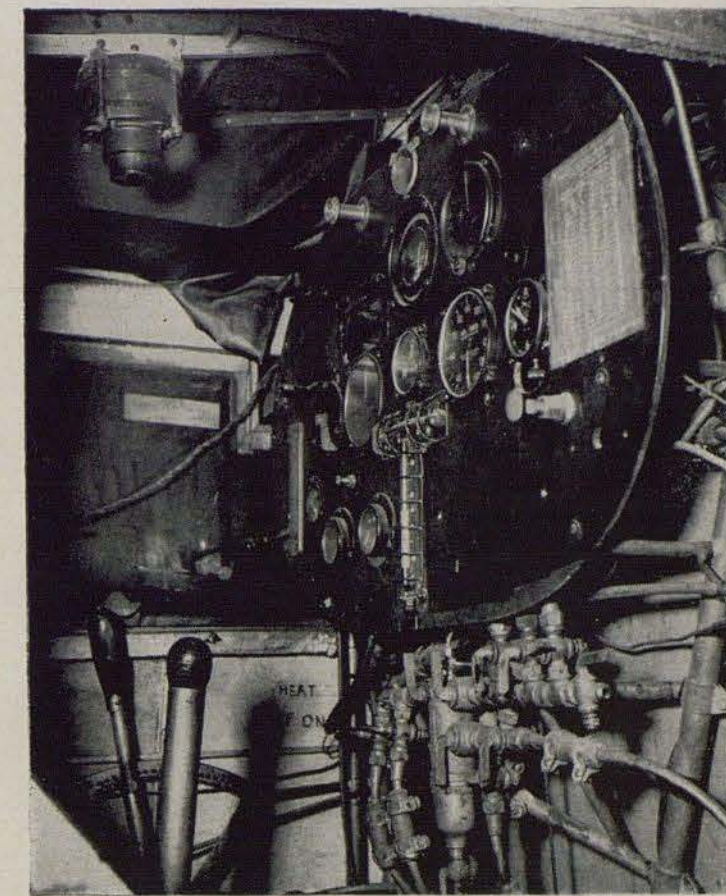
CHAMPAGNE ARE ROUTINE

boat trip. Last month the 11 lines began a new cut-rate coach service which charges \$486 for a New York-London round trip and seats the passengers five abreast—80, for instance, in the DC-6B. At the other end of the scale are the de luxe flights, like Pan American's *President Special* (New York-London round trip in season: \$711), which give lady passengers presents of orchids and perfume, and serve champagne and liqueurs with meals prepared by Maxim's in Paris. On the *Special*, waited on by five cabin attendants, a passenger can stretch his legs, for on these flights the Stratocruiser carries only 51 passengers. Pan American, like TWA, has a standard flight, priced between the de luxe and the coach, and on this the Stratocruiser seats 60.

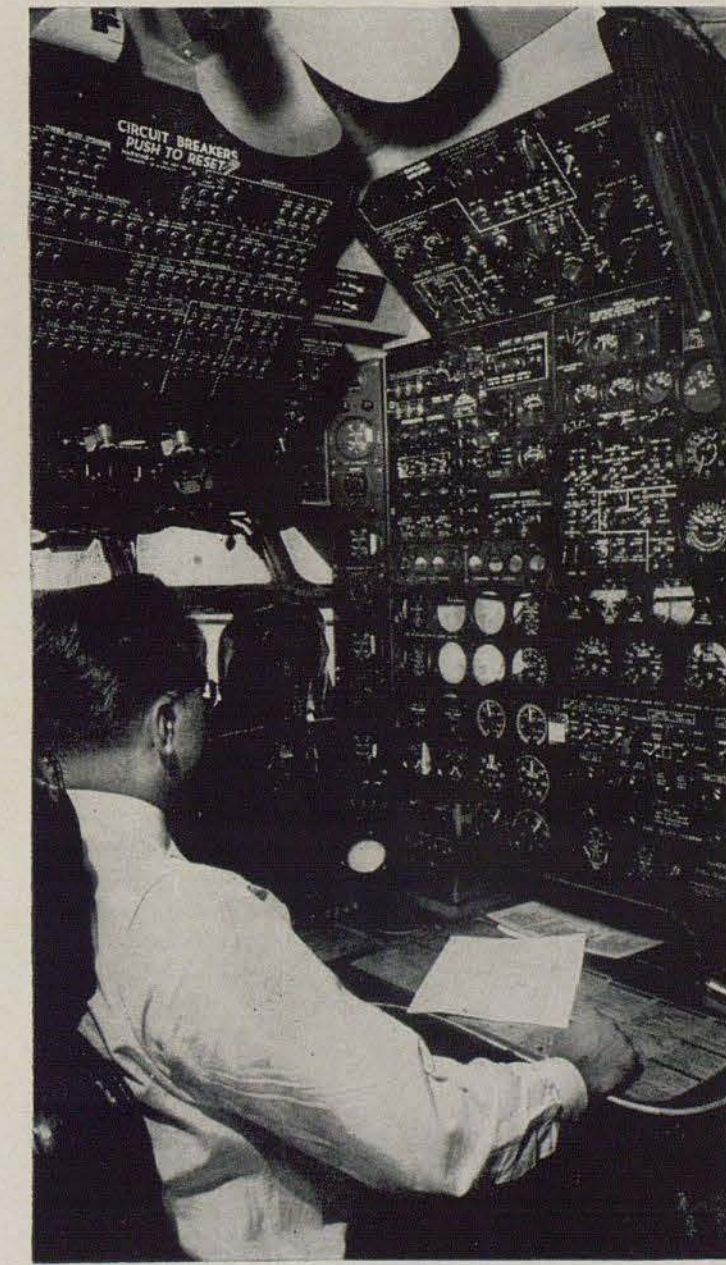
panel contains flight instruments and a simplified set of engine instruments. Man at left is a Pan American check pilot who keeps eye on all crew's procedure.

This spring Pan American was confident enough of its coach flights to place a record order for 21 more Douglas DC-6Bs at over \$1 million apiece, which will give its international system by far the biggest fleet in the world. TWA is also expanding its system to the tune of 10 new 64-passenger Lockheed Super-Constellations.

Nowadays, while the passengers loll in the back, the six-man Stratocruiser flight crew works at ease up front with 11 radios, Loran and radar to guide it. Much of the actual flying is done by automatic pilot, and instead of wondering whether or not they will make the coast, the fliers seek out the invisible pressure areas over the sea, using their knowledge of the ocean's tricks to find fair weather and a tail wind home.



LINDBERGH'S COCKPIT in the *Spirit of St. Louis* was fairly roomy. He carried three compasses, two on the panel and one on the floor between his feet.



MODERN PANEL of a Stratocruiser engineer has more than 50 instruments. Besides checking engines, he keeps passenger cabin at comfortable pressure.



HATS from London for New York department store are checked in by a customs inspector at Idlewild.

EVEN EAGLES ARE FREIGHT

Back around 1910, the story goes, a Cleveland haberdasher thought up the idea of the first air freight. He had a crate of neckties to get to Detroit in a hurry, so he hired a plane and rode beside the pilot with the neckties in his lap. Compared to the present passenger business, air freight over the Atlantic is in an equally formative stage. The scheduled lines carry freight along with their passengers and in 1951 the total was hardly enough to fill one self-respecting tramp steamer. But business has quadrupled since the war. Seaboard & Western, a nonscheduled freight airline which is the biggest transatlantic all-freight carrier, has crossed the ocean 1,488 times in the last five years, built its fleet from one to eight DC-4s and has five new Super-Constellations on order.

Like the man with the neckties, most users of air freight have a special reason for wanting delivery fast, and in addition to their regular flow of freight the planes end up with all sorts of odds and ends. Sometimes there are hats or dresses to rush west from a Paris showing. Often there are race horses to ship across quickly lest their muscles stiffen up—one made the flying trip three times in five weeks. Once in a while there are emergencies; not long ago a ship in Italy damaged its rudder and Seaboard flew a seven-ton assembly across to patch it up. Currently an important item in westbound freight is the dog. GIs in Germany are using the air age to ship pets back to their families at home.



GOLDEN EAGLE that performed in movie *Valley of the Eagles* arrives from Germany for his premiere.



WESTBOUND FREIGHT is dollied up to Seaboard & Western plane at Frankfurt, Germany for shipment to the U.S. via Iceland and Gander. The DC-4, hauling seven tons, reached New York in 24 hours.

ment to the U.S. via Iceland and Gander. The DC-4, hauling seven tons, reached New York in 24 hours.



WESTERN TERMINAL for most of passengers and freight is Idlewild airport (above). New York had

one customs inspector for air passengers in 1939 and now Idlewild alone has 40 with 35 more for freight.



BABY ELEPHANTS for a Brooklyn zoo made up one cargo of tropical animals hauled by Seaboard & Western. There were six of them and they weighed 1,500

pounds apiece. Seaboard picked them up in Bangkok and flew them to the U.S. for \$2,500 each. They went by air as it was safer, healthwise, than a long boat ride.

Capitalist on the Loose

HE ARGUES WITH COMMISSAR, HAS TROUBLE OVER A STALIN MUSTACHE

by OLIVER VICKERY

MY spring vacation in Moscow started when I saw an item in the papers about an International Economic Conference which the Russians were planning to hold. They had, I read, invited Charles Wilson of General Motors, Marshall Field and Banker James Warburg, but not Oliver Vickery, president of the Ferro-Bet Co. of San Francisco, which makes an excellent rust preventer. I hastened to rectify this Soviet oversight by a letter to the Russian Embassy in Washington stating that I might be available, if invited—and should I take dinner clothes? I got back a letter asking me right over to Moscow. Dinner clothes, they told me, were "an Anglo-Saxon custom" and were not worn in Russia for international conferences. Next I latched onto a rare possession: a one-month visa to the U.S.S.R., no strings attached.

I was quite aware of the fact that the U.S. State Department had denounced the conference as a new variation of the old Red "peace" theme and as an attempt to pierce the West's economic front against Communism. But I decided to go anyway. I had three reasons: to sell a little free enterprise, American brand; to take some pictures; and for the ride. After all it isn't every day you get a chance to spend three weeks in Russia. I did just about anything I pleased, including taking 1,000 feet of movies. I did it by assuming the invincible attitude: "By golly, I'm an American—when in Moscow do as the Americans do!" They really had the big Red propaganda carpet out for this one, and I figured they wouldn't want to get any lint on it. Also they looked on me as a character. According to my interpreter, I became known all over Moscow as "the man with the camera and the beret"—a kind of headgear I favor only in foreign countries, being a Republican, a Mason and an American Legionnaire.

I managed to free-load most of the way, but the trip still cost me \$5,000. Just the same, it was worth every ruble of it. I paid my own way to Vienna and VIP'd on a Soviet plane from there to Moscow airport, where I landed on the cold day of March 30. I had hardly stepped out of the plane before I heard a loud voice calling, "Mr. Vickery! Mr. Vickery!" Up marched a middle-aged, fur-capped Russian who

introduced himself as Mr. Makariev. "I am an English teacher at the Polytechnic School and am your interpreter henceforward," he said. "A limousine is awaiting you. Say, that suitcase you have is really the cat's whiskers!" He was a real 23-skiddoo character, that Makariev. Like all language teachers he was always collecting slang terms, even though it was not easy for him to tell which ones were out of date. He turned out to be a nice guy though.

With another Russian who was never introduced to me, Makariev and I got in the back seat of a shiny new ZIM—the Russian copy of a Packard—with a liveried chauffeur on the other side of the glass partition. As we rolled off, Makariev asked pleasantly:

"Is this the first time you've been in Moscow?"

I said, "Yes."

"Well," he said, "it's our aim to make you happy and to let you see as much as you want to see."

"My friend," I beamed, "I'm in the mood to take you up on that." I patted my shoulder. "I brought my movie camera along."

It was a 16-mm Bell & Howell I had bought three hours before leaving for Moscow. Makariev glanced at the camera but didn't say anything.

We had about a 35-mile ride before we slid up in front of the brand-new Sovetskaya Hotel, a fancy marble affair just opened in time to accommodate the 450 conference delegates from 46 nations. Brother, what a sight! About 300 sightseers were waiting to see us delegates arrive. I shifted my two-for-a-quarter cigar to the left side of my mouth, cocked my beret and emerged to the bows of a doorman dressed like a fleet admiral. Inside I got registered in by a girl room clerk, with Makariev giving her the word to speed it up, kid, because I had just passed the intelligence that I had a cold. She gave me a free meal ticket for four meals a day—four!—and we heisted up to my room on the third floor. The bellhop flung open the door and I swaggered inside.

By golly!

"Well, Mr. Vickery, how do you like it?" This came from the other Russian who had come with us from the airport; it was the first time

in Moscow

AND SELLS SOME FREE ENTERPRISE

I knew he had a voice. "If you don't like it, we'll give you something else," he added.

It was a three-room suite: a huge living room with a radio-TV set and an upright piano; a bedroom with outsized twin beds pushed together, luscious tapestries and a balcony; a library with leather upholstery, two telephones, writing desk, quill pens and two kinds of ink, black and red.

"Like it!" I said, and took a pull on my cigar. "Man, I never had it so good!"

"Thank you," the other Russian glowed. "My duties have concluded themselves." He bowed and left. He was a protocol officer, I found out later—a real specialist.

I spent the next five minutes finding my way around in the suite. I turned on the TV set. It didn't work, but I decided not to complain to the management. After all, there was the piano.

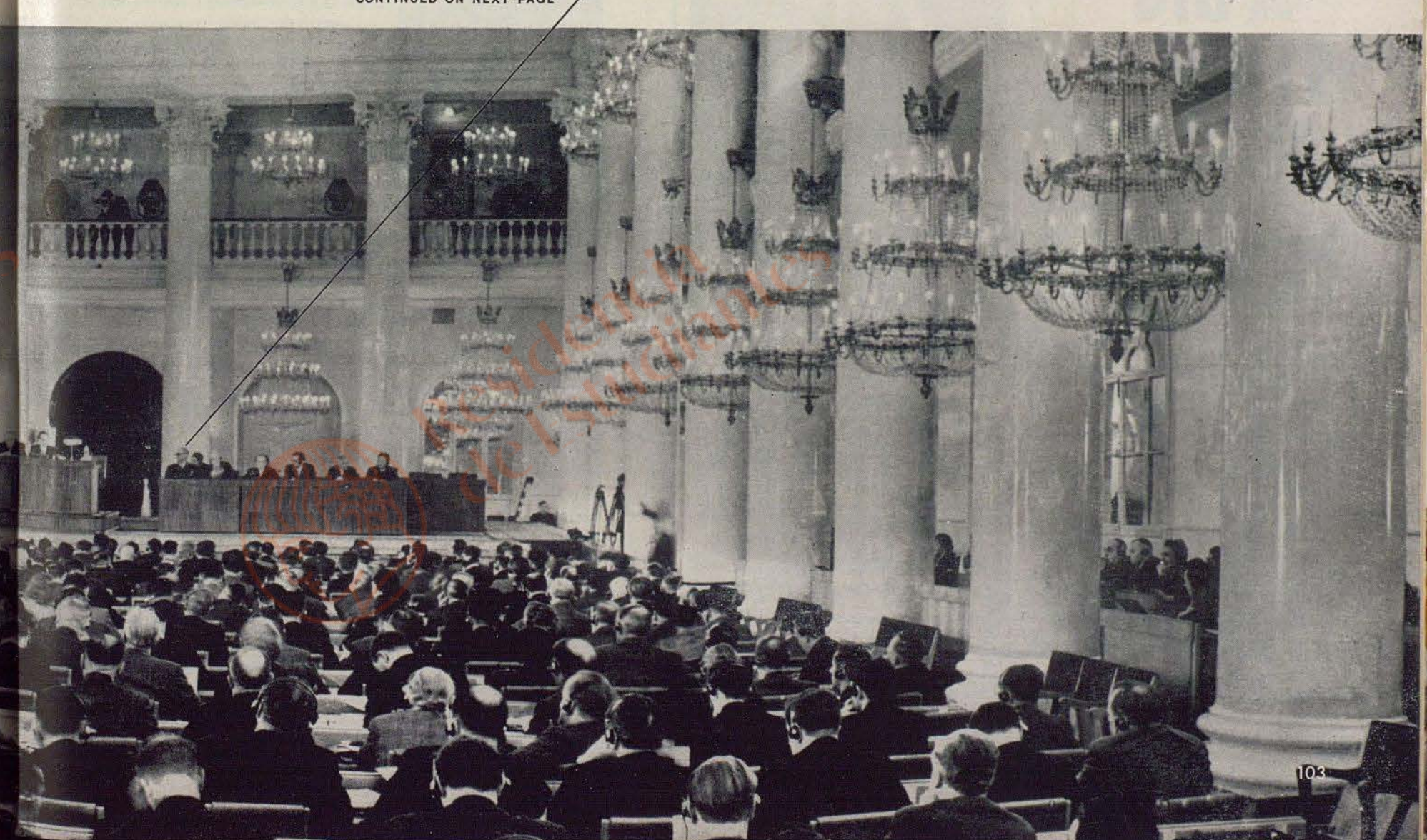
With this cold of mine there was nothing to do but undress and get to bed, which I did while Makariev fetched me a doctor. She was a six-foot 200-pounder and took my temperature rectally, which I suppose is the way they do it in Russia. She was trailed by a tiny nurse in white carrying a medicine chest almost as big as herself. They batted me down with pills and a basin by my bed, so I could gargle without getting up. Next morning it was tea, a slice of lemon and a sweet roll; at noon, two oranges, ham and eggs, caviar and warm milk. I spent the day in bed holding court for a flock of conference big shots who dropped in to pay their respects, including Dr. Oscar Lange, the former Polish ambassador to the U.S.; he was now professor of the Higher School of Planning and Statistics in Warsaw and one of the directors of the conference.

By the next day I felt better. The conference didn't kick off until April 3, so I decided to do some sightseeing and photographic exploration. A chauffeured ZIM awaited the lifting of my little finger. In fact, there was a whole parking lot of them for the delegates in front of the hotel. I hadn't been rubbernecking around town long before the business of my camera came up. I was all ready for it.



"THE MAN WITH THE CAMERA" looked like this when he was roaming all over Moscow between sessions of the conference. Vickery is 55 and unmarried, has worked for International Harvester and has been a vice president of The Bank of United States. He is known as a quixotic but very successful salesman. Ferro-Bet, which he heads, is a small firm which manufactures a rust preventer.

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ZIMS FOR VIPS wait outside Sovietskaya Hotel. The pastel-colored Packardlike autos took visitors wherever they wanted to go. Sovietskaya, where

AMERICAN IN MOSCOW CONTINUED

"Why, if you were in New York, Chicago or San Francisco," I told Makariyev, "you could take all the pictures you wanted."

"Maybe so," the English teacher said stoically. "But I'll have to get permission from the higher authority."

This turned out to be M. V. Nesterov, a real big shot. He is president of the U.S.S.R. Chamber of Commerce (they have one too).

"You know, Mr. Nesterov," I said confidentially, "Americans told me I couldn't take pictures in Moscow. I want to prove they're wrong."

Nesterov finally agreed. Most of the other delegates were hopping mad with themselves for not thinking to bring cameras; they just assumed there wasn't a chance they'd get to use them.

Starting April 2, we went to ballet or opera every night at the Bolshoi Theater. It was tops. Thirty toe dancers. Eighty musicians. Caviar sandwiches and "sweetwater" (that's pop) at intermission. Box seats or the front three rows. All for free.

Outside, my chauffeur and the limousine waited four hours—just for me—until the ballet was over.

It was at the ballet that I gave Makariyev a couple more items for his language collection, one of which he appreciated and one of which he didn't.

One night everyone was yelling "Bravo!" after a number. I topped them with "Muchísimo Bravo!" Makariyev was very interested, and I told him what it meant. Several people around us were listening.

"Or," I said, beaming, "you could even top that with: Generalissimo Muchísimo Bravo!"

Makariyev's smile faded and he hissed, "Sh-h-h-h."

On April 4 I made my big speech in the Hall of Columns. You weren't supposed to bring up ideology at the conference, which was ticketed for a sweetness and light feast, but there, just two blocks from the Kremlin, I told them, "I believe in the system of free enterprise, which inspires and promotes individual initiative, produces and distributes consumer goods more equitably than any other economic system."

I said a few more things in favor of free enterprise, and I was flabbergasted when I got a big round of applause at the end of my speech. They told me it was unprecedented that I wasn't tongue-whipped. Instead I was one of only 18 delegates elected to the high presidium. Me, Oliver Vickery of Ferro-Bet, a member of a high presidium! Of course Pravda's editors distorted the speech when they quoted it, though.

One morning there arrived in my suite a big carton of cigars with a card: "Compliments of the VOKS Society." I didn't know the VOKS Society from Joe Blowski. I'd hardly had time to open the box when the phone buzzed.

delegates stayed, is brand new, has mostly big suites, bilingual help and is the showcase of Russian hostelry. Its clientele is carefully restricted to foreigners.

"Hello! Mr. Vickery? I represent the VOKS Society. How are you getting along? How do you like your stay? Do you like the hotel? Is everything all right? Are you happy? Did you get the cigars we sent? I'm having my secretary arrange seats tonight for the opera at the Bolshoi Theater. I'll meet you at seven. Don't eat much dinner. After the opera I'm taking you to the best Georgian restaurant in all Moscow. Real Russian shishkebab!"

At 7 a man showed up, said he was from VOKS and that he used to be Molotov's interpreter at the U.N. He dismissed Makariyev and took me to the opera. Then off to the restaurant, where the waiters bowed us in and we had some fragrant shishkebab, complete with wines, vodkas, liqueurs and Georgian dancers. When I got back to the hotel at 2:30 a.m., the best shishkebab I'd ever had was practically coming out of my ears. But I still didn't know what VOKS was.

Next morning a box of cigars arrived: "Compliments VOKS Society." I was glad to see the cigars, which I couldn't say for the cigars. Next day my shishkebab friend rang up: "You happy, Mr. Vickery?" It seemed as if everyone in Moscow was asking me if I was happy.

"I'm highly happy," I said. "Nice cigars you people put out."

"Thank you, sir! You know what VOKS is?"

"Don't have the slightest idea, sir."

"VOKS," said he, "is the Russian cultural organization. You must meet vice president of VOKS!"

"Anything you say!"

Next day he picked me up and we whipped over to the Moscow Hotel, one block from the Kremlin, and up to the veep's suite. A butler relieved me of my coat and beret, and we passed through two rooms into the living room. The vice president of the VOKS Society was clean-shaven and blond, and looked at me with sharp blue eyes. He was six feet tall, and he had a platform behind his desk that was a step higher than the floor. We all sat down. The veep said something in Russian and my shishkebab friend said, "Mister Vice President wants to know if you're happy?"

By golly! I thought. Do I look unhappy or something?

"You tell Mister Vice President that I'm very happy," I said just a little grimly.

The veep said something and the shishkebab comrade said, "Mister Vice President asks if you are enjoying your stay in Moscow."

"You tell Mister Vice President," I said, looking up at him on his throne, "that I'm amazed. Your hospitality has exceeded all my expectations."

The interpreter shifted a bit in his chair and translated something: "Mister Vice President said he heard your speech. While he did not agree with all you said, he was impressed with the thought that the conference could be the nucleus for better U.S.-U.S.S.R. relations."

The interpreter paused, and I was still thinking up a polite answer when I was startled to hear him say, "One, Mister Vice President wants to know why the U.S. declared a trick peace with Japan without consulting Russia?"

I started to answer that, but he went on: "Two, Mister Vice President wants to know why are Americans interfering in the Korean

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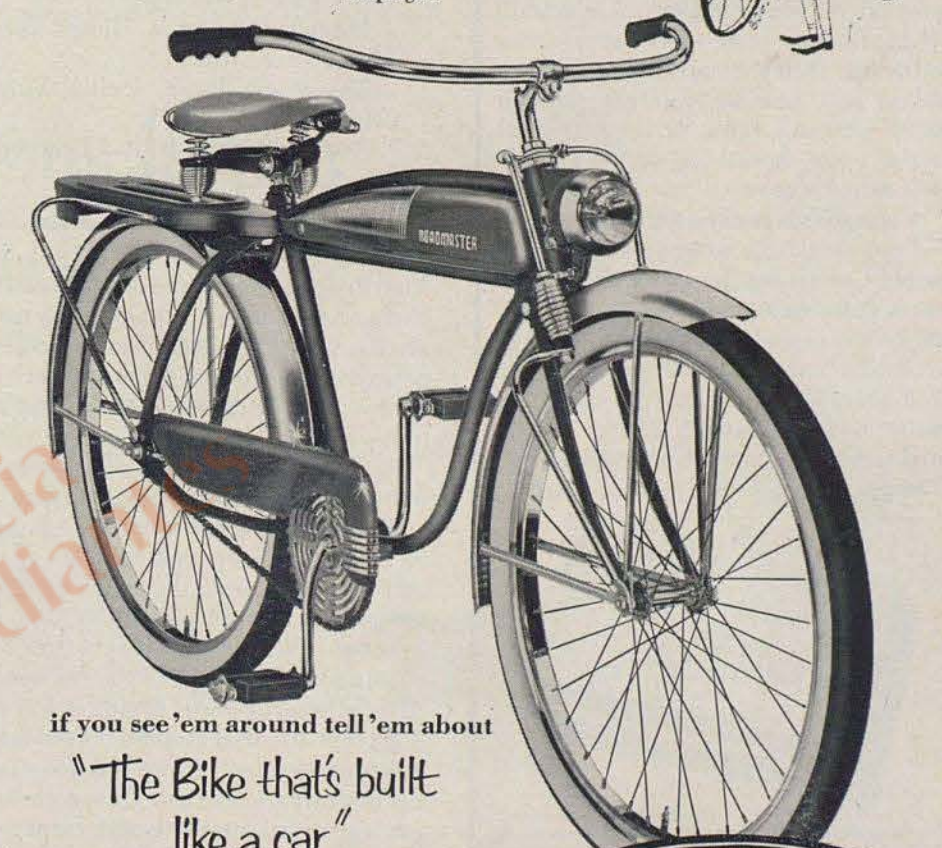
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AMERICAN IN MOSCOW CONTINUED

civil war, which is like the U.S. civil war? Three, Mister Vice President wants to know why the U.S. is interfering in China? Four, Mister Vice President wants to know why U.S. is stirring up trouble in Iran? Five, Mister Vice President wants to know why is U.S. building an airport ring around Russia? Six, Mister Vice President wants to know why U.S. is interfering in Germany? Seven, Mister Vice President wants to know, do Americans think they can bribe European countries with financial aid? Eight, Mister Vice President wants to know what U.S. is doing in Europe anyway. Nine, Mister Vice President wants to know when this American interference all over the world is going to stop? Ten, Mister Vice President wants to drink to your health."

While the interpreter caught his breath, Mr. Vice President reached into his desk for a bottle of vodka and two small glasses. But by this time I heard myself talking: "One, you tell Mister Vice President Americans are a very proud people. Two, you tell Mister

TWELVE OTHER AMERICANS WENT

Of the 200 people invited from the U.S., 12 besides Vickery actually attended. They were:

EDMUND VON HENKE, president, American Electrical Fusion Co., Chicago. Mr. von Henke, who is in his 60s, took along his 25-year-old wife.

CARL SULLIVAN, Sullivan Construction Co., Santa Rosa, Calif., and Progressive party candidate for Congress.

A. WILFRED MAY, of the *Commercial and Financial Chronicle*, a Wall Street newspaper.

HAROLD R. STERN, of the Lush Cotton Products Co., Philadelphia, which imports about \$2 million worth of cotton linters from Russia annually. Stern's boss, S. Beryl Lush, gave up plans to go when the State Department warned him it was a propaganda device. Stern "resigned" from the company before going to the conference.

ALICE RUBENBERG, of the Rubenberg Silk Co., New York City.

CHARLES MAYBRAY, United Packing House Workers of America, C.I.O.

ARTHUR DEUTSCH, Typographical Union, A.F. of L.

CHESTER PARRINI, International Hod Carriers, Building and Common Laborers' Union of America, A.F. of L.

EDWARD GIBBS, United Brotherhood of Carpenters and Joiners, A.F. of L.

MORRIS SILVERMAN, United Brotherhood of Carpenters and Joiners, A.F. of L.

THEODORE BOSAK, United Furniture Workers of America, C.I.O.

ROBERT GEDDIS, United Brotherhood of Carpenters and Joiners, A.F. of L.

Vice President America is a free country of 48 states where you can come and go as you please and is not a police state. Three, you tell Mister Vice President that someone once said the earth was a lunatic asylum for the solar system and he must have meant Soviet Russia. ... Then, you tell Mister Vice President I'd like to drink to his health."

And that is what we did. Bottoms up. With vodka. Then we went into the dining room and had a duck dinner.

Whenever the conference sessions weren't going on I put the time to advantage just making trips around Moscow. The only group trip I went on with the other delegates was to the Kremlin, where we saw the Politburo meeting room and the chair where Stalin sits. I thought: Well, here's where they decide it all, here's where they'll decide whether we have the big war or not; right there in that one chair is where he will decide it.

Except for that junket, I free-lanced it. I'd get up early in the morning and stroll around Moscow for a couple of hours photographing anything I wanted. I even took pictures of their slums; there was a section, complete with tarpaper roofs, outdoor toilets and the like, practically around the corner from our swank hotel. Usually Makariev went along, but often it was just the chauffeur and me. The chauffeur, not being a big shot, would get a little emotional when I took pictures. The car windows had buttons you pressed to make them go up and down. Once we were cruising along in the ZIM and I pressed the button to unroll the window for a spot of picture-taking. I was about to lean out when—whing!—the window rolled back up. I jumped. Then I saw the chauffeur looking at

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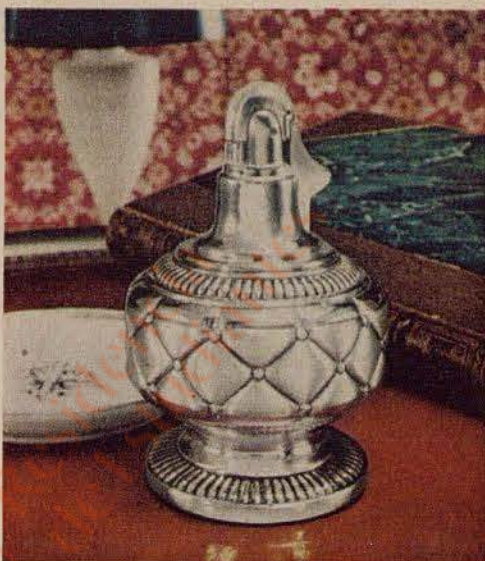
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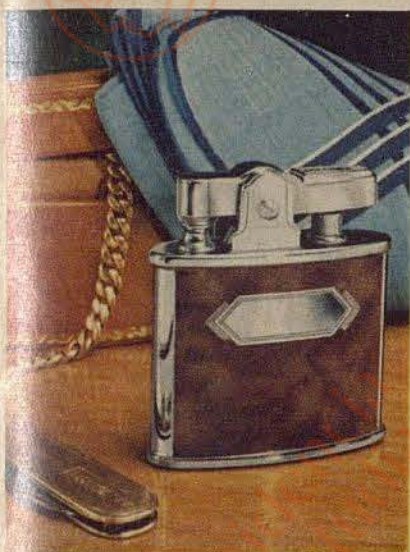
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(Center) **RONSON PRINCESS**. Dainty lighter for a lady's purse. Glow enamel finish. \$6.95.
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MOSCOW SLUMS, with broken-down buildings and Russian kids playing in the muddy streets, made a subject for Vickery's camera on one of his tours.

AMERICAN IN MOSCOW CONTINUED

me twitchingly in the rear-view mirror. He had a button up front to operate the back-seat windows. I pressed mine again—down went the window. He pressed his again—up went the window. This went on for quite a while. I thought of mentioning to the chauffeur that it was right out of the Marx Brothers but quickly decided he would probably think I was making fun of the great Karl.

There were only two things apparently forbidden to my camera: soldiers and factories. Makariev always accompanied me to the factories, including a textile plant and the enormous Stalin car factory in Moscow. At the Stalin plant the superintendent showed me around personally, and I saw some machinery—I think it was pre-war—marked "manufactured in Erie, Pa." A truck like the kind you see in the pictures of North Korea was coming off the assembly line every 15 minutes. Women were doing most of the work, even the heavy work like turning over big steel bars. It looked as if about 60% of the work in Russia was being done by women. I guess that's because so many of the men are in uniform; I estimated one out of 10 persons I saw was in uniform.

On a Sunday I arranged through Lange to visit a church. It was the most crowded church I've ever been in. There were no pews, but there must have been 2,000 people standing, jammed into every inch of space.

Everywhere I went, when people found out I was American they'd come up and say, "My hotim mira" ("We want peace"). I knew Makariev wasn't giving me a line when he kept saying it, because everyone greeted me with the same phrase each time. I went in a department store and a clerk said to me, "My hotim mira." I got it everywhere like a chant.

I like talking to people and I struck up a conversation with the manicurist in the hotel downstairs while she trimmed my nails. She was a streamlined sister, about 28 and blond.

"A nice-looking girl like you," I said, "why aren't you in the Bolshoi Theater?"

"I was for two years," she said. I don't know whether this is an international party line with manicurists or not. "Then they decided I could cut fingernails better than dance steps," she said. "You an American delegate?"

I said yes, and then came the old refrain, which I suppose the people meant even if it sounded like a drumbeat: "We want peace."

"Listen, honey," I said, "I want peace, too. But I want more than that. I want security with it."

"Do you want some sweet-smelling oils?"

"What?"

"On your fingernails—some sweet-smelling oils."

"Leave 'em dry," I said.

Still she painted my nails pale pink. I paid my two rubles and four kopeks—she refused a tip—then I went in and got a haircut. In Moscow you can't get your nails and hair cut at the same time.

The barber started in cutting and I said, to start the conversation, "I'm an American delegate."

He stopped cutting. "Excuse," he said, very politely. "We are not allowed to talk while doing work."

There being nothing more annoying to me than loose-lipped barbers, I decided this was one Russian custom I'd be enchanted to carry back to America. He was also the first barber I've ever known to refuse a tip.

We had a pretty good social life at the hotel. After the ballet or

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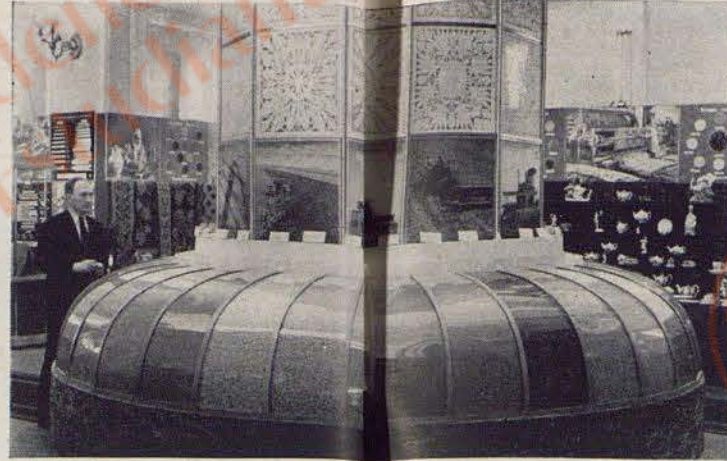
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THE WORLD OVER



RUSSIANS SHOW OFF their products at a trade fair in connection with the conference. Among exhibits: a ZIS-110 auto (left), being tested for size



AMERICAN IN MOSCOW CONTINUED

opera was over, usually about midnight, we delegates would come back in a convoy of ZIMs to the hotel, which had food, drinks and dancing until 3 a.m. The orchestra played a lot of American music, including *The Missouri Waltz*, and once I danced with the wife of a Russian delegate to the strains of *Old Smoky*.

Sometimes another American delegate would come down to my suite and play the piano and we'd order up some Russian chow. We were entitled, as I said, to four meals a day: breakfast of two oranges, caviar, ham and eggs, potatoes, toast, coffee, jam; dinner from noon to 3, with a 20-page bill of fare ranging from pheasant to smoked sturgeon; tea from 4 to 6, with tea, cakes, caviar and toast; supper from 8 to 3 a.m., with steak, chops, ducks or anything from the 20-page menu. The waiter would tear off a coupon for each meal. Lots of times we'd only eaten two meals the day before, leaving six for today if we wanted it. So we'd order up a feast of duck, pheasant, caviar, smoked sturgeon—the works—making the coupons fly. The waiter would come in staggering under the tray and my friend and I would sit over our feast putting on the dog.

"You know," I'd say, "this beats Atlantic City!"
 "Brother, you said it."

Trouble over a mustache

I LIKE a gag as much as the next fellow, but one day I carried it a shade too far. Just before I left the States I'd gone with some friends to the Gay Nineties, a nightclub in San Francisco. Now, in my suite in Moscow, I discovered I still had in my pocket one of those cardboard black handlebar mustaches they give out at the Gay Nineties. While I was waiting for my breakfast to be sent up I put the mustache on and started parading around the suite in my dressing robe, stroking the mustache, looking at myself in the mirror and saying things like:

"Boy, I never had it so good! Meals served in your room! Pardon me—suite! Three-room suite. Block-long limousines! Uniformed chauffeurs! Could this be Russia!"

At that moment the door opened and the waiter came in. He spotted my cardboard mustache and almost dropped his tray. Without a word, he served the breakfast and left.

An hour and a half later a stranger came up to my suite. "Hello, Mr. Vickery," he said, with a friendly smile. "Are you happy? Do you like living here?"

"Fine!" I said. "Couldn't be better."
 He hemmed around and then asked, "Mr. Vickery, you do not like our Generalissimo Stalin?"

"Why, sir, I've never met the gentleman," I said. "Nothing I'd like better than an introduction. Could you arrange it?"
 "Mr. Vickery," the man said, "You wear a funny mustache, making fun of the Generalissimo."

Then I got it. Actually the mustache does look a little like the Generalissimo's. I hurriedly explained that the subversive item in question was from a nightclub in San Francisco and showed him the printing on the back. He seemed satisfied. But he confiscated the mustache.

I had one other run-in with this same man. The day after my speech at the conference I got a cablegram from the Commonwealth Club in San Francisco inviting me to speak there when I got back. It was addressed: "Colonel Oliver Vickery." My eagles are strictly the Kentucky kind. But my Russian friend of the mustache



by British M.P. Samuel S. Silverman; cereals and vegetables in a fancy showcase (center); and the newest in Russian heaters (at top, right) and gas ranges.

incident had no way of knowing this, so he arrived in my suite right after the cablegram.

"Mr. Vickery," he said, "are you a colonel in the United States Army?"

"Suh," I said, "I am a colonel—but not a fightin' colonel."

That didn't seem to clear it up for him, so I had to explain the whole system of Kentucky colonels. "It is an affectionate title. It is symbolic of the old South. It expresses hospitality and goodwill. It is not a military title, although there were times, I suppose, in the old days. . . ."

I really didn't want them to think I was trying to deceive them, or to think that I was an Army colonel in Ferro-Bet's clothing. My visitor finally seemed convinced by my explanation, though I suggested he ask the Soviet Embassy in Washington to wire the governor of Kentucky to verify the difference between Kentucky colonels and fighting colonels. I don't know whether he did or not, but I heard no more about the incident.

The only other trouble of any kind I had on my Moscow swing was when I started sending "Having wonderful time" cablegrams back to the U.S. and ending them: "Uncle Joe sends regards." One day the telegraph girl asked me, "Is that a courteous way to refer to the head of a state?"

"Of course!" I exclaimed jovially. "Haven't you heard of Uncle Sam?" That stopped her.

I am at heart and by training a salesman. I find myself practicing it by habit even when I'm pretty sure it won't get anywhere. So I was naturally interested when my hosts started talking about how big an order they wanted to place with the U.S.

On April 5 Nesterov, the chamber of commerce president, made a speech saying Russia would like to do a billion and a quarter dollars' worth of business with the U.S. in the next three years. That night Nesterov threw a big blow for the delegates at the hotel. You could have slid across the room on caviar, duck and ham, or waded across in vodka. I had attracted quite a little attention with my April 4 speech including the part about my liking capitalism best, and I decided this party was a good time to attract a little more. Nesterov and I had talked about that big order, and he had brought around the deputy minister of trade to meet me. That night at the party he fetched over the High Commissioner of Purchase, I think his title was. Anyhow, it sounded like something out of Gilbert and Sullivan.

"What does Ferro-Bet mean?" the high commissioner said, referring to my company. "Ferro? A steel company perhaps?"

"Not at all," I said. "We stop rust."

The commissioner's eyes lit up and I turned on some of that old American salesmanship, thinking, just by habit, "Well, by golliess, here's a chance to sell a little rust preventer."

"Are you aware," I said, "that rust causes more damage than fire? And do you know that our rust preventer will keep submarines from rusting?"

The commissioner of purchase put down a slice of duck, left and was right back with a naval officer. The naval officer became extremely interested in my rust preventer.

"How much have you got of it?" he asked.

"Ten thousand tons," I said glibly. Actually my own office had only a half ton, but we had factories in Europe which had the rest, though it was committed.

"Can you ship it to us right away?" the naval officer asked.

There I hedged. "I'll have to talk it over with my government."

The naval officer left and came back with a man he introduced as a bigshot chemical man. He was munching on a caviar sandwich.

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STALINLIKE MUSTACHE got Vickery into trouble when he wore it in Moscow. It was confiscated, but for sentiment's sake he got another (above).

AMERICAN IN MOSCOW CONTINUED

"Do you have something like this?" I asked the chemical commissar. "Something where you just spray it on and rust won't form?" The chemical commissar almost choked on his caviar sandwich. "How's it made?" he asked ravenously. I wagged my finger. "Uh-huh, chief. No secrets."

The rest of the night my table was the most popular spot at the party. I had a secret formula to prevent rust! I didn't intend to give it to them, of course. I just wanted to see how far they would go.

Next day Nesterov and I had a confab. Outside the conference rooms were desks labeled "United Kingdom," "U.S.A." and so on, where Russians would meet with delegates from these

countries to talk orders. No American ever showed up at the "U.S.A." table, but after the session I cornered Nesterov in an anteroom and began: "You made a speech about wanting a billion and a quarter in trade with the U.S. Could I have that order?"

Nesterov got a cagey look. "What have you got?"

I got a cagey look. "What do you need?"

We tossed these phrases back and forth about six times, and then he gave me a list including electric generators, high-compression machinery, machine tools and so on, which he said they wanted for "peaceful construction." The list also included some pharmaceutical things like toothbrushes.



ALERT WAITER saw Vickery with the mustache, told on him.

"You know," Nesterov mused, "it might make Charles Wilson and the rest of them very envious and sorry they didn't come to the conference. I mean if you got the order. I tell you: you may have the order."

Naturally I didn't take this too seriously; I realized that the order was obviously for propaganda purposes—another chance for the Russians to complain about America's stingy trade restrictions. But I would play around with the proposition for fun. I cannot help being fascinated by a billion and a quarter dollars in orders. To me this was as big as the Federal Reserve System. So I made some notes on what Nesterov wanted. Soon after that Nan Han-chen, president of the People's Bank of China and Red China's chief delegate, tried to place an order with me: a mere hundred million dollars.

"By gollies, man," I told him, "do you expect me to fool around with chicken feed? The Russians are offering me a billion and a quarter dollars!"

Chen looked a little sad. "We need electric generators, compression machinery, lead and armored cable, telephone wire, pneumatic tubes... I don't suppose you would sell us rails and locomotives?"

"Chen, old man," I said, "I'd have to take it up with the proper authorities in Washington."

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"READY, DAD?" Doris Arnold took her hands away from her father's eyes, stepped around in front of his chair and swirled about in her shimmering satin wedding gown. Then she said, in a shy voice that was almost a whisper, "Do you like it?"

"Like it! I've never seen anything so beautiful, Doris!" Jeff Arnold glanced at his wife, still standing at the entrance to the living room, and then winked at Doris and added, "Except once."

Beth Arnold came in and sat on the arm of her husband's chair. "That's my Jeff," she said, "always tactful! But honestly, isn't it a dream? There are still a few things to be done to it, but it will be ready in plenty of time."

She reached over, smoothed out a small wrinkle in the dress and then said, "Doris and I were just talking about the old custom—you know, 'something old, something new, something borrowed, something blue'—and we ran into a snag. Doris is all set as far as everything else is concerned, but

we can't decide on what she should wear that's old. There's that brooch my grandmother left me, or those pearls of Mother's..."

"Or the old emerald ring Aunt Molly gave me when I graduated," Doris interrupted. "Or..."

Jeff Arnold rubbed his chin, looked up at his daughter and said, "Tell you what, Doris—I've got just the thing for you. I don't know quite how you'll manage to wear it, but it's something old, all right." He reached in his inside pocket and said, "Know what it is?"

Without waiting for an answer, Jeff pulled out his wallet, took a check from it and handed it to Doris. "Money. And with it my very best wishes..."

"Dad! Mother!" Doris cried. "What in the world... why, how... for goodness' sake..."

"Easy, Doris, easy," Jeff said, smiling up at her. "I know the size of the check surprises you. But

actually it's something that has been growing up with you for years and years and has always been intended for you.

"You see, right after you were born, Tom Barton, the New York Life agent, came to the house and advised me to take out some more insurance. Among other things, he suggested that I take an endowment policy so that no matter what might happen you'd always be sure to have enough money to go on to college when you grew up.

"Well, we managed to put you through college without touching the insurance, praise be, and when it matured a while ago we put the money aside as an extra wedding present for you." Jeff chuckled and said, "Anyway, I hope it will do for your 'something old'—because it's almost as old as you are!"

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Something Old



Naturally, names used in this story are fictitious.

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SIDETRIP TO PEKING was made by British and Brazilian manufacturers and a British union leader. Oliver Vickery turned down invitation to go along.

AMERICAN IN MOSCOW CONTINUED

I was surprised at his reply, which was an invitation to visit Peking. That's one invitation I declined, but I found out later that some British and Brazilian delegates accepted.

I'm always getting ideas. One idea I got while in Moscow was to free William Oatis, the Associated Press correspondent, and bring him back to the States. After all, Otakar Pohl, director-general of the Czechoslovak State Bank, was a fellow member of the high presidium. With Oatis in mind, I made it a point to get a little friendly with Pohl, and after a few days of this I cornered him in the hotel lobby.

"See here, Mr. Pohl," I said. "I know this economic conference means a lot to you. If you really want it to mean even more, why don't you free Oatis? Then America may start doing business with you. Mr. Pohl, people in America don't even know if Oatis is alive. If I went to Prague, could I see Oatis?"

Pohl stared at me. "I'll let you know later," he said crisply. That evening he surprised me by saying that it had all been arranged; I could see Oatis. I didn't have a Czech visa, so I hopped over to see our chargé d'affaires at the American Embassy. He asked our State Department in Washington. They said no. If I saw Oatis, the argument went, the Czechs would probably have him all dressed up nice and I'd get the impression they'd been giving him ice cream and cakes, and they'd use me for propaganda. Pohl went ahead anyhow and got me a visa through the Czech Embassy, but I thought it over and decided that in view of my own State Department's



HOSPITALITY RED CHINESE STYLE included a leisurely boat ride on Kunming Lake at the Summer Palace park near Peking. Economic conference

attitude I had better not go. I still think the State Department was wrong, and that it would have been better for me at least to get a look-see at Oatis. I don't know what the connection was, if any, but I noticed that the Czechs put Oatis in the same kind of showcase for a U.S. ambassador only three weeks later. My personal request for Oatis' release still stands, and I have just received a cable from Pohl, saying that it is being considered by the proper authorities. I'm not holding my breath until they release Oatis, though.

After the conference wound up April 12, I asked the Russians if I could make a trip to Leningrad, and they said okay. I visited an agricultural machinery factory there and a big art gallery full of Rembrandts, Van Dycks and the like. Also, for 55 rubles, I saw a place they called the "Vault of the Radiance," containing the loot—the crown jewels of the czars. I had to pay for my transportation to Leningrad, \$155 for an 800-mile railroad round trip, with me in the lower berth of a room and Makariev, paying his own way, in the upper. The room had no toilet, so whenever Makariev went to the washroom, I locked the door and took pictures of railroad cars on the sidings. I got about 100 feet of film this way. Unfortunately, coming back from Leningrad I forgot one day and left the door unlocked, and the woman porter caught me with my camera open. Makariev was a little peeved.

"Why did you do it?" he said in a hurt tone.

"Well!" I said, "I had permission."

"Not on railroads," he said.

Still, old Makariev stuck up for me when a police officer on the train came in and took away my camera. When we got to Moscow and went into the police office at the railroad station, there was a lot of talk until finally a colonel showed up and phoned Nesterov, who said it was okay for me to have my camera back. The police officer from the train, the colonel and two other police officers in the station were all very polite, but they declined my request when I asked, "Will you gentlemen all come outside and pose for me?"

I left Moscow for good then, by plane, making brief visits to Stalingrad, Yalta, Odessa and Minsk. Unfortunately I was out of film by this time. In Yalta I wanted to go swimming, but I still had that cold. I still do, as a matter of fact.

As soon as I got back to the States, I went to Washington and headed for the Russian desk at the State Department. I told them about the billion and a quarter dollars' order from old Nesterov. They asked me what items were included, and when I told them they said there *was* one part of it I could fill.

"What?" I asked.

"The toothbrushes," they said.

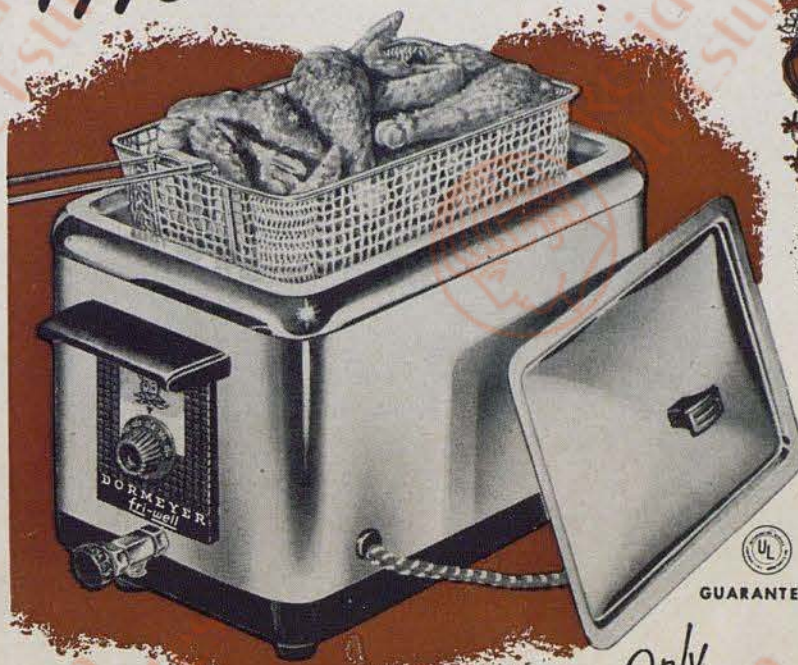
I am sending that word by cable to M. V. Nesterov, president of the U.S.S.R. Chamber of Commerce. I guess Charles Wilson and the rest of them won't be so envious of the president of Ferro-Bet after all, but even though the Russians will never know for sure, we still make a fine rust preventer.



delegates who accepted the invitation to visit China were given a carefully conducted tour of the "new People's Republic" by their Communist hosts.

FOR THOSE LUCKY
JUNE BRIDES

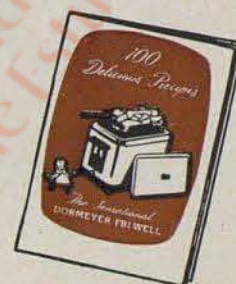
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GAY WARD WORKER FROM NEW ORLEANS DOES IMPROMPTU DANCE IN FRONT OF GOVERNOR'S HOTEL

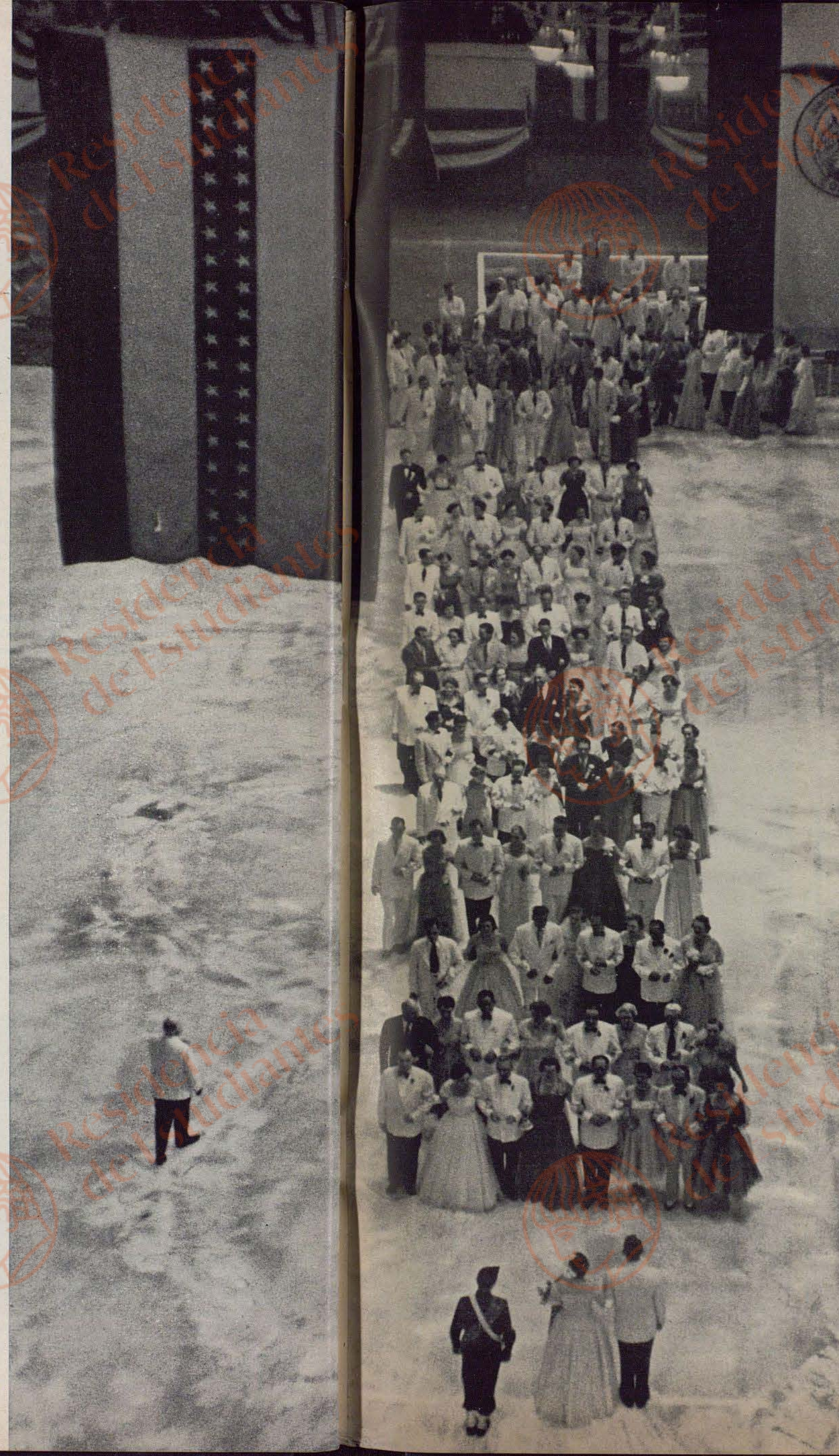
Life Goes to a New Governor's First Party

LOUISIANA CELEBRATES A LIVELY INAUGURATION

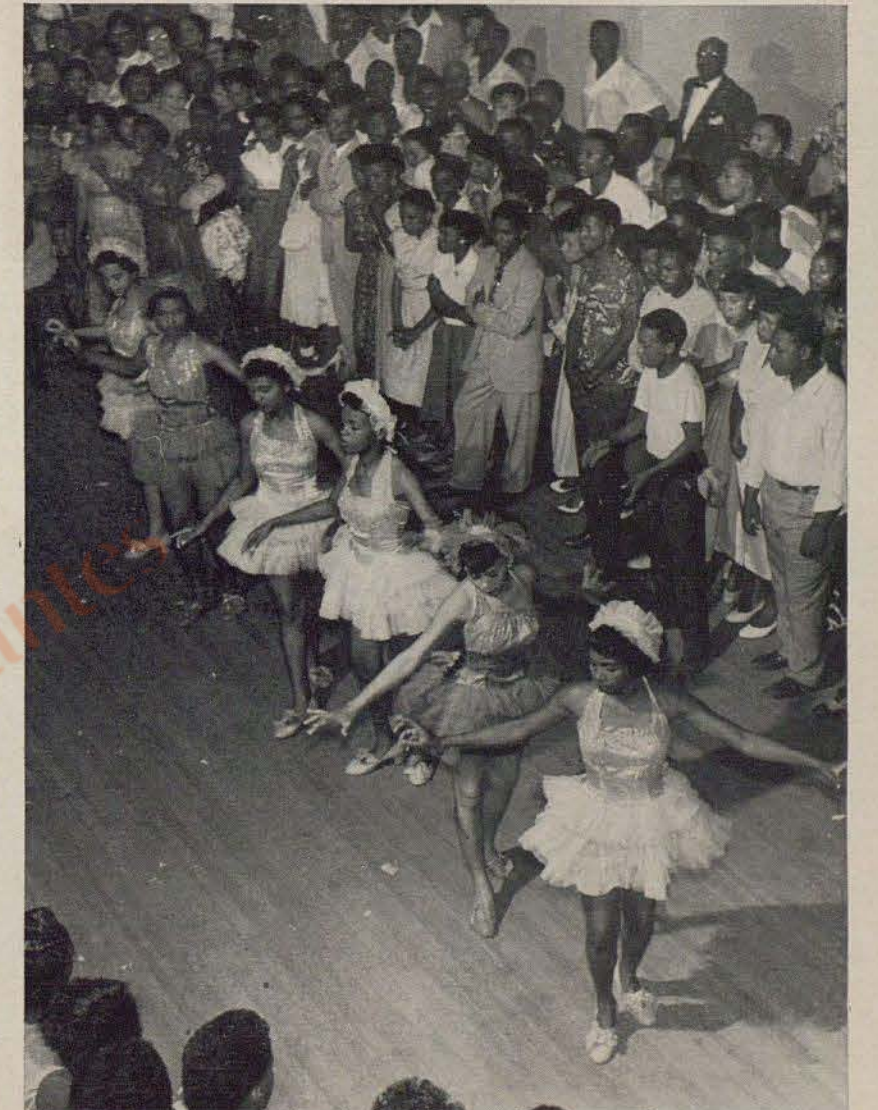
Baton Rouge, Louisiana's capital, was filled with gay bunting and thousands of out-of-towners—"country folks" from the bayous and red hills, "city folks" from New Orleans. They had come to inaugurate new Governor Bob Kennon, who had walloped the Long political machine this spring. Sulkily ignoring tradition, retiring Governor Earl Long, Huey's brother, had refused to ride in the inaugural parade and had come to his farm in the country. But nobody seemed to miss Earl or mind the muggy weather.

Enthusiastic Kennon supporters danced in

the streets and shouted rebel yells at him as he rode to the capitol to take the oath of office and review the parade of 91 bands and 40 floats. Fifteen different luncheons were held in his honor, the governor and his wife managing to get around to every one of them. There was an open house at the executive mansion and, finally, a grand ball in the coliseum. The ball came off with dignity and glamour (right) despite the cornmeal that had to be scattered over the floor to dry up the DDT that had been liberally sprayed to kill the mosquitoes in the building.



YOUNG ADMIRER, 8-year-old Mary Ann Hynes, gives bouquet of roses to governor and wife at ball. Kennon spent two full hours shaking hands with guests.



NEGRO SUPPORTERS of Kennon had segregated ball, complete with floor show, at the Temple Roof, a third-floor dance hall. The governor did not appear.



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Governor's Party CONTINUED



DRAPED ON FLOAT were shrimp net and girls dressed for warm weather. Barrels of ice water were placed along parade route for perspiring spectators.



ROOSTING ON STATUARY—a work called *The Pioneers*—youngsters got good view of parade from the capitol. Schools in state were closed for occasion.



TAKING A BREATH, majorette leans on fence of old state capitol. One casualty of day was drum major who fell doing flip in front of reviewing stand.

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- Hy-Da-Way Folding Fountain Syringe . . . \$4.50
- Thermorex Tablets, salt tablets that help prevent heat exhaustion, 100's . . . 35¢
- No. 6 Pine Oil Disinfectant, dilute with water for personal or household use, pint . . . 98¢
- Rexall Stork Nurser, 8-oz. bottle, nipple and protecting cap, complete . . . 3 for \$1.00

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- Rexall Gypsy Cream, soothing, greaseless lotion relieves sunburn, insect bites, etc., 8 oz., 59¢
- Rex-Seltzer, effervescent alkaliizer and pain-reliever, 25 tablets . . . 54¢
- Monacet APC Tablets, for pain relief, 100's, 69¢
- Rexall Toothache Drops, large size . . . 25¢
- Rexall Anapac, combines antihistamine with APC Compound for all-round relief from cold symptoms, bottle of 15 tablets . . . 49¢

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- Rexall Mercurochrome, with applicator, 1/2 oz., 25¢
- Rexall Tincture Iodine, with applicator, 1 oz., 29¢
- Rexall Reel-Roll Cotton, handy dispenser rolls out amount needed, rest stays clean . . . 43¢
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- Linen Ink Tablet, plain or ruled . . . 25¢

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- Rexall Klenzo Antiseptic, ruby-red, cinnamon-flavored mouthwash and gargle, pint . . . 79¢
- Rexall Mineral Oil, heavy body, non-fattening, non-habit-forming, full pint . . . 69¢
- Rexall Hygienic Powder, dissolves in water for use in spray, gargle, syringe, 6 oz., 65¢
- Rexall Foot Powder, relieves burning . . . 33¢
- Rexall Cascara Aromatic, fluid extract, 2 oz., 49¢
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THE GIRL WITH 31 HEADS

If Wilhelm Hüsgen of Munich, Germany had been anything but a sculptor, he might have settled for birthday snapshots of his daughter Doris. But when Doris was only 2½ months old, Hüsgen proudly put her baby face into a bas-relief (*lower right*), and every year since he has faithfully sculptured a new head of his daughter. In the picture above, they wind upward chronologically from the first to the 31st head—still in clay on Hüsgen's pedestal as Doris, an artist herself now, poses for her father.

Doris can remember posing each year since she was 4. At 8, she insisted

on holding her doll as she posed, but her father refused to permit it. "From an artistic point of view," he recalls, "the doll was simply impossible. It was a rag doll and had no profile." So subtle have been the changes in Doris' remarkably immobile face throughout the years that only occasional new hairdos seem to differentiate one head from the next. But her father is happy with his collection, and only Doris' stepmother actually dislikes the project. "The apartment is just too small to hold any more," she says. "Everywhere you turn, every closet you open, you see Doris."

Harpooning a Swordfish

CAN START A DEADLY DUEL

1 "He's all yours!" the fisherman yelled. A giant broadbill was straight ahead. In the 'pulpit' on the schooner's bowsprit, I aimed my harpoon and let fly. That's where the fun began," writes an American friend of Canadian Club. "When I first saw swordfish ships off the tip of Cape Breton Island, Nova Scotia, I was told swordfishing is a serious business. But it made exciting sport for me . . .



2 "Up in the cross-trees, I had to hang on for dear life as the mast swayed. But that lofty vigil paid off—a swordfish, and a big one! I raced down, grabbed the harpoon and let him have it. The swordfish, nailed by my lily-iron, lit out for blue water . . .

3 "It was half an hour before the keg that marked the end of the harpoon line stopped its crazy gyrations. But when we lowered a dory to boat our catch, we got a surprise. The scrappy broadbill wasn't through yet. A last-stand drive rammed his sword clear through the hull of the dory . . .

5 "My swordfish was no record-breaker, but it was still a lot of fish. Nothing else can touch Canadian Club's record—it's the favorite almost everywhere I go."

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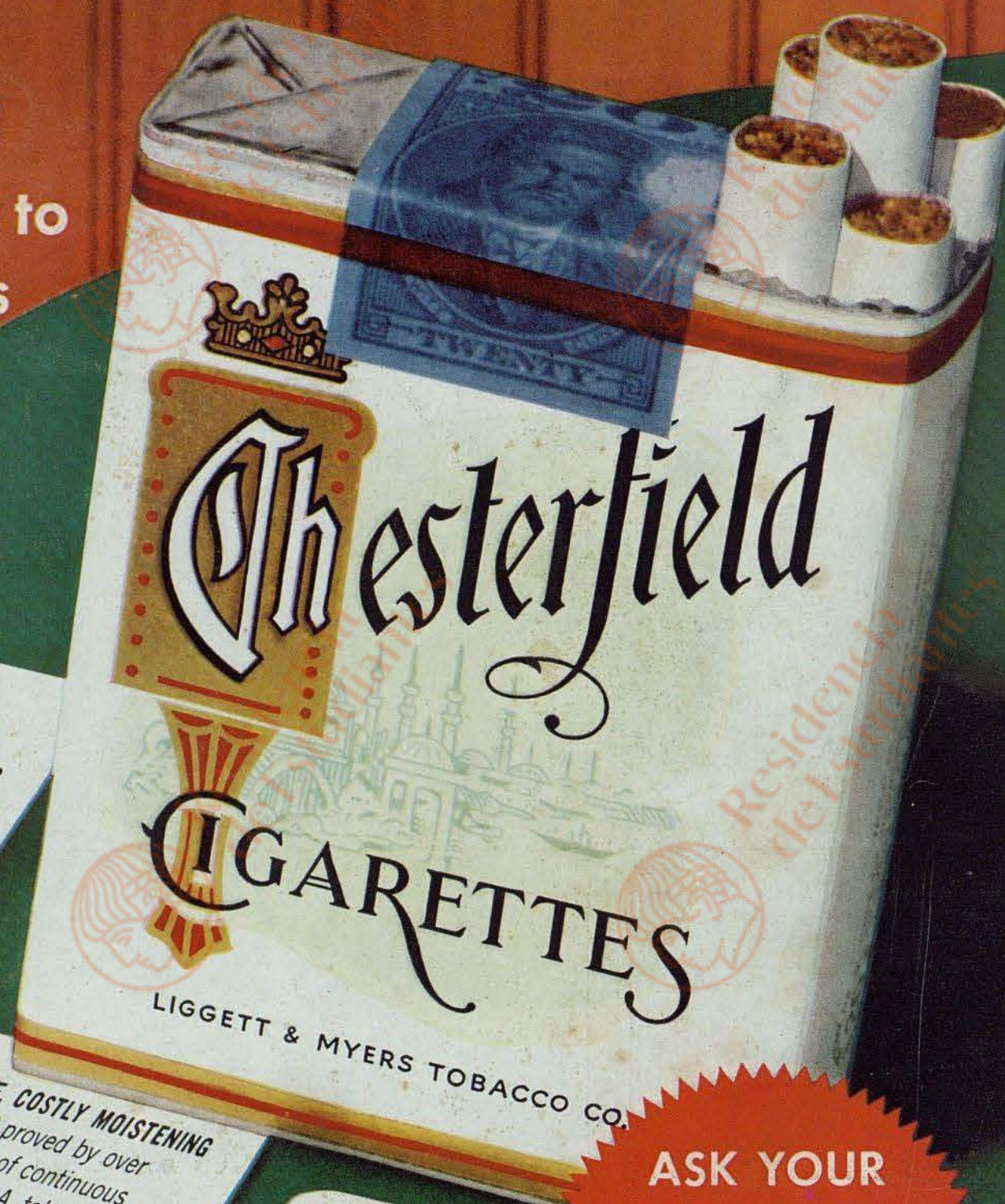
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