

A color photograph of a smiling woman wearing a brown headscarf and a dark, patterned sweater. She is holding a young child who is looking down. The background is a large haystack of straw.

LIFE

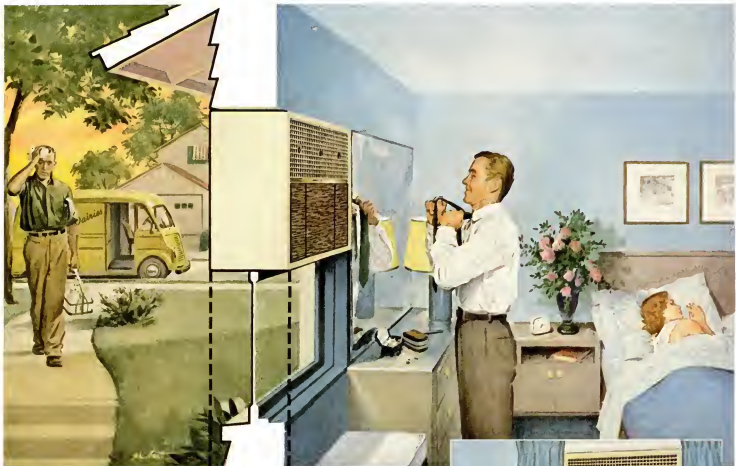
THE EPIC OF MAN PART IV
THE DISCOVERY OF AGRICULTURE
GLUBB'S WARNING ON MID-EAST

BERBER GIRLS TODAY
A PREHISTORIC WAY OF LIFE

20 CENTS

APRIL 16, 1956

All new G-E Thinline Air Conditioner takes up $\frac{1}{3}$ less space!



G-E Thinline is 16½ inches "thin"..
no unsightly overhang!

Why swelter when you can switch from hot, humid misery to cool, cool comfort with a G-E Room Air Conditioner!

HERE is a completely new concept in room air conditioners that offers top performance, yet actually takes up one-third less space than previous corresponding models.

It fits flush with your inside wall, yet has no unsightly overhang outside. And not only does it offer you amazing cooling capacity and dehumidification—its High

Power Factor Design assures economy of operation!

You have a choice of many different comfort-conditions just at the flick of a finger. Delightfully cooled, filtered air pours quietly into your room, makes your days and nights comfortable all summer long! See your G-E dealer today for a demonstration—he's listed in your classified phone book.

General Electric Company, Room Air Conditioner Department, Appliance Park, Louisville 1, Kentucky.

Most models available in Canada.



With a G-E Room Air Conditioner you choose your own weather with the flick of a finger. Knobs on top grille control 3 air directors, send cool, twice-filtered air to all parts of your room. Jet Air Freshener refreshes your room in seconds.



Fits anywhere—In upper or lower sash. Can be mounted flush with inside wall as shown here or all-outside to allow windows to be closed. All inside installation is ideal for use in offices.



Look—It fits casement windows, too. The G-E Thinline can be installed in casement windows, without altering or defacing the windows. It can even be installed through any outside wall.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

TWINPACK!



Two large-size tubes at a large-size saving—to spread the word about new Ipana® with WD-9. New right down to the tube, including a big, flat cap that lets it stand on its head. Even bigger news inside —Ipana destroys decay bacteria best of all leading tooth pastes. Quantities of TWINPACK are limited . . . better get yours soon.

ANOTHER FINE PRODUCT OF BRISTOL-HYERS, MAKERS OF BUFFERIN AND VITALIN

This One



100F-4AC-WXOC



After a dragon-slaying day at the office

... of whenever you shave, **KINGS MEN PRE-ELECTRIC SHAVE** helps you save face with a special formula that removes oil and perspiration ... stands each whisker at attention so your electric shaver can remove it faster and cleaner than is possible with any ordinary preparation. Ask for **KINGS MEN PRE-ELECTRIC SHAVE**, 3½-oz. flagon ... \$1

After any shave, wet or dry, **KINGS MEN AFTER SHAVE LOTION** alerts your face with a cooling tingle and a pleasant fragrance that lingers. 3½-oz. flagon ... \$1*



also in Knight's Head packages:
Man's Spray Deodorant (plastic sprayer bottle) 3¼-oz. \$1.25*
Thistle & Plaid Cologne, 3½-oz. \$1.10*
Luxury Shave (aerosol) 6-oz. \$1.00

*plus federal tax



KINGS men®

Traditionally the finest in masculine grooming

KINGS MEN TWO SOME

*After Shave Lotion and Thistle & Plaid Cologne. 2-pc. set in the Golden Gift Box... \$2.10**

Growing with America for 125 years

1831 is a year to mark



The United States was being swept by the tide of the industrial revolution . . . and men of vision and faith saw the changing times and the greatness of the future.

A young man named McCormick built a reaping-machine . . . people were talking about the "Tom Thumb," "West Point" and "DeWitt Clinton," the first American-built locomotives.

And in Frankford, Pennsylvania, men of vision and faith organized the first savings and loan association in the United States. They founded the Oxford Provident Building Association.

To help men have homes of their own

This first Association, forerunner of today's Savings and Loan, Building and Loan, and Homestead Associations, was founded to help its members buy their own homes. This movement became the most important instrument in all American history to encourage and make possible home ownership by the individual.



Today, more Americans go to insured Savings and Loan Associations for home financing than anywhere else. Nearly 40 per cent of all home mortgage loans made in 1955—more than \$11 billion worth—were financed by these Associations.

6,000 new savers each day!

Today, the people of America are saving for many important things. Because many millions look with confidence to Savings and Loan Associations, the growth of these Associations in the past 125 years has been

remarkable. Assets of insured Associations have soared to \$34.5 billion—over eight times the total national wealth in 1831! Today, nearly 15 million Americans are savers in insured Savings and Loan Associations—2 million more than the total U. S. population in 1831!

And today, new savers are coming to these insured Associations at the rate of 6,000 each day!

Helping communities to prosper

Savings dollars put into insured Savings and Loan Associations are put to work locally where they help communities to prosper. Savings are not subject to market fluctuations and are protected by sound, forward-looking management and substantial reserves. Savings accounts are insured up to \$10,000 by the FSLIC—an agency of the U. S. Government. All insured Associations are members of the Federal Home Loan Bank System and have access to the System's substantial resources.

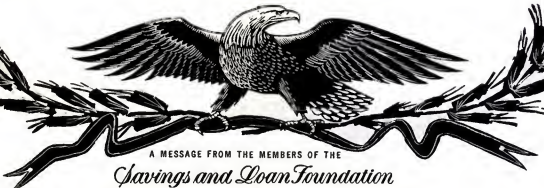


Responsibility to public trust

Today, Americans are putting more of their savings account dollars into insured Savings and Loan Associations than anywhere else.

This represents a tremendous vote of confidence. It also imposes responsibility to adhere to the principles, integrity and farsightedness which have caused these Associations to grow with America for 125 years.

On the occasion of this 125th Anniversary, the Savings and Loan Associations pledge themselves to the continuation of the standards which have enabled them to serve so successfully two of America's most cherished traditions . . . *thrift* and *home ownership*.



A nationwide organization of insured Savings and Loan, Building and Loan, and Homestead Associations. Address: 1111 E Street, N. W., Washington 4, D. C.

Why can this piece of candy make your life easier?

The fact that this piece of candy weighs about 2 ounces can make your life easier.

It takes less weight than this for you to depress one key of the new Royal Electric, and only three ounces to press the carriage return key.

In fact, the going is 13 times easier on a Royal Electric than on a non-electric typewriter.

And—you do your usual work with ease and speed. Your fingers aren't dog tired at the end of

the day. And the letters you turn out will be swell-elegant. You'll be proud of them. Your boss will be proud to sign them.

Try it yourself and see (for free). Just call your Royal Representative. Learn about the many other work-saving and time-saving features of this great new typewriter . . . built with you in mind . . . by the world's largest manufacturer of typewriters, *Royal!*

Royal Typewriter Company, Division of Royal McBee Corporation

ROYAL

electric

standard • portable

Roytype® business supplies



Even the "rocks" taste better!



SEE THOSE two drinks of Old Taylor "on the rocks"?

Which one will you have?

The one on the left is our world-famous 100 proof bonded Old Taylor — most richly flavored bourbon there is.

On the right is lighter, milder, lower-priced Old Taylor 86 — one straight bourbon that

retains its true-bourbon flavor in 86 proof. Choose either proof — or both. The quality is the same. But be sure to try Old Taylor 86 — the *lightest* fine bourbon made. You'll sip it right down to the bourbon-dew on the ice!

Keep in mind — the tastiest drinks are Old Taylor-Made!



OLD TAYLOR

"The Noblest Bourbon of Them All"



86 PROOF
Lighter, lower-priced

100 PROOF
Bottled in Bond

No! \$2,500 of Term Life Insurance for only \$1⁹⁰ a Month! (AT AGE 30)

The remarkable "Ratemaster" policy is issued at LOWER annual rates than those of any leading non-participating company in the United States*... Usually without medical examination.

No Salesman Calls... You Examine the Policy Without Cost or Obligation

HERE, surely, is one of the most attractive life insurance offers ever made. Think of it! You can now have \$2,500 of term protection for only \$1.90 a month at age 30—or \$5,000 for only \$3.80 a month. Whatever your age, the annual rate is lower than that of any leading non-participating company in the United States.

No salesman calls on you. You deal directly with Patriot... America's largest company offering you life insurance this convenient way. You alone decide how much insurance you want. You receive the actual policy to examine for ten days without spending a penny or obligating yourself in any way!

Remember: The greatest protection need of most men is a guaranteed cash fund for their families. The lowest-rate kind of life insurance you can buy to meet this need is term insurance—pure protection for the years your family needs it most. Patriot's RATEMASTER Policy now offers you this protection at remarkably low rates.

Here Are The Benefit Highlights of Patriot's Ratemaster Policy

*We will pay your family \$2,500 or \$5,000—whichever amount you select—if you die within the next fifteen years.

*We will pay your family double the amount of your insurance in the event of your accidental death as defined in the policy.

*You may continue your insurance after the fifteen year protection period... regardless of the condition of your health at the time... simply by changing your RATEMASTER policy to a straight life policy at the premium for your attained age. (For example, at age 30, Patriot's present premium for a straight life policy with double indemnity is \$18.46 annually per \$1,000.)

This is important if you want all the insurance protection you can afford now when you needed most... but may want to make such a change later on.

Here's How You Obtain The Ratemaster Policy On Patriot's Ten-Day Approval Offer!

Now you can see for yourself—without cost or obligation—exactly what this RATEMASTER policy contains, and how it meets your needs. You pay nothing until after you receive your policy and decide you want to keep it.

Here's all you do: Simply fill out the application printed on this page, and return it to Patriot with the special Approval Coupon. If you're accepted we'll send your policy promptly on a 10-day no-obligation basis.

After you have read it, either return it within ten days or send in your first premium payment.

Surely you owe it to yourself to investigate this unusual offer... particularly when you can do so without cost or obligation. Mail the coupon and application now while you're thinking about it!

15 YEAR TERM INSURANCE WITH DOUBLE INDEMNITY

Rates for \$2,500 Policy
(For \$5,000 multiply these rates by 2)

Four Convenient Payment Plans—Select The One You Prefer

**Age Annual Semi-Annual Quarterly Monthly

0 to 10 Please write for information about insurance available at these ages.

20	\$ 16.10	\$ 8.20	\$ 4.35	\$ 1.60
21	16.20	8.25	4.40	1.60
22	16.30	8.30	4.40	1.60
23	16.45	8.40	4.45	1.60
24	16.65	8.50	4.50	1.65
25	16.90	8.65	4.60	1.65
26	17.20	8.80	4.65	1.70
27	17.55	8.95	4.75	1.75
28	18.00	9.20	4.85	1.80
29	18.50	9.45	5.00	1.85
30	19.05	9.70	5.15	1.90
31	19.70	10.05	5.35	1.95
32	20.40	10.40	5.55	2.00
33	21.25	10.85	5.75	2.10
34	22.25	11.35	6.00	2.20
35	23.25	11.85	6.30	2.30
36	24.40	12.45	6.60	2.40
37	25.70	13.10	6.95	2.55
38	27.15	13.85	7.35	2.70
39	28.75	14.70	7.80	2.85
40	30.50	15.55	8.25	3.00
41	32.35	16.50	8.75	3.15
42	34.40	17.55	9.30	3.35
43	36.60	18.65	9.90	3.55
44	39.05	19.90	10.45	3.75
45	41.70	21.25	11.25	4.00
46	44.55	22.75	12.05	4.25
47	47.70	24.35	12.90	4.55
48	51.20	26.10	13.85	4.85
49	55.05	28.10	14.90	5.20
50	59.40	30.30	16.05	5.60

51 to 65 Please write for information about insurance available at these ages.

**Your age on your nearest birthday.

*Based on published rates for similar policies issued by the top 30 such U. S. companies, ranked according to amount of insurance in force.

Facts About Patriot

1. A Legal Reserve Company operating in 47 states, the District of Columbia and Hawaii. (Not licensed in Wisconsin).
2. Over \$90,000,000 of reinsurance and insurance in force.
3. Capital and surplus over \$10,000,000.
4. More than \$3,000,000 paid out as death benefits last year.

MAIL THIS 10 DAY APPROVAL COUPON TODAY WITH YOUR APPLICATION

Patriot Life Insurance Company
One Park Avenue, New York 16, N. Y.

Gentlemen: Please send me the Patriot Ratemaster Policy requested on the enclosed application. I understand that if I am accepted I have the privilege of examining the policy without cost or obligation. Within 10 days, I will either return it to you or remit my first premium payment.

APPLICATION TO	
PATRIOT LIFE INSURANCE COMPANY	
ONE PARK AVENUE, NEW YORK 16, NEW YORK	
1. Your Name _____	Male <input type="checkbox"/> Female <input type="checkbox"/>
(Please Print) First _____ Middle _____ Last _____	
2. Home Address _____	City, Zone & State _____
(Please Print) No. & Street (or R.F.D.) _____	
3. Date of Birth _____	Height _____ Weight _____
Month, Day, Year _____	ft. in. lb. pounds
4. Occupation _____	Employed by _____
5. Kind of Policy: RATEMASTER With Double Indemnity <input checked="" type="checkbox"/> Amount of Insurance <input type="checkbox"/> \$2,500 <input type="checkbox"/> \$5,000	
6. Name of Beneficiary _____	Residence _____ to be insured _____
7. My premium will be paid <input type="checkbox"/> Annually <input type="checkbox"/> Quarterly <input type="checkbox"/> Semi-Annually <input type="checkbox"/> Monthly	Amount of Premium \$ _____ Is payment enclosed? <input type="checkbox"/>
8. Have you flown within two years as a pilot, student-pilot, or crew member? <input type="checkbox"/> Yes <input type="checkbox"/> No	
9. Have you been examined or treated by a doctor during the past two years? <input type="checkbox"/> Yes <input type="checkbox"/> No	
10. Have you ever had or been treated for heart trouble or high blood pressure, cancer, diabetes, tuberculosis, epilepsy or nervous disorder, stomach trouble or any ailment of the kidneys, gall bladder or liver? <input type="checkbox"/> Yes <input type="checkbox"/> No	
11. If question 9 or 10 is answered "yes", please explain fully. Include date, name and address of doctor. (Use an additional sheet, if necessary.)	
I declare that the above answers are complete and true and authorize any physician who has examined or treated me to disclose any information thereby required. I agree that the insurance will become effective only when, while I am in good health, a policy is delivered to me and the entire amount of the first premium is paid and accepted by the Company. If I accept and retain a policy different from that applied for, this application shall be for such policy, except that no change shall be made as to amount, classification, plus or benefits, unless agreed to in writing by me.	
Date _____, 19____	Signature of Proposed Insured _____
10-0099	155

PATRIOT LIFE INSURANCE COMPANY

ONE PARK AVENUE, NEW YORK 16, NEW YORK

Copyright 1964 by Patriot Life Insurance Company

14,600,000 WOVEN "WINDOWS"

That's how many tiny vents ventilate every

Dixie Weave Bengaline tropical suit

When the hot summer sun is buzzing the rooftops, surround yourself with the cool and breezy comfort of a Dixie Weave Bengaline tropical suit. It's today's version of an original, introduced by Hart Schaffner & Marx six years ago, to the great delight of heat-harried men.

The all-worsted fabric is ingeniously woven, with an interplay of left-twist and right-twist yarns. That's how you get all those "woven windows," actually 2,600 to the square inch! You can't see them, of course, but you can certainly enjoy their open invitation to every breeze that's stirring.

Dixie Weave Bengaline suits are uncommonly handsome. There's suppleness to their drape, and they're Trend-styled to emphasize the tall, lean lines a man likes. The fabric has little or no truck with wrinkles! If one *should* appear, it disappears quickly when your suit is on a hanger...a welcome, warm-weather feature.

Get set with a Dixie Weave Bengaline soon. Get even better set with two or three! And take our word for it, it's a wonderful way to tell the heat to go to blazes!



HIGH ABOVE THE TOWN or down in the steamy streets, you'll high-bat the temperature in your Dixie Weave Bengaline. Trim, slim Trend styling is noticeable in this three-button, center-vent coat with flap pockets. The trousers have reverse pleats. Colors have perked up this season, and there are lots of them. Solid colors is a new mid-tone. There are smart patterns, too.

WE CAN'T MENTION "WOVEN WINDOWS" TOO OFTEN when we describe Dixie Weave Bengaline tropical suits. You'll agree, when you wear this two-button, center-vent coat with trim flap-pockets. It's Trend-styled for slimmess, and the well-set trousers have reverse pleats. The suit shown is in smoke blue, one of many livelier mid-tone shades for 1956. Besides a variety of handsome solid colors, there are plenty of patterns you'll like, too.

Cool weaves for comfort...**TREND** styling for handsome appearance, by

HART SCHAFFNER & MARX





the Elegance of SWANK

featuring the diamond-look*
in men's jewelry



1. White Magic, set, \$5.

3. Black Magic, set, \$5.

5. Capetown, set, \$5.

7. Textured, set, \$5.

2. Madison, set, \$2.50

4. Kimberly, set, \$5.

6. Comedy & Tragedy, set, \$3.50

8. Jewel-Glo, set, \$3.50.

*achieved with magnificent rhinestones



Look for the name SWANK.® World's Largest Manufacturer of Men's Jewelry. Prices subject to Fed. Tax. Swank, Inc., Allentown, Mass.



Come out ... Come out ...



Whoever you are!



PINEHURST V8 ... 210 hp., the most powerful, most luxurious and comfortable station wagon in its price class. It's the fine car for the man who does big things in a big way.

One of these wagons is your kind of car!

High hat or old hat . . . big timer or big jobber—whichever you're going to be this weekend, you'll be at your best in a handsome, big new Studebaker station wagon! Mink coats are as much at home in these beauties as bathing suits. And when you need space—you've got it—BIG space for kids, for baggage, for cargo!

These new Studebakers bring you exciting sculptured-steel styling and dramatic two-toning in just about the sportiest, fun-lovengest fine cars on the road. Plenty of luxury too, both inside and out, to rival the costliest town car. And underneath it all, rugged strength, to take year-after-year of hardest service.

Yes, sir, here is your kind of car for more kinds of fun. And Studebaker's *craftmanship with a flair* makes them the standouts among all station wagons in looks, performance, comfort, and value. Look them over, and take a drive in one of these big, beautiful new station wagons at your Studebaker Dealer's, soon!

Tune in "TV Reader's Digest" every week.



PELHAM . . . Here, at last, is big wagon ruggedness, room, and luxury at a low, low price. Plenty of power and zip from Studebaker's proven Sweepstakes 185 Six engine.

PARKVIEW V8 . . . Dazzling new performance with distinctive new beauty. Special double-leamed rear springs give you sedan-like comfort, even with the heaviest loads.

Studebaker *Craftmanship with a flair!*

DIVISION OF STUDEBAKER-PACKARD CORPORATION—WHERE PRIDE OF WORKMANSHIP STILL COMES FIRST!



FIRE...



THEFT...



LIABILITY...

before you renew a single policy, find out about Hartford's 1-Policy "Package" Plan

There are two ways to insure your home, your personal belongings and your personal liability.

One way is to buy three or more separate insurance policies.

But there's a much better way! Let your Hartford Fire Insurance Company Group Agent tell you about it.

Let him combine the fire, theft, liability and other insurance you need for your home. Get ONE policy! A Hartford "Package" Policy can save you up to 20% of what you would pay for separate policies giving you the same broad and dependable protection.

Don't overlook the real convenience of a Hartford "Package" Policy, either. Just one policy to keep track of...one policy to pay for. And, if you wish, installments can be arranged to fit your budget.

Get the whole story of this modern protection from your Hartford Group Agent now. Or, if it's more convenient, mail us the coupon below. We'll send you easy-to-read literature describing our 1-Policy Plan.

A final—and important—point. There's no need to wait until your present policies expire before enjoying the advantages of a Hartford

"Package" Policy. Your Hartford Group Agent can arrange the details for you at once.

All this dependable Hartford protection in one package!

Our 1-Policy Plan insures you against

- | | |
|-----------------------|---------------------------|
| Fire | Liability |
| Windstorm | Theft |
| Losses away from home | Hail |
| Falling Objects | Smoke |
| Glass Breakage | Collapse |
| Aircraft Damage | Explosion |
| Vehicle Damage | Additional Living Expense |
| Vandalism | ... |

Year in and year out you'll do well with the
Hartford



Hartford Fire Insurance Company
Hartford Accident and Indemnity Company
Hartford Live Stock Insurance Company
Citizens Insurance Company of New Jersey . . . Hartford 15, Connecticut
New York Underwriters Insurance Company . . . New York 38, New York
Northwestern Fire & Marine Insurance Company
Twin City Fire Insurance Company . . . Minneapolis 2, Minnesota

-----CLIP-FILL OUT-MAIL TODAY-----

Hartford Fire Insurance Company Group
Hartford 15, Conn., Dept. L

Your modern 1-Policy "Package" Plan sounds interesting. Without obligating me in any way, please send the literature you offer.

Name

Address

City Zone State



STYLE 8773

Comfort . . . when minutes seem like hours!

A 20-minute bus ride in a standing position seems to abuse a man's feet more than two hours of walking. Yet the happy standee shown above weathers sudden stops and abrupt turns completely relaxed and comfortable. He is standing in Johnsonian Guide-Steps, shoes designed to fit the feet in action, whether the shoes are moving or not! Think this is unusual? Not when you consider that more than 30 years of research and hundreds of thousands of foot measurements went into their design. You'll find Johnsonian Guide-Steps' price is unusual, too . . . only \$9⁹⁵ to \$12⁹⁵

Drop us a line . . . we'll send your dealer's name and a booklet that tells all about the years of research behind the Guide-Step principle.

A PRODUCT OF ENDICOTT JOHNSON
Johnsonian
GUIDE-STEP

Johnsonian Jr. Guide-Steps also available in some styles

ENDICOTT JOHNSON CORPORATION • ENDICOTT 1, N. Y. • ST. LOUIS 2, MO. • NEW YORK 13, N. Y.

A WONDERFUL NEW WAY TO CONTROL WEIGHT

NEW Pearson sakrin

The ONLY Liquid Sweetener with DARAMIN®, containing **NO Calories! NO Sugar! NO Salt!**

Use it in coffee, tea, hot or cold beverages, mixed drinks, cereals, desserts, cooking!
It's super-concentrated—only 1 drop equals the sweetness of 1 whole teaspoon of sugar!

NEW PEARSON LIQUID SAKRIN PUTS SWEETNESS IN, LEAVES CALORIES OUT—will help you be slim, stay slim, look better, feel better—every meal, every day. And you'll sacrifice nothing in flavor or enjoyment!

Excess weight is a threat to your health. Science shows that heart disease, high blood pressure and many other ills are more common in overweight persons. Only 100 calories extra a day can put on ten extra pounds of fat a year! PEARSON SAKRIN can help you avoid hundreds of extra calories a day.

EACH DROP SAVES CALORIES!

One tiny drop of PEARSON SAKRIN from its attractive squeezable dropper bottle—gives you the sweetening power of 1 teaspoon of sugar without any of its calories! In just coffee, tea, with desserts and in cooking, it can save you up to 511 calories and more a day—that equals over one pound of weight a week in "sweetening calories" alone!

Unlike some sweeteners that require you to use 2 to 5 drops per teaspoon of sugar, just 1 drop of PEARSON SAKRIN does the job. And it leaves no bitter after-taste.

So start with new PEARSON SAKRIN Liquid Sweetener today. Carry the regular container to use at lunch and coffee-breaks. Get the super size to keep at home on the table.



...In every package of PEARSON SAKRIN—helpful reducing guides: "PEARSON SAKRIN WAY TO SLIMNESS".

PEARSON PHARMACAL CO., INC.
LONG ISLAND CITY, N. Y.



69! PEARSON SAKRIN equals sweetening power of **OVER 10 LBS. of SUGAR** SAVES YOU 18,144 CALORIES!
\$1.49 PEARSON SAKRIN equals sweetening power of **OVER 25 LBS. of SUGAR** SAVES YOU 45,359 CALORIES!

SAVES YOU MONEY, TOO!

HOW PEARSON SAKRIN CAN SAVE YOU 511 CALORIES DAILY

(In foods where you usually use sugar)

	PEARSON SAKRIN	SUGAR
Breakfast:	Fruit Juice	0 16 (1 tsp.)*
	Cereal	0 32 (2 tsp.)
	Coffee or Tea	0 32 (2 tsp.)
Morning Break:	Coffee or Tea	0 32 (2 tsp.)
	Lunch:	
	Fruit Cup	0 32 (2 tsp.)
	Dessert	0 32 (2 tsp.)
	Tea	0 32 (2 tsp.)
Afternoon Break:	Coffee or Tea	0 32 (2 tsp.)
	Dinner:	
	Grapefruit	0 32 (2 tsp.)
	Dessert	0 32 (2 tsp.)
	Coffee or Tea	0 32 (2 tsp.)

Misc. sweetening, incl. mixed drinks, snacks while watching TV, as well as between meals and late evening snacks, etc.

TOTAL DAILY CALORIES SAVED WITH PEARSON SAKRIN..... **511**

Figure out your daily calorie savings with PEARSON SAKRIN—there may be more or less than above—but every calorie you save helps control weight!
SAVE ONE POUND A WEEK IN SWEETENING CALORIES ALONE!



MAKE THIS TASTE TEST!

Try coffee sweetened with sugar, and coffee sweetened with PEARSON SAKRIN. You can't tell the difference—PEARSON SAKRIN SAVES YOU MANY CALORIES EACH CUP!

GOOD HOUSEKEEPING GUARANTY SEAL!

The world-famous Good Housekeeping Laboratory has studied PEARSON SAKRIN thoroughly and finds it completely effective in providing sweetening with NO Calories, NO Sugar, NO Salt (sodium-free). Therefore PEARSON SAKRIN has earned the Good Housekeeping Seal as a most valuable aid in weight control, reducing diets, other cases, saving hundreds of calories daily.



REGULAR SIZE—69¢

(Equals sweetness of over 10 lbs. Sugar)

SUPER SIZE—\$1.49

(Equals sweetness of over 25 lbs. Sugar)

SAVES YOU MONEY, TOO!



Get PEARSON SAKRIN now at Drug Stores, Supermarkets, Grocers, Dept. Stores

Pearson sakrin

LIQUID SWEETENER with exclusive DARAMIN

is there one
creme de menthe
that tastes better
than all the rest?

just taste
de kuyper
(pronounced de-KUY-per)
**creme
de menthe**

tastes better because
it's carefully produced
in the U.S.A. from its
original old-world
formula by "The most
celebrated name in cordials
since 1695"

AVAILABLE IN
GREEN OR WHITE
60 PROOF



ALSO AVAILABLE:

CREME DE
CACAO
60 PROOF



BLACKBERRY
FLAVORED
BRANDY
70 PROOF

and 19 other delicious cordials
and fruit-flavored brandies

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK, N. Y.

LETTERS TO THE EDITORS

'ENGLISH-SPEAKING PEOPLES'

Sirs:

The serialization of Sir Winston Churchill's *History of the English-Speaking Peoples* and your editorial on it ("A New Vision Playing on Old Facts," *LIFE*, March 26) impel me to thank you for the work you are doing to arouse consciousness of our historic heritage. In an era when interest in history is burgeoning you force attention to the fact that our greatest need is enlightened interpretation of old facts. Congratulations to you for paving the way to a richer understanding of our tragedies and our hopes.

FREDERICK L. RATH JR.
Washington, D.C.

Sirs:

I heartily agree with your editorial on Churchill as a historian. He is a writer who permits poetic license to the imagination, restoring Clío to her rightful place among the Muses.

LENDY MONTOYA
Rock Springs, Wyo.

Sirs:

Thank you for the beautiful reproduction of part of the Bayeux Tapestry ("The Norman Conquest," *LIFE*, March 26). But, as an astronomer, I am disappointed not to see that portion which includes the earliest known delineation of Halley's Comet. Viewed at Easter time in 1066 it terrified the Western world.

PROFESSOR EARLE C. LINSLEY
Mills College
Oakland, Calif.



HALLEY'S COMET IN TAPESTRY

● The Latin inscription embroidered on this section of the Bayeux Tapestry reads: "These men marvel at the star." Halley's Comet flamed for seven nights in April 1066.—ED.

MARCHING BACK TO 1066

Sirs:

Cheers for the courage displayed by the stalwarts of the Surrey Walking Club ("Marching Back to 1066," *LIFE*, March 26) during their 20-mile trek under the weight of full medieval attire, but to draw a comparison between this group and the rugged Saxons of yore who were conditioned to heavy armor, long marches and hard fighting is just short of ridiculous. Let not the historians be misguided.

JOHN WELSH

San Marino, Calif.

TROUBLE TO THE EAST

Sirs:

I wish to commend you highly for the excellent article on the Middle Eastern situation ("Trouble to the East Plagues the West," *LIFE*, March 26).

CONTINUED



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Here's how to get "major league" performance from your present TV set

LETTERS TO THE EDITORS

CONTINUED

You have performed a vital service by clearly indicating the heart of this issue in such a comprehensive manner.

N. THORNTON

Richmond, Va.

Sirs:

Your story is punctuated by wild swings at colonialism. Since the end of World War II and before, the Americans have done their best to undo all the good the British Empire had done. In the Middle East the British had worked out a way of life that was far better than the enormous tinderbox it is now with American influence.

In England, the U.S.A. has a better and more understanding friend than it will ever have. Don't throw her away. Learn from her. Support her where you can. If you don't you'll harm yourself.

J. MARVIN

Toronto, Canada

Sirs:

It would be most interesting to see your reaction if the people of the Panama Canal Zone suddenly (with a bit of outside prodding, perhaps) demanded union with Spain—or even Panama. You are indulging in quite a bit of Middle East hypocrisy of late.

JAMES R. HARRINGTON

New York, N.Y.

Sirs:

In your analysis of the Mid-East tensions you say Jordan was deprived of territory by the 1948 Palestine war. This is simply not so. Jordan lost no territory. She absorbed the central portion of prepartition Palestine, just as Egypt took over the Gaza strip.

H. GOREN PERELMUTER

Johnstown, Pa.

● In 1950 King Abdullah of Jordan formally annexed that portion of Arab Palestine west of the Jordan River which had been occupied by his troops during the Israel-Arab war of 1948. He thus added 2,000 square miles to his country.—ED.

WORLD'S WEEK

Sirs:

You mention Georgi Malenkov as the only living ex-premier of Russia (A Look at the World's Week, Last, March 26). May I remind you that there are besides him still two ex-premiers of Russia very much alive.

CONTINUED



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GARDOL Makes This Amazing Difference!

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Thus, morning brushings with Colgate's help protect all day; evening brushings all night. Because the Gardol in Colgate's forms an invisible, protective shield around your teeth that lasts for 12 hours with just one brushing. Ask your dentist how often you should brush your teeth. Encourage your children to brush after meals. And at all times, get Gardol protection in Colgate Dental Cream!



No other leading toothpaste can give the 12-hour protection against tooth decay you get with Colgate's with just one brushing!

Cleans Your Breath While **It** **Guards Your Teeth**

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Complete with 8 attachments for Over-All Home Cleaning



**LETTERS
TO THE EDITORS**

CONTINUED

They are Vladimir Molotov who was premier of the Soviet Union from 1930 to 1941, now foreign minister of the U.S.S.R., and Alexander Kerensky who was prime minister of the Provisional Government in 1917, now living in exile in New York City.

HANZ WEYER
Daly City, Calif.

● Alexander Kerensky, premier of the Russian Provisional Government of 1917, ruled during the brief interlude between the fall of the Czarist regime and the rise of the Communists to power. He was overthrown and forced into exile by Lenin in November 1917.—ED.

GUINNESS IN THREE MORE

Sirs:

I very much enjoyed your article on one of my favorite actors, Alec Guinness ("Guinness Is Good for Three More," LIFE, March 26). However, one point was made that Guinness' role in *The Prisoner* is his first attempt at a serious acting role in a movie.

Doesn't anyone remember way back in 1951 when Guinness did such a magnificent job as Disraeli in *The Madhocks*? The role certainly couldn't be called comedy. Maybe the beard and long nose he wore as Disraeli made it pretty difficult for people to recognize or remember him.

SERENE SACHAR

Chicago, Ill.



ALEC GUINNESS AS DISRAELI

LARCENY ON THE LINKS

Sirs:

The picture is not as bad as you paint ("Larceny on the Links," LIFE, March 26). It is worse. I have played the great game of golf for about 40 years and I have been up against all the thieves you describe. History records these evils have preceded the fall of every great civilization.

CHARLES R. WILSON

Beverton, Ore.

Sirs:

Marshall Smith's *frictions* represented a new low in golfing journalism. I do not question that there are people who lie about their scores and some who "bunk" for a living but when you state "40% have larcenous leanings" you are performing an injustice to millions of gentlemen who love the game of golf because it not only offers the chance for relaxation and exercise but affords the chance of upgrading character.

ERNEY HIRSCHOFF

Liverpool, N.Y.

Sirs:

I have long been wondering when the confidence game which has been

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LETTERS TO THE EDITORS

—CONTINUED—

plugging the golf course would be revealed to the populace. Last year I lost \$3,000 to a couple of golf links con men. I guess Marshall Smith's article kills most of my chances of regaining my loss by employing the same tactics on others.

PETER ARNOY DENIRA
Redwood City, Calif.

GAS LOBBY'S TRAILS

Sirs:

I looked in vain through your article on Lawyer Neff and the gas bill holiday ("Gas Bill Lobby's Tangled Trails," *LIFE*, March 26) for some expression of ethical or moral distaste. Your attempt to treat it all as a big joke is a profoundly serious thing in my view.

What Superior Oil and Neff represent is a threat to our society as destructive as any the Communist-imperialists embody. Lack is profoundly subversive of democracy.

CHARLES SEVERN
San Bernardino, Calif.

MAN WHO WON MARGARET

Sirs:

In your article "The Man Who Won Margaret" (*LIFE*, March 26) you have a picture captioned, "Proud ex-President greets his daughter and her fiancé in New York. . . ." May I ask them, what is the Sphinx of Egypt doing in the background of this picture of New York?

JEROME ZADKISS
New Rochelle, N.Y.

● The picture was taken in a passenger lounge at LaGuardia Airport with a phatomural in the background.—ED.

LETTERS TO THE EDITORS

Sirs:

As to Mr. Faulkner's original letter, I was in agreement with those who dismissed the outburst as merely an emotional, incoherent note. But the second letter (Letters to the Editors, *LIFE*, March 26) is a new low in greeting dishonesty. If he is truly interested in Miss Lucy's life (more than her freedom) why did Faulkner not write a letter to the South, denouncing violence and lawlessness? It is tragic that he should be remembered, and go down in history, as merely the defender of the South and apologist for its "peculiar institutions."

MARGUERITE CARTERSRIGHT
New York, N.Y.

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IN SHOPLIFTING CASE the suit turns up on Georgia Poulos in Bridgeport's Miss Universe tryout.



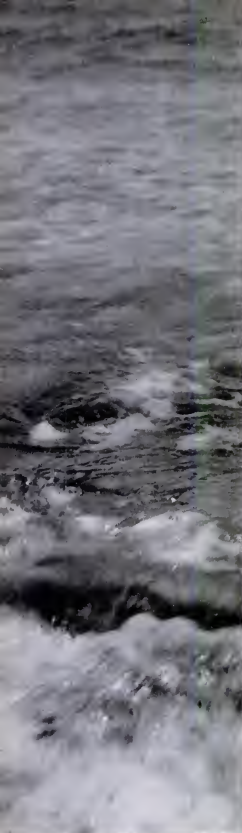
IN THE SURF AT MIAMI BEACH, SUIT IS DISPLAYED BY HIGH SCHOOL SENIOR MARCIA VALIBUS WHO

A swimsuit that really

A large number of pretty girls have turned up recently in identical models of a pink-sequin-trimmed white bathing suit. Called "Starlight" by its manufacturer, Rose Marie Reid of Los Angeles, and made to sell for \$50, the suit had had a limited issue and no extensive promotion. But somehow it managed to get worn in circumstances which made it the season's most

photographed swimsuit. Through the medium of a TV program (*next page*) it was seen in millions of U.S. homes.

But in one instance the suit did not bring favorable attention. In a Bridgeport, Conn. competition to pick an entry for the Miss Universe contest, an 18-year-old girl named Georgia Poulos appeared in "Starlight" but was



WAS SELECTED "MISS MIAMI BEACH OF 1956"

got around

eliminated. She then was accused of theft when a department store saw her picture (*left*) in newspapers and claimed the suit had been stolen from its displays. Miss Poulos tearfully explained that she had lacked money to buy the suit and just took it. Later, awaiting trial, she changed her story to say someone handed the suit to her on the street.



IN FASHION SHOW at Beverly Hilton Hotel in Beverly Hills, suit makes its debut on Carol Anders.



IN BEAUTY CONTEST suit adorns Marie Hermann, queen of Los Angeles, press photographers.



IN A TROUSSEAU the swimsuit is worn by Film Actress Terry Moore. She tried on several, chose

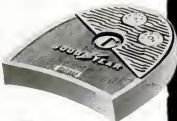
this one to take on her honeymoon in January with Panama City Insurance Broker Eugene C. McGrath.



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FOR U.S. MARINES the suit is displayed by Model Sandy Rosten (right) in variety show given by Martha Raye troupe at training camp in Puerto Rico.



FOR TV SOLDIERS suit poses platoon problem as Phil Silvers, as Sergeant Bilko (left) on *You'll Never Get Rich* show, plots to get a girl to fill it.



PHOTOGRAPHED IN EGYPT BY BERT VIGRA

IT LEAVES YOU BREATHLESS! The sands of the desert will grow cold before we suggest that your Martinis have been anything short of a triumph. But may we suggest the one remaining masterpiece? Use *Smirnoff Vodka* instead of gin for the driest, smoothest, subtlest Martini known to civilized man...the Smirnoff Vodka Martini. Or ask your barman for "*the Martini with the Marvelous Taste...*" he knows it can be made only with dry, incomparably mellow Smirnoff, standard of the world since 1818.


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It's like the giant hand of a friendly genie whisking you out of trouble. And brother, it's a boon just knowing it's there.

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LIFE

Vol. 40, No. 16 April 16, 1956



AMID EXPLODING SMOKE GRENADES, YOUNG EGYPTIAN INFANTRY RECRUITS REHEARSE A WARTIME INFILTRATION ATTACK THROUGH AN ENEMY BARBED WIRE



MEDIATOR Dag Hammarskjöld gets send-off from New York by interested delegates. From left: Syria's Acha, U.S.'s Wadsworth (tipping hat), Israel's Eban, Hammarskjöld, Russia's Sobolev and Egypt's Loutfi.

MASTER OF EGYPT, Premier Nasser (right) waves → to an enthusiastic crowd as his train arrives in Suez.





BARRIER. THESE SOLDIERS ARE TRAINING ON THE TYPE OF DESERT TERRAIN THEY WOULD BE FIGHTING OVER IF A NEW ARAB-ISRAELI WAR SHOULD BREAK OUT

AS MIDDLE EAST CRISIS WORRIES THE WORLD NEW EGYPT DISPLAYS ITS POWER

In the wire-strung sands of the Middle East, Egyptian troops were training for a new Arab-Israeli war. Others were dying in incidents that could trigger it—vicious skirmishes like those fought last week along the Gaza Strip. The world was so worried that Secretary-General Dag Hammarskjöld of the U.N. went out to the Mid-East to mediate. He would meet many men but none who would carry more weight in the decision for peace or

war than Gamal Abdel Nasser (left), premier of Egypt and foremost figure in the Arab world.

The rise of Nasser and his nation to this dangerous eminence had been swift—and costly. Nasser had built a vigorous new Egyptian army (pp. 30, 31) but he had made it dependent on arms from the Soviet orbit. His tremendous personal influence turned Cairo into a teeming international meeting place (pp. 32, 33), but he had gained that influence by championing

the Arab crusade against Israel, by prodding neutralists against the West and by cottoning to the Communists. He had mortgaged his program of domestic recovery to foreign friends who could well become his enemies. The same Nasser who had rebelled against the failure of the Israel war in 1948 under Farouk and had overthrown the playboy king in 1952 in order to rebuild Egypt was threatening a return to the battlefields in 1956.

The restraining forces on the Egyptian premier were weak; the Western powers had lost most of their influence with him and the authority Secretary-General Hammarskjöld could bring to bear on him did not appear decisive. Meanwhile the Communists coaxed him and the Arabs exhorted him to extremism. So far, Nasser himself, although he claims the Middle Eastern crisis is the West's and Israel's fault, is declaring that he will not start war (p. 34).

VARIED VIEWS ON CRISIS

This report on Egypt includes the startling views on the Mid-East of its premier. On pages 145-156 another noted Mid-East figure, General Sir John Bagot Glubb, expresses his differing views.



JUMP TRAINING for new paratroopers is directed by a captain with a bullhorn. Paratroopers are all

NEW ARMY OF TOUGH

The Egyptian soldiers of today, here for the first time photographed by a foreigner, are a far cry from the underfed, untrained and ill-equipped hordes that were routed by Israel in the 1948 war. Their training is rugged and realistic and, according to the British, some officers are now being schooled in Communist countries. Equipment is still a hodgepodge, but the inflow from the Soviet orbit appreciably swells its volume. Their rations are better. And



FIERY AMBUSH laid with dynamite and Molotov cocktails stops truck on maneuvers. Ambush was



volunteers, 17 to 23 years old. Almost all their gear, including their parachutes, is made in Egypt.

AND SPIRITED TROOPS

for the first time in modern history, the Egyptian soldier has pride.

U.S. experts believe that the 90,000-man Egyptian army has to become familiar with its new weapons before it is ready to fight. The Israelis are still better soldiers, man for man, and they still have superior equipment. But the stiffening of the Egyptian army, the spearhead of all the Arab forces, has brought Arab and Israel military strength close to balance.



work of National Guard commandos, outfit built around guerrillas who once raided British in Suez.





CORDIAL HUNGARIAN, Transportation Minister Lajos Bebrits (left), visiting Cairo to promote trade, talks to Egyptian Railways Chief Gamal Khandi.

STREAM OF PILGRIMS TO POLITICAL MECCA

The pilgrims from near and far that streamed to the new political Mecca turned Cairo into a convention city of surface jollity and back-room intrigue. The leaders of Saudi Arabia and Syria came for a ceremonial show of three-power solidarity, and for some detailed conferences about Israel. Neutralists like the Afghans showed up to hail Nasser and even Greeks came along, bearing their grievance about Cyprus.

All over the place swarmed cheerful Communists, being wined and dined. The Hungarian transportation minister burred, "We are hitting head on the nail, no? when we get together." When they got down to business the Communists were in deadly earnest: with trade, arms and arguments they attempted to turn the Egyptians irrevocably against the West. Amid all the eager bustle, only the West felt that its welcome was wearing out.



HOPEFUL GREEK, the minister of state Grigoris Kassimatis comes from Athens to ask Nasser's aid in freeing Cyprus from British. Nasser promised it.



SERIOUS SAUDS attend Egyptian-Saudi Arabian meeting implementing their military alliance. Nasser (back to camera) presides in train returning to

Cairo from Suez after seeing King Saud off after Arab "summit." King's brothers are beside Nasser, Prince Mishaal at left and Prince Mishal at right.





ENTERTAINED CHINESE (below) watch acrobats perform at Bank Miesr's party for Red China's Foreign Trade Minister Yeh Chi-chuang (extreme right).



ADMIRING AFGHANS, the members of a military mission, pay tribute to Nasser. The chief of the mission, General Abdul Razzak Meyound (next to Nasser)

told the Egyptian premier he was going from Cairo straight to Czechoslovakia "where we hope to follow your example in getting arms for our country."



TRIUMPHANT EGYPTIANS salute at ceremony that marks take-over of the Moscar Suez Canal base from British. Left to right are Major Generals

Mohamed Ibrahim, chief of staff, and Taha Fath el-Din, commander in eastern Egypt, Mohamed Riad, governor of Port Said, and Major General Fathi Rizk.



PLEASED RUSSIAN, Ambassador Evgeny Kiselev (center) dines with Chinese delegation and Egyptian officials. Kiselev, consul general in New York during

World War II, recently succeeded Daniel Solod, who made the arms deal with Nasser and now heads the Middle Eastern desk of Soviet foreign ministry.

NASSER'S FRANK AND STARTLING VIEWS

'Israeli weapons, paid for by Americans, killed Egyptians . . . The Soviets dealt with us honorably'

In his frankest and most explosive interview with a Western newsmen, Nasser last week told LIFE's David Douglas Duncan how he became embittered with the West. He recalled Egypt's disillusionment with the Atlantic Charter and the four freedoms:

HERE in Egypt it was a particularly personal message. The war ended, and for a passing moment it seemed as though realistic independence for Egypt might come with world peace. Then East and West were suddenly locked in a struggle for the earth, and we were again trapped in the middle. The British army dug in deeper along the Suez Canal. Government after government [in Egypt] was manipulated from the British embassy in Cairo, while the man who was on our throne nightclubbed and gambled and looked the other way.

"At that time—1946—to refer to us as Middle East 'nations' was ridiculous. Egypt was ruled by Great Britain. Trans-Jordan was a political myth spun by the British. Iraq faced the internal strength of the Iraq Petroleum Company. Saudi Arabia was truly free, but also and remote. Syria and Lebanon had gained independence from France when her colonial empire was crashing around her head—inflant governments. Palestine was held by the British through a League of Nations mandate. Many north African and eastern Mediterranean countries were under the muzzle of British or French artillery in 1948, our year of crisis. The four freedoms were dead."

Like the Arabs, Nasser has since 1948 blamed America—"great, generous, democratic America"—for the erection of the state of Israel:

"You Americans, probably without even being aware of it, suddenly burst into the home and life of every Arab. Eight years ago you unalterably changed my life and my children's lives. You became the champions for the Jewish victims of Nazi purges. That was compassionate and commendable. But then you went one step farther. You used your fullest political strength, including that of your President, to thrust a foreign state among us Arabs. Oh, you meant well. 'Israel is here to stay. The American people are going to see to it that she stays.' [Nasser's quote refers to a LIFE editorial, 'Israel is Here to Stay,' in the issue of March 19.] 'Hasn't something more been overlooked—something rather important? What about us? One million Arab refugees driven from their homes! We tried to prevent the creation of this Israeli state in our midst. We viewed it as a foreign invasion of our homelands. We took up arms. We failed. And Israel, with America's blessing and money, U.N. sponsorship and, ironically, Czech arms, fought for and held its beachhead in Palestine."

Four years after the Arabs (whose forces included 50,000 Egyptians) and Israelis reached an armistice agreement, Nasser led a revolution which ousted King Farouk:

"We were so innocent we thought, when we overthrew the corruption of the throne, that

our fight was finished. It hadn't even begun. We looked to the West. We needed help—help with our feeble one-crop economy, with programs to increase the productivity of our land; with engineering projects like the High Dam at Aswan. We remembered 1918 and feared further expansion by Israel. Jews from everywhere flooded Palestine; the land was reaching the point where it could not absorb them. The logical direction for expansion was into the Egyptian desert—an area defended by our Egyptian army, which was notoriously weak. Finally we looked to America for perhaps the most difficult thing of all—understanding. We felt sure that Americans would help us with our greatest problems. You were democracy; you were still our star. We wanted to move fast, to cut corners, to accomplish miracles in what we believed was the American way. At your embassy we were met with understanding and friendship. Plans were drawn, programs drafted, dreams dreamed. . . . Nothing happened."

Although negotiations to finance the Aswan dam have been going on in the U.S., and Britain for some time and a \$70 million grant now seems likely to go through, the premier remains bitter about U.S. domestic politics:

"Bluntly, if I may, the way we Egyptians developed our water power, how we marketed our cotton, the degree to which we might arm ourselves for our own security—these were no longer matters to be settled here in Egypt. If we wished to do business with America we were dependent on your domestic political machinery. There were strings on practically everything offered us. Our requests for arms, even those that were obsolete, were gently discussed and then forgotten. We learned that American foreign policy today is still largely shaped by your apparent belief that survival of America depends on military pacts and overseas air bases. In order to protect these bases you have often seemed deaf to the protest raised in overseas areas still dominated by the great powers of the West. To many peoples it seems that fear makes you support colonialism physically, even though not morally. Sadly enough, from an American point of view, the Communists are given credit for fighting against colonialism and America is viewed as a country now opposed to the very moral principles on which you were founded. You will feel that this is harsh and unfair. But that is exactly how many peoples now think of you.

"We learned another clear lesson while dealing with you. We learned that your Congress is subject to unrelenting pressure from highly organized, enormously wealthy Zionist groups which solicit for Israel right across the face of America as though your land were Israel itself. It is not extreme, perhaps, to think that Israeli weapons, paid for by American citizens, have killed Egyptians on the Gaza front. Yet no official American voice has ever been heard to speak out against Zionist campaigns for arming a foreign state against other states at peace with your people. It would not require too broad an interpretation to consider these American contributions as an enemy act against us."

Infuriated by the British-sponsored Baghdad Pact, which he saw as a device to maintain British colonialism, Nasser began forming alliances of his own:

"The only semidemocratic Arab army was Jordan's Arab Legion—which was subsidized and staff-commanded by the British. Imagine us Arabs sitting down at a conference table with the representatives of the British general staff to discuss defense plans for the Middle East! What had we to contribute except geography and terrain, the last things we wanted to make available to foreign troops? After 60 years of their last visit here we were fearful of the British, almost as much as of Israel.

"We saw how you Americans had written your defense pacts for the Western Hemisphere. Saudi Arabia, Syria and Egypt now have mutual defense pacts. They are not aggressive. We seek no war. However, should Israel pursue some aggressive course of action, such as diverting the river Jordan, then I believe there would be war. Syria and Jordan would probably fight. Our defense pacts stands beside them. We will honor it."

As border warfare with Israel became intensified, Nasser turned his back on the West and sought help elsewhere:

"The final incident which drove us into a full-scale reappraisal of our position, early last year, was the return to the cabinet of David Ben-Gurion as minister of defense in Israel. On Feb. 28, 1955 Israeli troops invaded our side of the Gaza Strip and 39 Egyptian soldiers lost their lives. In September, Israeli troops invaded our Khan Yunis position and killed 39 more Egyptians. In November, Ben-Gurion became premier of Israel. On the same day that he installed his cabinet Israeli troops invaded our position at El Saba where they killed 54 Egyptian soldiers.

"We asked the Soviet Union for help. For years we had asked everyone else. We turned to the Soviet bloc knowing that the Western powers had no intention of dealing with us as independent equals.

"Help came from the Soviet bloc almost as quickly as the ink dried on our requests. Our most pressing need was for military equipment—any kind of equipment that would stop Ben-Gurion's attacks. The Communists gave that order highest priority. There has not been an Israeli invasion of our perimeter since this new equipment has been in place. Yes, we have Soviet-built MiGs. They are ready to defend our skies.

"Are we foolish in now dealing with the Communists? We think not. No effort has been made by the Soviets to dominate us. They have dealt with us honorably. There were no hidden commitments, no strings. But to say that we do not appreciate these arms, and the way they came to us, would be foolish.

"We have no intention of using our new weapons in an unprovoked attack against Israel. However, and note carefully, we Egyptians also have no intention whatsoever of helplessly watching while our children flee as refugees in front of marching Israeli armies."





AIRBORNE TRUCK, driven by Gilbert Robinson of Paragonld, Ark., was carried 100 yards, dropped on telephone lines. Robinson fractured his skull.



HANGED CALF had been tethered to beam in Joe Schmidt's barn at Salem, Ind. Tornado sucked the beam aloft, strangling the calf. Schmidt was injured.



IN THE GLOW OF SUNSET, A TORNADO SMASHES THROUGH THE SUBURBS OF GRAND RAPIDS, MICH. THIS

NATURE TRIGGERS TORNADO

With a noise like the roaring of hundreds of jet planes, the year's first big spate of ugly tornado funnels thrashed across 16 states last week, leaving a swath of death and destruction and the threat of more to come. From now until July the residents of the central and southern states must live in ominous expectation of the temperature drops, rising winds and darkening skies which precede the tornado.

Last week's twisters were unusual in the number and in the area they covered. They were otherwise grimly typical. The Michigan tornado left four dead at Grand Rapids, 12 dead in the nearby village of Hudsonville. Drum-right, Okla. mourned its five dead. There were eight dead in Wisconsin, five in Tennessee. Everywhere storms played their tragic pranks. Some of the actual incidents that occurred



PHOTOGRAPH WAS TAKEN BY ENGINEER CARL WALKONS IN HIS BACKYARD THREE MILES FROM STORM

SEASON AND MAN FIGHTS IT

are shown in the drawings at left and right.

In the Dust Bowl area of the Texas Panhandle the turbulence whipped up the year's worst dust storms. The final toll of the tornadoes; at least 47 dead and \$16 million in damage. If the season is only average there will be 175 more deaths before it is over and millions more in damage. In the worst recent tornado year—1953, when Flint, Mich. and

Worcester, Mass. were ravaged—the deaths totaled 516 and the damage \$225 million.

Working desperately to lessen the toll, the weather scientists are learning to predict with heartening accuracy (pp. 40, 41) where tornadoes may form and strike. Their work, while it cannot prevent the property destruction, shows promise of cutting down the number of deaths which are usually caused by tornadoes.



FLYING TEAKETTLE, swept up by the tornado, dumped scalding water over Mrs. John Kast of Benzie County, Mich. as she hurried toward shelter.



TIED TO MATTRESS because she was too feeble to reach shelter, Anna Hart, 89, of Standale, Mich. was carried 200 feet, landed in a field fatally hurt.



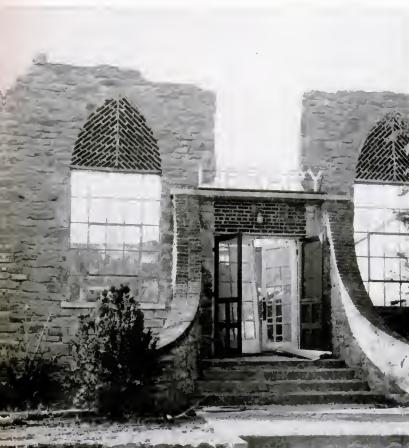
ABOARD A DOOR, Farmer Edmond Sayles of Wilson, Ark., who was in tractor shed when the tornado hit, flew several yards, landed hurt but still alive.



WISCONSIN Of the five Wisconsin towns which were struck by tornadoes, the hardest hit was Berlin (pop. 4,700). There 15-month-old Lily Boeck (*above*) and her mother were alone in their house when the storm hit.



They and the house were blown across the street. Lily and her mother emerged from the ruins injured but alive. Farther down the same street the home of Mr. and Mrs. Peter Gregor was also blown from its foundation, with the Gregors



OKLAHOMA Only the front wall remains of the public library in Drumright after the storm. The tornado cut a path only 500 feet wide through the town but within it brought about nearly \$1 million worth of damage.



TENNESSEE In Lexington, National Guardsmen Carol Hatchett and Ernest Blankenship check storm cellar, near a ruined home, for victims. They found no casualties, but elsewhere in town three died, 60 were hurt.



and their three children inside. All five of them were injured but survived. After the storm only the family's pet cat and pigeons (above) came back home to prowling unhurt among the ruins. In all, six died and 30 were injured in Berlin.



MICHIGAN'S GOVERNOR WILLIAMS IS AGHAST AT DAMAGE IN HUDSONVILLE

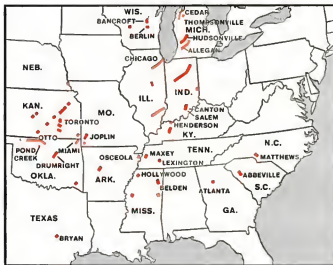
THE WIND'S WORK IN WIDE AREA

Seldom had so many tornadoes hit such a wide area in the same period. Sweeping out of the southwest in the classic tornado pattern, the first day's storms struck in Oklahoma and Kansas. Even as towns in those states were sifting the ruins for their dead, the colliding masses of air which spawned the tornadoes were moving quickly northward. On the second day new tornadoes smashed into Wisconsin and Michigan.

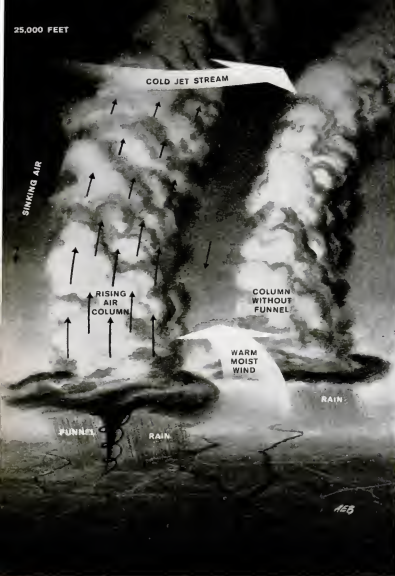
Michigan was the hardest hit state, with 17 dead, some 200 injured and more than \$12 million in damages. After two disastrous days the great chain of storms—at least 60 of them—ended, but weather forecasters, like those on the following pages, were already predicting new tornadoes.



MICHIGAN Mrs. Zelta Chaffee weeps amid ruins of her home in Hudsonville. She and her family had also survived the 1953 tornado in Flint. This time she and 11 others escaped death by crouching in basement.



WHERE STORMS HIT, and the paths they took, are shown in red. A few were severe wind storms which did not take tornado form. One tornado formed near Hopeton, Okla. and traveled 60 miles before it blew out. The week's last storms, in Bryan, Texas and in the Carolinas, were predicted by weathermen (next page).



DRAWING OF TEXAS STORM SHOWS HOW A TWISTER OCCURS (SEE BELOW)

SCIENTISTS FOLLOW A STORM, SPOT A 'HOOK,' WARN A TOWN

The only good tornado news last week came from Bryan, Texas, where the weather scientists' intensive research into the workings of tornadoes paid off with a precision warning that may have saved many lives.

At the Severe Local Storms Forecast Center in Kansas City, Mo. where hourly weather reports from 500 stations are correlated with radar readings taken by 33 stations strung across the storm-cellular belt of the Midwest, the meteorologists were worried about the Texas weather. Conditions were just right for a twister (*driving above*). Near the ground a warm moist wind was blowing in from the south. Columns of the warm air a mile wide were rising rapidly, building tall towers of cumulo-nimbus clouds. At 25,000 feet the rising columns were hitting the cold, high-speed jet stream winds crossing from the west, producing a rotary twisting effect in the storm. The twists were being transferred down through the dark, spreading base of rain clouds. Any column could produce the tornado's devastating funnel.

By noon the forecasters were sure. They sent a tornado warning to Texas, outlining a danger area near Bryan. At Texas A&M College, six miles from Bryan, a team of radar operators hovered close to their flickering screen, watching for a tell-tale "hook" (*picture opposite page*). It appeared on the screen at 2:50 p.m. a.s., out above the plains 10 miles to the west of Bryan, an ugly whirling funnel licked down from one of the columnar clouds and began sucking dirt and objects up into the sky.

The observers gave the alarm. Police phoned warnings to schools. Two radio stations broadcast the danger. Twenty minutes later the twister tore into town, damaging 200 houses. But the people were all in safe places. Except for a slightly injured dachshund, no one in the town was hurt.

Tornado Season CONTINUED



TRACING STORM BUILD-UP just before tornado seemed sure to strike Texas, meteorologists of the weather bureau's Severe Local Storms Forecast Center in



SKY IN STORM AREA on the day of the Bryan twister was photographed from 17,000 feet in weather plane used to study tornado-spawning cloud formations.



Kansas City add new boundary lines to area in which twister is likely to occur. Last year unit pin-pointed 300 out of 900 tornadoes, came close on 300 more.



TELL-TALE "HOOK," a jagged indentation (arrow) in radar pattern of Bryan storm, gave warning of twister 20 minutes before it roared into the edge of town.



TORNADO ON SCHEDULE hit Bryan (right), burst open buildings. These three warehouses were quickly smashed, contents scattered for hundreds of feet.



CLOSELY STUDIED by two oldtime greats, Bobby Jones (in cart left) and Jimmy Demaret (center), young Ken Venturi gets off a big drive in the second round of the Masters.



OPENLY ADMIRED by fan, Venturi enjoys leading the field. "When I got birdies on the first four holes," he said, "I figured 'What the hell, let's shoot for the moon.'"



A NEWLY AWESOME AMATEUR

Salesman with understanding boss gives pros fits in the Masters



COACH NELSON

self at 24. He began collecting a gallery the first day with an amazing 66, lowest score ever posted by an amateur in the Masters. When he teed off with a four-stroke lead in the final round Sunday, a huge buzzing crowd kept wondering where in the world this young man came from and what he had been doing. •

Ken Venturi has been selling automobiles in San Francisco since he got out of the Army six months ago. He is half of a unique golfer-

salesman duo enthusiastically employed by Auto Dealer Ed Lowery and trained by Lowery's friend, the former golf great Byron Nelson. The other half of Lowery's team is Harvie Ward, U.S. amateur champion. Lowery boasts that his boys can beat any pair of golfers.



BOSS LOWERY

Venturi and Ward sell lots of cars but are able to play golf five days a week. On Fridays they play a bizarre "gangsome" with the boss, occasionally Nelson and others. Nelson has been coaching Venturi, who has been over par in only two rounds in six months. But at Augusta, Venturi faltered on the last round. He was edged out by Jackie Burke's brilliant finish but still ended higher up than any other amateur ever did in a Masters—a clear-cut second.

NEW-AND WHAT A MEAL!



Illustration shows contents of two cans

A new thin-strand spaghetti with tender beefy meatballs—by Franco-American

IF your brood has been hinting for something new and different to eat, you needn't even turn the page—this is it! FRANCO-AMERICAN Spaghetti with Meatballs. Completely new. And completely wonderful.

Main event: the meatballs! Tender, beefy meatballs, seasoned ju-u-ust right.

Next attraction, the sauce! It's new and it's tomato and it's tantalizing! Maybe you can't tell by looking just *how* tantalizing, but one sniff will

give you a good idea. And when you taste it—you'll *know*! You'll notice, too, that even the spaghetti is different—the thin-strand kind.

This newest Franco-American dish is a *meal*. Mothers. Satisfying. And nutritious. Every helping supplies *proteins* and *energy* which everybody in your family needs.

Easy to fix? Goodness, yes! All you do is heat our Spaghetti with Meatballs for three or four minutes, serve, and get ready for compliments.

One more point. Franco-American Spaghetti with Meatballs costs *only about 14¢ a serving!* At that price, wouldn't it be a good idea to get *several* cans? Right now, maybe?

Spaghetti with Meatballs
by Franco-American
FRANCO-AMERICAN IS A REGISTERED TRADEMARK OF THE NATIONAL SPAGHETTI COMPANY



Available in
Canada, too



New! Lemon

Fresh Sunkist lemons for tang and flavor...

"You can make our pie crust pretty but you can't make it tough! We've homogenized these sticks of pie crust mix, so feel free to handle the dough as much as you need to. Come what may, you'll *always* get tender crust. That's why you can shape it without fear of toughening it, into

things as pretty as our 'lemon blossoms'.

"To make them, cut 2" rounds of dough, cut outer edge to form petals, and shape over a small funnel. Leaves: cut leaf shapes, notch edges, bake flat. Bake 3 to 4 min. at 475°. Arrange blossoms and leaves as shown."

NOW AVAILABLE
ALSO IN THE
4-STICK PACK

Betty Crocker

of General Mills



LOOK FOR
THE SUNKIST
QUALITY STAMP.

Sunkist
fresh lemons

Blossom Pie!

Betty Crocker pie crust for flaky tenderness

LEMON BLOSSOM PIE

Baked Pie Shell (directions on Betty Crocker Pie Crust Mix package)

- ½ cup sugar ½ cup water
- 1 envelope unflavored gelatin (1 tbs.)
- ½ cup fresh Sunkist Lemon juice
- 4 egg yolks, slightly beaten
- 1 tbs. grated lemon rind
- 4 egg whites ½ cup sugar
- ½ tsp. cream of tartar

Blend first 5 ingredients in saucepan. Cook over med. heat, stirring constantly, just until mixture comes to a boil. Stir in grated lemon rind. Place pan in cold water; cool until mixture mounds slightly when dropped from a spoon. Then fold into a meringue made from egg whites, cream of tartar, sugar. Pie into baked pie shell. Chill until set.

The tangiest, tastiest, just downright best lemon pies are made with fresh Sunkist Lemons. For only fresh lemons give the true, tart-sweet lemon flavor! And Sunkist Lemons—grown only in sunny California and Arizona—are the finest you can buy in any market.

Important: Now you can buy Sunkist Lemons without guessing. Look for the name "Sunkist" now stamped right on the skin—like Sunkist Oranges. This famous trademark guarantees you consistent top quality.

- Want a car that takes off like a torpedo?
- Want a car with modern push-button drive selector?
- Want a car with the finest brakes yet developed?
- Want a car that rides like a dream?
- Want a car that's safe and solid under the style?
- Want the smartest car on the road?



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BEFORE YOU DECIDE



Push-button drive control is at your fingertips to the left. Positive mechanical control. Absolutely foolproof. So easy, so natural. Try it today.



PRICE a De Soto before you decide! Your De Soto dealer will give you a most attractive trade-in allowance! De Soto dealers present Groucho Marx in "You Bet Your Life" on NBC radio and TV • DE SOTO DIVISION, CHRYSLER CORPORATION

 DE SOTO—OFFICIAL PACE CAR 1958 INDIANAPOLIS 500-MILE RACE.

IS THE INCOME TAX JUST?

DON'T BE MISLED JUST BECAUSE NO ONE SEEMS TO BE PUTTING UP MUCH OF A SQUAWK

We approach the annual miracle play in which some 60 million Americans turn over \$30 billion of their income to a comparative handful of revenue collectors. To use a horse-park term it is the biggest day's handle in the history of money or nations; and the miracle is why a people who staged the Boston Tea Party and the Whiskey Rebellion should get it up so docilely. When the Communist party and the *Daily Worker* were recently raided by T-men on a tax delinquency claim, they appeared briefly to be lonely heirs of a lost American tradition. But no, even the Communists hoast that their tax returns were in order.

True, there are a few defiant spirits left. A jury in Alaska, whose delegates to Congress can't vote, has just acquitted a tax offender on the good old plea of "no taxation without representation." Utah's Governor J. Bracken Lee refuses to pay his tax (and will be sued for it) on the ground that the government spends his money unconstitutionally. Some 20,000 gangsters, gamblers and other tax-hating citizens are being and always will be investigated for tax fraud. But by and large the late Justice Jackson's opinion still seems to hold. Surprised not by how many but how few evade their taxes, he said. "That a people so numerous, scattered and individualistic annually assesses itself with a tax liability, often in highly hurdlesome amounts, is a reassuring sign of the stability and vitality of our system of self-government."

This is not an old American custom. During more than 50 years (1802-13 and 1818-61). Americans paid no federal taxes whatsoever. The 16th Amendment is usually thought of as the revolution in our tax history; but the progressive income tax was not new then (it was used during the Civil War) and did not start biting until much later. Even in 1939, the climax of the New Deal, only one American in 32 paid an income tax. It was World War II that changed things. In 1943 one third of us became income tax payers and have remained so—statistically, almost everyone with a job.

No doubt we owe some of our docility to the withholding system, under which most taxpayers never see their tax money. Let alone develop a proprietary interest in it. But withholding is not a modern device; auctioneers withheld a federal excise as early in our history as 1794. (If boxing promoters, especially the late Mike Jacobs, had been required to do as much, the great Joe Louis would not now have to be wrestling for his back taxes.) There is in fact no such thing as a new kind of tax; some government or other has long since invented them all. All you can ask of a tax system is that, while yielding the needed revenue in ways that least damage the economy, it be reasonably simple, uniform and just.

Is ours? Far from it. It raises the revenue all right; but according to one man in a position to know—T. Coleman Andrews, until recently the chief of the Internal Revenue Service—our income tax is confiscatory, vengeful and guilty of "shameful discrimination." The evidence for this and even harsher judgments is spelled out by many an economist and tax expert in the recent hearings before the Mills subcommittee of the Joint Committee on the Economic Report.

Our personal income tax has a steeply progressive framework, from 20% to 91%. But that is just the framework; the patchwork is what matters. There are so many special exceptions and "technical" complications that it is far less progressive than it pretends to be, and far more progressive

on some kinds of income—notably earned income—than on others. The Treasury dips deep with a sieve, in Henry Simons' phrase, and the pattern of the sieve gets crazier every year as the rulings, court decisions and amendments pile up. Just to keep a record of them all, a firm like Commerce Clearing House, which published 400 pages on the tax laws of 1913, now publishes 28,000 pages of tax reports a year. Since 1935 the number of certified public accountants has more than tripled.

A Massachusetts shoe magnate was forbidden to deduct his daughter's wedding as a business expense, but a Pennsylvania dairyman was allowed to deduct his African safari because of its publicity value. When income from cattle sales was granted capital gains treatment in 1951, it was with difficulty (and perhaps only temporarily) that turkeys and chickens were not included. The depletion allowance system which has long favored oilmen has spread gradually (but unevenly) to all natural resources except soil, water and air; and Professor Kenneth Galbraith of Harvard asks why it shouldn't be extended to professors, since "there is no group where depletion of what is called intellectual capital proceeds so immutably and leaves such a hideous void."

Not private greed alone but public justice urges these exemptions. Indeed none of them is unjust in itself, except in comparison with its neighbors. For instance, a rich man can deduct a football scholarship for his alma mater, or even a whole team; but you can't deduct the cost of sending your son to M.I.T. If and when the shortage of scientists rouses Congress to correct this inequity, it will do so not by disallowing the first exemption, but by allowing the second. Where then does the process stop?

The last big rewriting of the tax laws (1954) was an achievement from the standpoint of equity, but only by multiplying the exemptions and complexities. Now almost every organized group in our society enjoys some special tax privilege, from home owners (whose mortgage interest is deductible) and inventors (their royalties are now capital gains) to organized labor (many fringe benefits are tax-favored) and the blind (an extra \$600 exemption). The older each special privilege becomes, the harder it is to question it. The more people with vested interests of their own, the fewer to challenge others'. Perhaps the American taxpayer's docility is to be explained less by his honesty and patriotism than by this all but universal complicity in special privileges.

But it is an ignorant and unequal complicity, and it can't last. The random erosion of the tax base led the late Randolph Paul to call the income tax "a wasting asset of the nation." Professor Cary of Columbia calls his study of it "A Requiem." Treasury experts are beginning to despair of the income tax as the chief source of revenue and to think about other kinds of taxes.

None of the alternatives would be as just as the income tax could be. Some day soon Congress is going to have to write a whole new tax law. It should be an income tax whose progressiveness is realistic, not demagogic; whose exemptions are few, uniform and general; and which lets equity and simplicity reinforce, not undermine, each other. It would be wise to start work on it while Americans still trust their tax system.

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New for Spring

Off with the old—on with the new—it's Spring! Fresh, new styles in Longines watches await you at your jeweler. New mechanical features reflect the rapidly increasing tempo of technical progress. As for 90 years, Longines watches are still the finest—there are none better. Yet, for as little as \$71.50, you can have the pride and joy of owning or giving a Longines, *The World's Most Honored Watch*. It is not too early to start thinking about the gift occasions ahead—a graduation, an anniversary, an engagement or a wedding. Your Longines-Wittnauer Jeweler will be honored to serve you.

Illustrated—Longines Matching Duets of exquisite style and workmanship.
Left: Pres. McKinley, \$130; right: Louise, \$125—both in 14K gold cases.

Longines-Wittnauer Watch Company

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER

A LOOK AT THE WORLD'S WEEK

ERRANT ELEPHANTS IN A CIRCUS WALKOUT

A pair of well-dressed elephants posed a traffic problem in New York City. Lumbering out of Madison Square Garden during circus rehearsal, they wandered a block down Eighth Avenue before being caught. Circus attendants and police pushed and pulled, finally chained them to a lamppost. Then they brought two larger elephants who led the runaways back to their work.



ACID ATTACK ON A CRUSADER

Splashed with acid by an unknown assailant on a New York street, syndicated Labor Columnist Victor Riesel lay in a hospital in danger of going blind. The attack, seen by his assistant (*hand on face*), occurred after he had spoken on the radio against labor racketeers.

A PRETENDER AND HIS PROGENY →

Approaching his silver wedding anniversary, Henri, Comte de Paris and pretender to the nonexistent throne of France, stood for a family portrait in his home near Paris with his wife and 11 children. Long exiled, he is now allowed by law to live in France.



TENSE NERVOUS HEADACHES

call for
STRONGER Yet SAFER

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Also goes to work instantly to relieve pains of

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- NORMAL PERIODIC PAIN and
- DISTRESS OF COLDS



ANACIN not only gives stronger, faster but also safer relief from pain. Anacin Tablets won't upset the stomach. They contain no narcotics or habit-forming ingredients. Despite their great strength, you can take Anacin Tablets as directed as often as needed without the slightest harm.

You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients.

The highest medical authorities in the nation declare that the Anacin way—a formula combining smaller quantities of a number of highly effective pain relievers—gives faster, more effective and safer relief than a large dose of one single

Highest medical authorities have established beyond a shadow of a doubt that Anacin's combination of potent pain relievers acts smoother and more efficiently than any single drug.

drug. This is one of the first fundamentals of medicine taught in all schools of medicine and dentistry. Just ask your own physician or dentist if this isn't true.

So whenever stronger yet safer medication is needed—you can depend upon Anacin. Remember—no single drug can give you the same strong safe relief of Anacin's combination of powerful pain relievers. Buy Anacin Tablets today.

If pain persists—see your doctor.

You can depend on



A BIG PICTURE IN THE MAKING

In Florida, where he had reportedly gone to work out his decision about running again, Richard Nixon was photographed by an amateur with a highly professional manner. As the Vice President left Easter services on Key Biscayne, 11-year-old Ralph McKinney cleared spectators out of the way, then aimed his Brownie and snapped his picture.



AN EASTER KISS FOR A TINY MISS

Wearing her Easter clothes (navy blue dress with yellow hat), Mrs. Eisenhower sat on the White House lawn and kissed her newest granddaughter, Mary Jean, 3 months, while granddaughter Susan, 4, sat alongside. Asked his opinion of her outfit, President Eisenhower said it was "fine" but about her hat he added, "She's got one I like better."

S.O.S. cleans white-wall tires really white

S.O.S.

magic scouring pads

cleans and shines aluminum



S.O.S. is rugged: Just twist the pad and see. Compact, tightly-interwoven, S.O.S. holds up while cleaning off the toughest curb-marks, grease and ground-in dirt.

S.O.S. has grease-removing soap right in it. Just dampen the pad and squeeze up the suds; that's all you do. An S.O.S. pad is ready to go to work—Instantly!



Keep in Trim while you keep Slim!



ENJOY GRAPEFRUIT JUICE—

LOW in calories...HIGH in vitamin C!



It's the "Unforbidden Fruit" Juice
on any low-calorie diet!

Helps keep your energy UP . . . while you keep your weight DOWN!
Delicious canned grapefruit juice is never on the forbidden list for you weight watchers. In fact, it's highly recommended, because it's so good for you *and* your figure. Slimmily low in calories, it's also wonderfully high in the vital vitamin C you need every day. Fresh-squeezed from sun-ripened Florida Grapefruit, it's easy to store and ready to pour. Buy it in the thrifty 46-ounce can. You actually get two big glasses for a nickel! Keep plenty on hand, and drink plenty every day. You'll feel better—and look better if you do!



NATURE'S THRIFTIEST SOURCE OF
VITAMIN C...AND SO HANDY!
FULL STRENGTH, READY TO POUR!

Florida  Grapefruit Juice

© FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA



A SHOWMAN'S SAD SPECTACLE

Fire, roaring through the mansion owned by Broadway Showman Billy Rose at Mount Kisco, N.Y., silhouetted a sylvanlike statue. Lawn statues were almost the only objects from Rose's art collection to survive the blaze. Rose, who hurried from New York to view his gutted house, was too upset to itemize his losses, but presumed destroyed were works by Rubens, Titian, Renoir. One estimate put the loss at \$400,000.

Find out what fun a train can be



Stretch-out, look out, move about! Have fun as you watch the passing scenery or meet new friends in the gay lounge cars on Santa Fe's famous streamliners.

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Chicago and Los Angeles

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One way fare
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**ASK ABOUT LOW
FAMILY FARES**

\$55.44

PLUS TAX
Round trip
only \$98.15



SPRING'S A WONDERFUL TIME

AND EVERY MILE YOU DRIVE COSTS LESS THAN THE ONE BEFORE!

Spring is in the air again—and it's just natural for you to want to get out and go places.

Why not take an afternoon or a week end (or if you can manage it, a whole week) to enjoy the sunshine and the countryside in all its spring splendor? Your car is waiting. And remember this—when you drive more, it gets cheaper by the mile.

Figures compiled by the American Automobile Association show that a large part of the cost of operating a car is *fixed*. Such things as depreciation, license fees and insurance do not change with mileage.

The main added expense for enjoying extra mileage is the relatively small cost of gasoline and oil. Competition among U. S. oil companies has held the lid on these prices

—despite the high taxes—to give you one of today's biggest bargains. So, as you can see from the figures below, every mile you drive costs less than the one before.

AVERAGE YEARLY DRIVING COSTS FOR A FAMILY OF FOUR

For 5,000 miles*		For 15,000 miles*
\$481.33	Depreciation	\$481.33
104.39	Insurance	104.39
16.88	License fees	16.88
118.00	Gasoline and Oil	348.00
37.00	Maintenance	111.00
25.50	Tires	76.50
\$791.08	TOTAL FAMILY COST	\$1,138.08

3.9¢ Cost per mile for each member of family.... **1.9¢**

This example is figured for a family of four. Your family size may change this cost a little.

This year, treat your family to a long spring drive. And please drive safely.

*Source: AAA

ETHYL CORPORATION New York 17, N. Y.

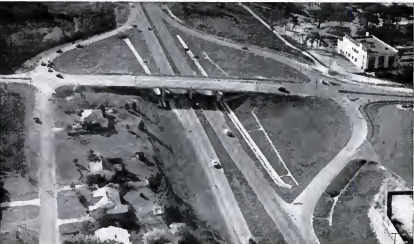


TRAVEL TREAT. In many sections, the arrival of spring opens the bathing season. Even if you're too far north for a dip, a trip to the beach at this time of year offers unusual, windswept beauty for your enjoyment.

CAR CARE. Service stations in your neighborhood are now featuring "Spring Checkup." Here's a good way to make sure that your car is in tiptop shape for the months of summer driving fun ahead.



TO GO PLACES...



NEW ROADS. Mile after mile of safe new roads is being opened all across the nation. Thousands more will soon be started for your driving pleasure. In addition, picturesque back roads are being improved to make leisurely scenic driving more enjoyable.



DRIVE MORE...DRIVE SAFELY!

"This one
has the touch!"



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© Pabst Brewing Company, Milwaukee, Wis.

Unmistakable! The taste with the
Pabst Blue Ribbon
Touch

There are many reasons for the happy flair of flavor that now distinguishes Pabst Blue Ribbon from America's two or three other great beers. Put them all together and you have what we call the Pabst Blue Ribbon Touch. (PBRT, for short.) The barley from which Pabst Blue Ribbon Malt is made is a good example of it. Only eight of the some 140 varieties of barley grown in the United States are fine enough to be considered for Pabst Blue Ribbon Barley. This good bright barley makes a difference you can taste. Next time you hear that friendly question, "What'll you have?" say, "Pabst Blue Ribbon", and you'll find out.





BLOOMING RAINCOATS include an azalea-printed oiled slicker with a matching crew cap (*center*, Standard Slickers, \$15) and in

background, coats made of drapery fabrics with floral print (Donald Brooks, each \$30). Matching umbrellas in flowered fabric cost \$10.

Bright Spot on a Bad Day

SPRING BRINGS A DELUGE OF RAINCOATS IN NEW STYLES, GAY PRINTS

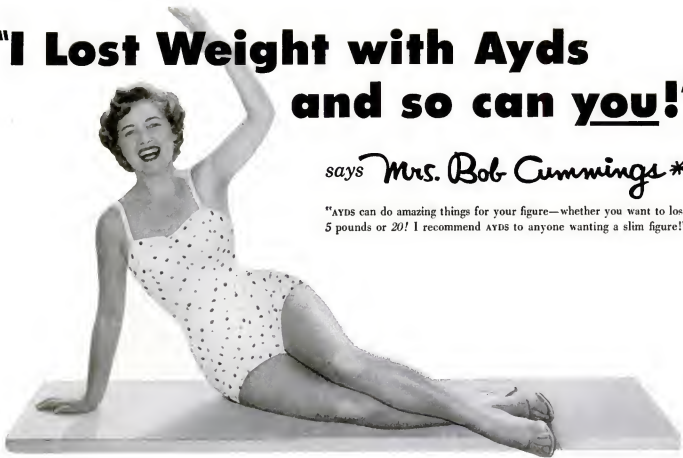
This spring American designers of rainwear are turning out bright styles in such profusion that any girl who really knows enough will not want to come in out of the rain. Gayest of the new raincoats camouflage their basic practicality with flower prints (*above*). Led by the old-fashioned oiled slicker, they are made of a variety of waterproof fabrics, including splashy cotton upholstery and drapery materials. Following the season's newest

fashions, there is a trenchcoat with a high waistline and an up-to-date Ivy League style which comes equipped with the currently popular male cap. Consideration has been given to the afterdark downpour in a deceptively fragile-looking pleated raincoat designed for evening (*p. 60*). Looking equally fit for a sunny day, styles like these show why many women this season will buy a slicked-up raincoat instead of a spring coat.

"I Lost Weight with Ayds and so can you!"

says *Mrs. Bob Cummings**

"AYDS can do amazing things for your figure—whether you want to lose 5 pounds or 20! I recommend AYDS to anyone wanting a slim figure!"



Clinic proves **Ayds** best and safest in tests on 240 overweight women and men!



Mary Cummings exchanged the stage for "the three-ring circus" of a happy, well-populated family: Patricia, Robert, Jr., Bob, Melinda and Baby Laurel. She agrees that "Staying down to your ideal weight is sometimes hard—until you discover AYDS!"

Mary Cummings watches her figure as carefully as any movie star. As a wife and mother of four children, this isn't always easy. But that's where AYDS has helped, says Mary, since she learned that AYDS users lose almost *twice* as many pounds. This was *proved* in a well-known New England clinic in which medical experts tested four different reducing methods—cellulose wafers, lozenges, pills, and modern AYDS. 240 women and men were tested under clinical conditions. Those who took AYDS *averaged the greatest weight loss*—almost twice as many pounds as the next best product! Not only that—the people who took AYDS had no nervousness, sleeplessness, or unpleasant "side effects"! A reprint of this Medical Report will be sent to your physician at his request. He should write: CAMPANA, BOX MD, Batavia, Illinois.

No Drugs or Diet—No "Hunger Pangs"! It's easy! With AYDS, you lose weight the safe, easy way. Taken before meals as directed, this delicious *candy*—containing added vitamins and minerals—curbs your craving for fattening foods. Yet you eat all you want. "Hunger pangs" don't bother you! So without starving yourself, you *automatically* eat less and lose weight normally, safely, quickly.

Guaranteed to Work for You!

AYDS users—with their very first box—happily report losing up to ten pounds or more. In fact, with the easy AYDS Reducing Plan, you must lose weight with your first box (\$2.98), or your money back. At all leading drug and department stores. *If wife of the star of "The Bob Cummings Show" on CBS-TV.



Like other busy though fond young parents, Bob and his pretty wife appreciate that rare evening alone together, without the family. Mary says, "AYDS can do amazing things for your figure—whether you want to lose five pounds or twenty! I know!"



Take **Ayds**...

first aid for overweight!

A Composite Product



CHESTERFIELD in the classic style is of light-colored linen with a black velvet collar (Lawrence of London, \$53). Raincoat is indistinguishable from an elegant summer topcoat.



TRENCHCOAT of traditional whipcord (Main Street, \$30) has a high waist which is emphasized by belt tabs under arms. This copies outstanding new silhouette for spring.

CONTINUED

LUMINALL PAINTS

*easiest to apply
easiest on the eye*



The best paint buy

With Luminall the job is done when other paints have just begun. Everything built in—primer, sealer, undercoat and finish—for marvellous all-in-one coverage. No fumes or fire risk. Dry in minutes. Durable! Scrubbable! Beautiful!

Satin Luminall

Famous Concentrated Paint preferred by architects and master painters. A bonus quart in every gallon. For all interiors, including kitchen and bath.

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For those who prefer a paint of a consistency ready to stir and apply, but still want maximum durability and washability. For all walls, ceilings, trim.

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Sheer Miracle!



It's the **SHEER LANOLIN** in
CUTEX LIPSTICK that does it...

... that gives your lips the sheer, creamy-smoothness of satin... keeps them always soft as a rose!

... This same priceless Cutex ingredient caresses lips with sheer true color-tones... color that clings for hours, after eating, smoking, even after a kiss!

If you want lipstick that really stays on, that never fades, that is never drying... if you want true lipstick luxury...

... discover the sheer miracle of Cutex Sheer Lanolin Lipstick!

CUTEX



Matching Cutex
Nail Polish, 29¢

10 fabulous
lipstick
colors, 59¢

BRIGHT SPOT CONTINUED



NEW WRINKLE shows up in a slender evening raincoat (Bonnie Cashin, \$18) which is finely pleated all over. Made of pale nylon, coat can be washed and the pleats will remain.

BLAZER STRIPES on a heavyweight cotton are used in Ivy League style raincoat which is cut like a boy's and comes with a miniature cap in matching stripe (Sherbrooke, \$25).





Rare spices and herbs from 'round the world go into French's

FRENCH'S MUSTARD

does something wonderful for a Ham Sandwich!

Double-Creamed for richer flavor

Fresh fragrant rye bread spread with pink slices of ham—and a generous scoop of French's *double-creamed* Mustard. Is that ever good... any time, anywhere! French's *double-creamed* Mustard *makes* a sandwich... it's richer, smoother with more tangy goodness. Next time you want a sandwich, get out French's and put extra flavor in every bite!

FREE! The novel Hot Dan Mustard Spoon shown in photograph. For your spoon, send name and address to The R. T. French Company, 1072 Mustard St., Rochester 9, N. Y.



More women choose
FRENCH'S
than any other Mustard



CHANGE TO THE COFFEE THAT'S

Alive

WITH **FLAVOR!**

Put the zing of Spring in your coffee cup, too! Enjoy the exhilarating fragrance . . . the sprightly flavor . . . of fresh-as-a-breeze A&P premium-quality Coffee. Truly "alive with flavor," it's America's favorite coffee . . . Springtime or any time. Try it!



Mild & Mellow Rich & Full-Bodied Vigorous & Winey

A&P Custom Ground Coffee

SOLD EXCLUSIVELY AT A&P FOOD STORES AND
A&P SUPER MARKETS

CUSTOM GROUND TO GIVE YOU ALL THE FLAVOR!

Fresh, fresh A&P Coffee is Custom Ground when you buy exactly right for your coffeemaker. Result? Cup after cup of gloriously flavorful coffee . . . the way you like it!



MORE FLAVOR IS WHY THOUSANDS ARE CHANGING TO A&P COFFEE



LIMBERING UP IN GYM CLASS, MRS. THOMAS DUBLIN ADEPTLY DOES ROCKING EXERCISE WITH SEVENTH-GRADER

PARENTS' SCHOOLDAYS

To let parents know more about what goes on in the schools, the principal of the Leland Junior High School in Chevy Chase, Md. decided to issue a bold invitation. Would parents like to see things at first hand by coming back to school for a while as junior high students themselves?

Seven parents, chosen by the P.T.A., eagerly agreed to serve as guinea pigs. Assigned to regular schedules

with the students, they spent three full days doing everything that was asked of their younger colleagues. Exhausted by gym exercises, humbled by difficult tests, they found the curriculum more than a match for rusty grownups. But, as they enthusiastically reported to a meeting of 700 other parents, they also found the school just fine for the kids and generally doing a far better job than they had imagined.



PRETENDING TO BE ON TELEVISION, GUY TARLOCK HELPS SEVENTH-GRADERS DISCUSS "SCHOOL OF THE FUTURE"

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The Apex Automatic Clothes Dryer (Gas or Electric) gives you a safe, fast, easy-to-select drying method for everything from woolsens to synthetics. See this hour-saving laundry pair at your Apex dealer's now.



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PARENTS CONTINUED



IN ENGLISH CLASS Charles Wesner gets into a discussion with eighth-graders. At blackboard Wesner embarrassed himself by misspelling "coming."



IN METAL SHOP Fred Blachly makes a tie clasp as a seventh-grader looks on critically. Blachly, a professional writer, got an A— for his work on class.



ON A BICYCLE Mrs. Robert Proctor heads for home with her eighth-grade son Bruce. Because he was a better rider, she let him carry her schoolbooks.



 **Ask the Chef for the secret of real Italian-style spaghetti!**



Ever wished *you* could fix spaghetti the way it's fixed in a real Italian restaurant?

Ask the Chef for the secret. Chef Boy-Ar-Dee, that is! He'll show you how to cook a dinner that will take your taste buds on a trip to Italy!

You start with a package of Chef Boy-Ar-Dee Spaghetti Dinner. This gives you the *right kind* of spaghetti — long, thin, made with durum wheat — and the Chef tells you on the box how to cook it succulently tender, but not mushy-soft.

You also get a can of wonderful Sauce (Meat or Mushroom)—made by a real Italian recipe, blended with the Chef's special seasonings. And a canister of real Italian-style grated cheese to sprinkle on top.

Takes only 12 minutes from start to eating. Serves 3 — for only about 14¢ a plateful. Get out the checked tablecloth — and try it tonight!



with meat or mushroom sauce

CHEF BOY-AR-DEE®
Spaghetti Dinner

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For birthdays, anniversaries,
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Seagram's 7 Crown says
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OF AMERICAN WHISKEY AT ITS FINEST

New For 1956! More Wonderful, More Glamorous, More Colorful— FABULOUS FOODARAMA BY KELVINATOR



Here it is! The new 1956 Fabulous Foodarama by Kelvinator. Here is the ultimate result of years of planning, and more than four decades of appliance experience. Note

the glamorous new Sand Tone interior styling. The electric range illustrated is a Kelvinator, too, the only range in the world with *disposable aluminum oven linings*.

166-lb. Upright Freezer and an 11 cu. ft. Self Defrosting Refrigerator, both in a cabinet 47" wide

There's nothing else like it in the world! It's the entirely new and exclusive Kelvinator design in foodkeepers—a new concept in modern living. Here is America's most exciting foodkeeper—more beautiful, more glamorous for 1956! Here is new

magic for your kitchen—in spaciousness, beauty and features that only Kelvinator brings you. Here are fewer shopping trips, better meals, easier meals. And—all of it can be yours at far less cost than a comparable separate refrigerator and freezer.

Read about the features below. Then, no matter the size of your family, kitchen or budget, see Fabulous Foodarama at your Kelvinator Dealer. Or write Kelvinator, Detroit 32, Mich. In Canada: Kelvinator of Canada, Ltd., Toronto 15, Ontario.



In the Freezer:

- 1 A True Home Freezer. Separately insulated freezer stores 166 pounds.
- 2 Separate Temperature Control Dial.
- 3 6 Ice Cube Trays. Each tray holds 18 cubes.
- 4 Freezer Shelves. Four shelves are fast-freezing shelves. Two shelves are removable.
- 5 Ice Cream Keeper. Stores over a gallon.
- 6 Juice Rack. Frozen juices and fruits.
- 7 Freezer Wrap Dispenser*. 12-inch roll of freezer wrap in the door.
- 8 Banana Bin*. Bananas keep safely in this handy rack.

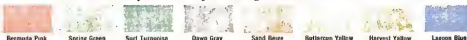
*Freezer Wrap and Banana Bin Unrefrigerated.

In the Refrigerator:

- 1 Temperature Control Dial. Regulates temperature and moisture in the refrigerator.
- 2 Humidplate. Keeps foods dewy-fresh without covering. Never needs defrosting.
- 3 3 Roll-Out Shelves. Roll to you at a touch.
- 4 Slide-Out Fruit Basket. Stores generous supply of fresh fruit.
- 5 Twin Moisture-Seal Crispers . . . of white porcelainized steel.
- 6 Breakfast Bar. Stores bacon, eggs, juices—everything for breakfast.
- 7 Butter and Cheese Chests, wide and roomy.
- 8 Extra Deep Door Shelves, hold tall bottles.

There's much of the magic—and many of the features—of Foodarama in every Kelvinator refrigerator—in a full range of sizes and prices.

Look! Exteriors in your choice of 8 exciting Decorator Colors or Classic White . . .



Kelvinator

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Means More For Americans

Shown on **Disneyland**
See them at your local Kelvinator Dealer's
KELVINATOR-LAND
Spring Sales Circus of Super Values
in Thrilling Kitchen Appliances
Watch for local announcement
© West Essex Products



THE WEAVER

Made of flexible plastic, this car, known as the Ed-mobile, enables the speeder to worm his way around, under or between other vehicles and pedestrians. It is also splendid for drivers too tired to sit up.

Ghastly Garageful

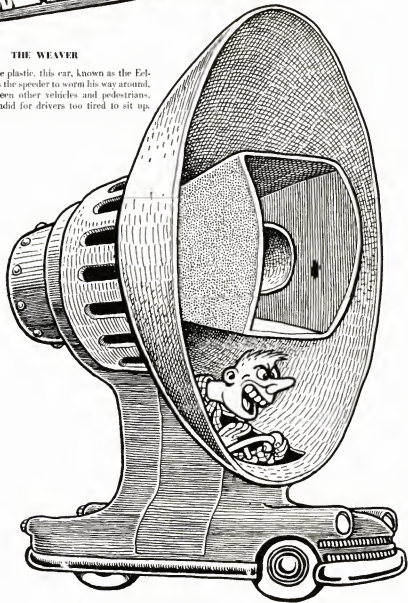
AN ARTIST DRAWS CARS
FOR MANIAC AUTOISTS

On the open road a cartoonist named Basil Wolverton asks no more in motoring ease and efficiency than his 1935 model offers. But, eying fellow drivers, he came to realize that many of them operate under cruel handicaps.

What of the man who likes to weave cellike through traffic but is burdened with a vehicle six feet wide and 12 feet long? What of Constant Beeper, who thrills to every chance to honk but has a horn which will, at best, scare other motorists out of only 10 years' growth at one time? What of the dedicated Road Hog whose car is hardly wide enough to block one full lane, let alone two?

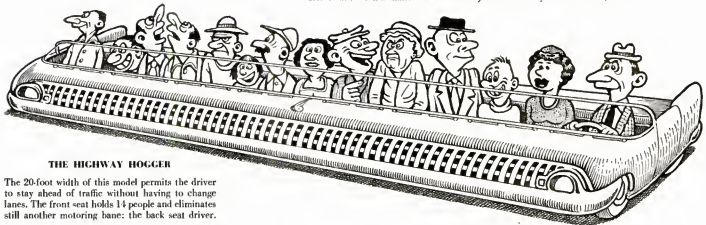
Wolverton, who became famous for drawing the most horrible impression of "Lena the Hyena" (*LIFE*, Oct. 28, 1946), had these frustrated drivers in mind when he sat down and designed a whole new family of cars. They should bring joy to the hearts of the Weaver, the Beeper and many other road types.

Since the new cars will create vast new road peril, Wolverton ended his study with a sure-fire defense for the luckless pedestrian (p. 75).



THE HONKER

This car is ideal for the driver who is miserable unless he is leaning on his klaxon. It is built under a war surplus air raid siren and the fiercely happy motorist sits directly in the path of the head-splitting noise. This horn gives drivers in Boston a chance to clear traffic jams as far away as Providence, R.I.



THE HIGHWAY HOGGER

The 20-foot width of this model permits the driver to stay ahead of traffic without having to change lanes. The front seat holds 14 people and eliminates still another motoring bane: the back seat driver.

REIS PERMA-SIZED KNIT UNDERWEAR WILL NOT SHRINK OUT OF SIZE!

REIS PERMA-SIZED® guarantees that the size you buy is the size it stays! PERMA-SIZED Knitwear, exclusive with REIS,

has the stamina to withstand countless launderings, in any equipment. Laboratory tests prove this!

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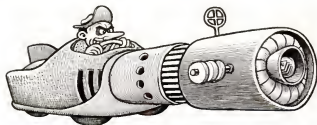


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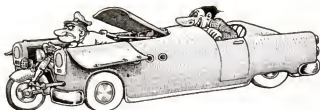
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GHASTLY GARAGEFUL CONTINUED



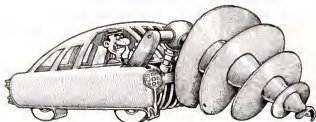
WRONG SIDER

Designed by Wolverton for passing on hills, this car has a powerful disintegrator ray gun which prevents accidents by obliterating all oncoming traffic.



TICKET BEATER

The dummy patrolman and motorcycle built into front of this car give impression the car has police escort and thus lets the driver break laws unmolested.



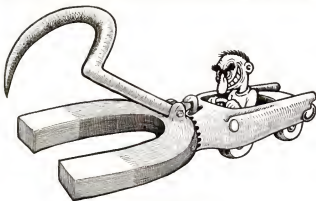
LIGHT JUMPER

To eliminate annoying waits at red lights, this car quickly bores tunnel beneath pavement and deposits driver across intersection ahead of other cars.



BUMPER BANGER

Hydraulic ramrods on the bumpers help the dedicated speed demon hammer any obstructing vehicles from his path. They also enlarge tight parking spaces.



CLOSE FOLLOWER

A powerful magnet permits the driver to stick close behind the car in front. In case the magnet wears out, the giant hook drops down and pinions the bumper.

CONTINUED



More men are drinking them than ever before! And now with handy frozen juice and light, dry Bacardi, you can make perfect Daiquiris at home every time with this easy recipe developed by Bacardi.

NOW ONE OF AMERICA'S 3 FAVORITE COCKTAILS

... and here's a new easy way to make Bacardi Daiquiris at home



Put 2 teaspoons of frozen limeade or lemonade concentrate in a shaker or pitcher with ice (the opened can will keep well in your refrigerator). Or, use the juice of $\frac{1}{2}$ fresh lime or lemon with $\frac{1}{2}$ teaspoon sugar.



Add jigger of Bacardi, shake or stir well (the secret of a great Daiquiri), and serve in a cocktail glass or "on the rocks." Remember, the original Daiquiri was made with Bacardi—the best still are. It's the cocktail that really tastes good!

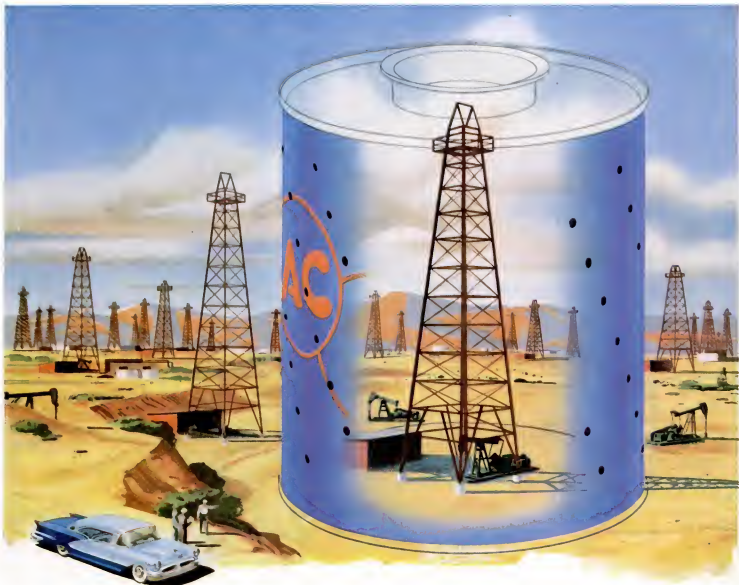


FREE RECIPE BOOK shows how to make your favorite year-round drinks the new easy frozen-juice way developed by Bacardi. Pick up a copy—and a bottle of Bacardi—at your liquor store, or drop us a post card.

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There are many square feet of filtering area packed into an AC Oil Filter, and they're packed so precisely parallel that the filtered-out sludge deposits evenly over the entire area.

That's why an AC Oil Filter works at a three-gallon-a-minute pace and maintains its full filtering efficiency throughout the recommended 5,000-mile period. Your AC Oil Filter doesn't remove an ounce of useful detergent from all those gallons of oil, either. So—always say AC when you change.



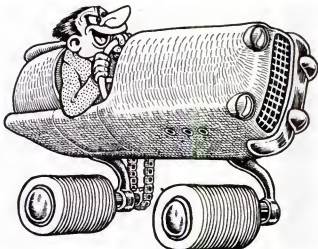
Watch **BIG TOWN** and **WIDE WIDE WORLD** on NBC-TV

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS



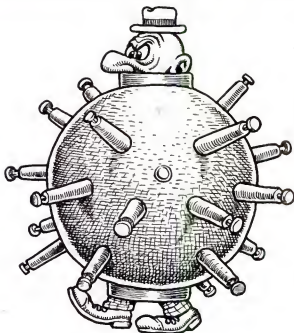
THE BLINDER

Superb for night driving, the Cyclopean Six with its giant searchlight quickly blinds approaching drivers and sends them scuttling off the road into ditches.



THE CAREENER

For motorists who wish they had been racing drivers, this car, even when traveling on straight road, seems to be whipping around corners on two wheels.



PROTECTED PEDESTRIAN

To help pedestrians meet the challenge, Wolverton designed this bristling land mine encasement. A collision would have a chastening effect on drivers.

3 new plastic bandages... all with **SUPER-STICK**



1. BAND-AID Plastic Patch



2. BAND-AID Plastic Strip



3. BAND-AID Plastic Spot

- Stick better
- A shape for every need
- Won't loosen in water



Johnson & Johnson

MAN SHAPES HIS ENVIRONMENT

The domestication of plants and animals changed his way of life and gave man his greatest victory in the battle against nature

by LINCOLN BARNETT



EARLY POTTERY
SHOWS FEMALE TORSO

In the period known as the New Stone Age, which began about 6000 B.C., man won the greatest victory of his long struggle for dominion over nature. In ultimate consequences it was a triumph more crucial than any human achievement before or since. For he discovered the arts of agriculture and animal husbandry and thereby acquired control of his environment. No longer dependent on the chance and mischance of day-to-day existence, he became, alone among all creatures on earth, an active partner in nature's creative processes and the arbiter of his own fate.

From the beginning his two implacable enemies were cold and hunger. He withstood the fury of the weather in the three-quarter million years of the Palaeolithic era by learning to make fire and to cover his hairless body with the skins of other animals (LIFE, Nov. 7). Although he thus freed himself to range and populate the entire earth, he remained a predator and parasite, consuming nature's bounty where he found it with no thought for the following month or season, no knowledge that today's efforts might fulfill tomorrow's needs. And so human society remained fluid, little changed in structure, through the Mesolithic era (LIFE, Feb. 27). But when the secret of planting was revealed, when man discerned the relationship between seed and plant and understood the miracle of seasonal reirth, his whole way of life was drastically transformed. He abandoned the hunter's economy for that of the farmer, and in so doing opened up new horizons of aspiration and endeavor. This most fateful moment of human prehistory is known as the Neolithic revolution. (Neolithic means literally "new stone," an expression referring to the development of polished stone implements at this stage of culture. Though modern anthropologists consider the term inadequate, it remains in general use.)

Agriculture bestowed on man the security of a controlled and abundant food supply that could be stored from season to season. As a consequence the human population began to increase out of proportion to that of all other mammalian species. Society enlarged and cohered to form a new entity, the village, which remains to this day the basic communal unit of social man. And then, with what seems incredible swiftness in the immense perspective of man's tenacity on earth, came civilization. For security and stability of existence carried with them the new and extra dividend of leisure. "It seems probable," wrote the late Anthropologist Ralph Linton of Yale, "that the human capacity for being holed . . . lies at the root of man's cultural advances." Once the advance got under way the rate of acceleration was fabulously rapid. By 5000 B.C. man was living in permanent villages with populations of about 200 each. By 4000 B.C. settlements had grown into towns of 2,000, and a mere 500 years later there dawned the first of the great civilizations of history.

No one knows precisely how the Neolithic revolution began. But there is reason to believe that its two critical developments—the cultivation of plants and the domestication of animals—had their origins in the Near East, somewhere along the hilly flanks of the area known as the Fertile Crescent between the Caspian and the Jordan. Although agriculture was discovered independently in the New World at a much later date (about 2500 B.C.) and may also have arisen separately in the rice lands of the Far East, the most complete archaeological evidence points to the hills of northern Mesopotamia (now Iraq) as an antique cradle of Man the Farmer, and to 6000 B.C. as his date of birth. It was not for another three or four thousand years that the idea of domesticating plants and animals spread to the wooded lowlands and broad river valleys of Europe.

In the morning of the Neolithic the climate of Mesopotamia was essentially the same as

today. But the landscape looked quite different. Unravaged by man, it rolled away to the foothills of the Zagros Mountains, an open fertile parkland, studded with the dark plumes of intermittent trees and chequered with green and yellow meadows of wild grain. Here was the ideal amphitheater for the agricultural revolution. Here man could plant his crops where he chose, without the labor of clearing wooded land and, when he had exhausted the local soil, move on. But more important, the basic crops were there—wild wheat and barley—and the basic animals—wild sheep, goats, cattle and swine. The actual means by which plants and animals were converted to human ends can be retraced only by deduction and conjecture. But it seems likely that woman, not man, was the protagonist. For in the division of labor that evolved during Palaeolithic and Mesolithic times, it was the womenfolk of each group who gathered the fruits and nuts, the roots, berries and wild grain that supplemented their diet of game. Somewhere, sometime, one or more may have noticed that the very plants they sought sprouted most luxuriantly in the refuse piles where they had repeatedly discarded seeds, pits, tops and other vegetable remains. Next they may have tried the experiment of deliberately planting seeds or bulbs in suitable soil and waiting to see what the following season would bring forth. The first attempts perhaps were failures. But in time rough fields of grain, sprinkled with weeds and wild flowers, wore golden patterns across the Mesopotamian uplands (opposite page). Into these man-made meadows wandered herds of grazing herbivores. Doubtless many were killed as trespassers and for food. But from time to time an infant lamb or kid was captured and brought into the village as a pet and playmate for children, and then nursed to maturity. Zoologists suggest that pet-keeping may have provided the basis for the domestication of small, sociable animals like sheep and goats, and that women, by virtue of their maternal impulses, were the active agents. How the larger, more dangerous beasts came into captivity—the irascible wild cattle and the ferocious wild swine—remains an unsolved enigma of man's prehistory.

In addition to creating new food supplies the Neolithic revolution further altered man's environment by bringing into existence new substances which do not occur in nature. Pottery, molded of soft clay and then baked to a hard consistency, made possible the boiling of food and the preparation of soup and gruel for infants and old people with toothless gums. With the development of spinning and weaving, wool and other natural fibers could be converted into thread and from thread into cloth.

Along with its momentous economic and technological advances the Neolithic revolution also brought into existence, furtively and unnoticed, the embryos of future problems that would plague man in ever greater measure as the centuries passed. For by altering his natural environment, by disturbing the earth's surface, he instigated processes of erosion that would eventually waste incalculable quantities of arable soil and create deserts across the face of the planet. By confining animals and calling them his own he awakened the envy and jealousy of his fellow men who had fewer or none. And although the land itself, hunting ground and farmland alike, was viewed as communal property both in Palaeolithic and Neolithic times, the peasant's love of land began in the Neolithic and has been man's joy and source of conflict ever since. And so not only the triumphs but the troubles of the Neolithic endure still today. In its essay on man, the first edition of the *Columbia Encyclopedia*,

published in 1935, observes: "Man has not mastered a social organization more ambitious than that of the New Stone Age; his attempts are the subject matter of history."

Paintings by ALTON S. TOBEY
Photographs by DAVID DOUGLAS DUNCAN
and FRANK SCHERSCHEL



AT HARVEST TIME Neolithic farmers reap a mingled crop of wheat and barley upon a rolling upland in Mesopotamia on a sunny spring morning around 4500 B.C. Since primitive grains scattered their seeds easily, the farmers cut them

cautiously and high on the stalk, using flint sickles hafted in wood. The tall, gracefully bent grain is wild barley, the shorter forms are domesticated wheat and barley. In the distance stand the mud houses of the permanent village.



NEOLITHIC TRIBESMEN busy themselves on a village common in front of their pressed mud houses somewhere in Mesopotamia around 1500 B.C. At left, under a shelter hung with bladders full of cheese, five women take refuge from



THE EARLY VILLAGE

ONCE man discovered that a planted field or a tended herd of sheep or cattle could produce more food than nature at large, his wanderer's impulse was allayed. His life increasingly centered on an individual location, his habitations took on permanence. Where Palaeolithic hunters lived in caves or tents, where Mesolithic fishermen and fowlers dwelt seasonally in huts of branch and bark, Neolithic farmers built more durable abodes. Thus evolved the village, a nucleus of houses enclosed

← NEOLITHIC POTTERY SHOWS WOMAN WITH TRIBAL MARKINGS



the May sun. One chastises her squabbling children, another grinds flour, the third spins wool, the fourth molds pottery and the fifth suckles her baby. On their faces are tribal markings like that on Neolithic jar at left below. In center

background, a village elder surveys the scene while a young woman feeds gruel to a very old man, another woman plucks wool from a sheep and an older woman milks a goat. The boys in the foreground are having a tug of war over a leather

by field and pasture lands. Here a few score human beings, who had been reared together, lived and worked together for communal ends.

Although the village is still today the fundamental community of man throughout most of the world, its characteristics vary from place to place. They varied, too, in Neolithic times. In some locales the emphasis lay on herding, in others on tilling, and elsewhere on a combination of the two. When agriculture reached forested Europe (about 3000 B.C.), houses were built of wood. But in pastoral Mesopotamia, where the Neolithic revolution began, homes were constructed of pressed mud and roofed with a combination of mud and branches, as shown in the painting above.

Village life had lasting consequences for Neolithic man. The new security not only swelled the population but prolonged the span of life. Where formerly few people lived beyond the age of 40, now for the first time older men and women became a part of the community, sustained in age by soft, boiled foods made possible by pottery. Women's work was greatly intensified; in addition to her former duties she assumed new functions as a potter, weaver, miller and toiler in the fields.

The changes wrought upon the animal populations of the village were equally profound. Although in the beginning man looked on his captive beasts as tame game—a future meat supply—he soon found that they



who gathers them for fuel. At center, yoked cattle pull a plow, another Neolithic invention, down a rich strip of soil moistened by an irrigation ditch that runs parallel to the river levees at right. Farther away, traders unload a sail-boat and

begin to transport their goods to town with the aid of a sledge drawn by another team of cattle. The town itself, which stands on high ground, created by the ruins of still earlier communities, has a population of about 2,000 and serves

southern Iraq, where excavations have uncovered superimposed layers of continuous habitation, ascending from village to larger village to town and, ultimately, to an important Sumerian city—a profile of man's swift progression from Neolithic farming to urban civilization.

It was perhaps *because* of the complexities he faced, rather than despite them, that man made great advances at this phase of history. To protect his fields and houses from the ravages of flood and drought, Neolithic Man devised the first systems of flood control and irrigation. His actual engineering methods are unknown. But since the Tigris and Euphrates annually deposited silt along their banks, which built up eventually into natural dikes or levees on either side, it is probable that Neolithic Man

reinforced these levees by adding soil at crucial places. In times of drought he pierced the dikes and dug ditches to bear water to his thirsty fields. He thus drew the web of human society into an ever-closer fabric. Undertakings on the scale of flood control and irrigation required the work of many hands. One village could not fight a raging flood alone nor break a levee to water its fields exclusively. Each community became reciprocally dependent on its neighbors. Men had to cooperate or die.

To these challenges, Neolithic Man responded with new outbursts of creative genius. He invented the plow, thereby heralding another agricultural revolution that would vastly increase food production and, hence, the human population. He trained his cattle to pull plows and sledges,



THE OUTSKIRTS OF A NEOLITHIC TOWN begin to stir with early morning activity as the sun rises over the Euphrates River on a clear autumn day around 4000 B.C. In the foreground workmen are putting the final touches on a sailboat

—a Neolithic invention—caulking it with asphalt and lashing its gunwales with reeds. Beyond them, at left, a woman cuts bullrush-bases for thatch and matting, while a man, high in a palm tree, cuts fronds and drops them to his wife below,

TOWN AND THE RIVER

FOR a few centuries after he had domesticated his plants and animals, Neolithic Man continued to dwell in villages on the pleasant uplands. Then, for reasons no one can define with certainty, he moved down upon the difficult plain of the Tigris and Euphrates rivers. It may have been the date palm that attracted him; it may have been the greater fertility of the alluvial soil. Yet the problems he confronted were stupendous.

The Tigris-Euphrates plain presented, as it does today, a combination of land so dry it could not be cultivated without irrigation and land so

wet it could not be tilled without drainage. The river areas were sodden with marshes; the surrounding country was arid. For seven months each year the rivers were given to unpredictable and catastrophic floods. The rest of the year was a time of drought and scorching heat. Altogether the area was one of the hottest, most unfriendly and most unreliable places on earth. It was also the "cradle of civilization."

The fact that man not only met these difficulties but transcended them endures as one of the great triumphs of the human spirit. It was here that the early Neolithic village became the late Neolithic town, precursor of the city. The painting above depicts the outskirts of such a town around 4000 B.C. It is based on archaeological evidence found at Eridu, in



sling. The group of men at right have just returned from the chase with their quarry, an antelope. At the extreme right, a woman prepares a loaf of bread for baking in a beehive-shaped mud oven. Cattle graze in the distant fields.

could supply him not only with meat and hides but also milk and wool. Through selective breeding he transmuted the cow into a walking dairy, the sheep into a walking wardrobe. In time their character changed. Their senses dulled, their defenses languished, they became permanently dependent on man.

The paradox of the Neolithic revolution is that for all its crucial developments, it produced little alteration in the relations between man and man. The land was viewed collectively, as in the past. The herds were looked on as communal. It was not until centuries later that the developments of the Neolithic period were reflected by changes in the social order.

NEOLITHIC POTTERY TRAY WAS USED TO RUB HUSKS OFF GRAIN →





as a market center for outlying villages. Although it contains some brick houses, most are simple, arched structures made of reeds and rushes, open at both ends for maximum ventilation. Dominating the north end of town is a lofty temple.

thereby harnessing a source of energy outside himself. He invented the sailboat, thereby harnessing the wind and extending his range of transport and communication. With improved transport came commerce and trade. Soon the banks of the Tigris and Euphrates were dotted with towns where farmers and herdsmen bartered with each other and even with more distant traders, bearing lapis lazuli from Persia, alabaster from Egypt and shells from the Red Sea. And so, on the one hand Neolithic Man stabilized human existence by creating the large, settled community. On the other he augmented its mobility by stimulating travel and trade. Upon these two contrasting bases—permanence of habitation and fluidity of transport and communication—the society of the future would be reared.



A MODEL SAILBOAT, fashioned of clay, testifies that Neolithic man learned to harness the wind for water transport. Found at Eridu, site of the town shown in the painting at left, it measures 10 inches long and may have been a child's toy.



CLAY FIGURINES suggest that Neolithic people affected a high coiffure. The weird faces probably had religious significance. The slim bodies contrast with the gross fertility carvings of earlier times.



A CLAY SICKLE exemplifies Neolithic Man's ingenious use of local materials. Lacking flint, he adapted pottery techniques to the manufacture of tools. Baked to hardness, the sickle's clay blade became an efficient harvesting implement.



A MONUMENTAL EDIFICE, one of the first built by man, the temple at Eridu, glistens in brilliant sun-line on a busy morning as townfolk gather in the central square. Consecrated to the god of sweet water, the temple was built of brick and

then plastered with a whitewash made from ground shells. In this painting three naked, shaven priests bear offerings of fish into the temple to feed the god. Conveyed outside, talking and looking on, are the town elders, wearing ritualistic



strings of clay ornaments and bearing maces as symbols of prestige. At right a young boy plays a shepherd's pipe, a young woman (behind him) displays her pottery and a group of killers play a chesslike game on a grid etched in the dry soil.

EPIC OF MAN CONTINUED



CLAY ARTIFACTS unearthed at Eridu show the more complex craftsmanship of late Neolithic times. At left is a pottery bowl, at right a spouted pitcher and in the center a figurine which is the earliest known statue of the complete male.

THE DAWN OF LEISURE

THE great by-product of Neolithic technology was leisure. By increasing food production and congregating in towns, man created conditions of material well-being that gave him the opportunity, for the first time in his long span on earth, to employ his energy for something more than simple subsistence. He advanced the arts of sculpture, music and ceramics. And in the late Neolithic, just before the sunrise of civilization, he invented the brick, and with it developed architecture.

Since it enabled him to erect bigger and higher edifices and to vary structural forms, the brick presented both a practical and an esthetic challenge. The ruins of Eridu have disclosed a number of brick buildings near the center of town. Of these, by far the largest and most impressive was the temple which is shown in scale reproduction in the painting at left. No one knows what god or gods were exalted there in 4000 B.C. But in subsequent centuries other temples were reared on the same site, suggesting a continuity of worship. The deity venerated at the Eridu temple in the historic time immediately following the Neolithic was Enki, the god of sweet water.

The settlers of the Euphrates River plain might well have honored a water deity, for their welfare was sustained by irrigation and their lives imperiled continually by floods. It is significant too that this prehistoric temple arose in an epoch when man had settled down to live in permanent abodes. Like humans, the gods had to be housed, and their houses had to be more beautiful than all others. So, from the beginning, man dedicated his finest architectural creations to religion.

Although the esthetic unity of the Eridu temple clearly marks it as the vision of a gifted designer, so ambitious a project must have represented—like the irrigation ditches and the levees—a communal effort stemming from the new cohesion of society. The large open square in front of the temple signified a focus of community life; it might have served as a trading center, a market place or a plaza for civic gatherings. While the organization of Neolithic town society is unknown, the discovery of maceheads in the ruins hints that certain townsmen carried handsomely-wrought maces (like those at left) which throughout history have been used as symbols of prestige. By analogy with later Neolithic people it has been inferred that prestige derived not from wealth or politics but from a social status based on age, wisdom or kinship ties.

Along with architecture and civic enterprise, the leisure born of town existence also fostered other burgeoning skills. Statuettes found at Eridu (above) reveal not only a higher craftsmanship but a new interest in the male body which previously had been ignored as a subject for art. The first musical instruments known to man also came to light, in the form of bone pipes perforated with holes clearly designed as stops—precursors of the modern flute. Certain objects unearthed in abundance at Neolithic sites are suggestive of gaming pieces used today as checkers, backgammon and chess. So it is evident that the preconditions of civilization—security, leisure, creativity—existed on the Tigris-Euphrates plain as the Neolithic drew to its close. The long night of barbarism was waning. The light of history hung just below the rim of the Near Eastern sky.



BERBER HERDSMEN guide their flocks of sheep and goats back to the village of Ait M'Hamd on the southern slopes of the High Atlas in Morocco.

A SPRING HAZE overhangs the Dadès River valley where Berber tillers work their fields. Behind them rises the brick and mud village of Ait Attiq.



NEOLITHIC FOLK TODAY

HIGH in a lovely lost valley on the southern slopes of the Atlas Mountains overlooking the parched plain of the Sahara Desert, a few thousand Berber tribesmen live today in an oasis of Neolithic culture which has persisted, virtually untouched by time and change, for more than 5,000 years. Like their prototypes of ancient Mesopotamia they are "herders of sheep" and "tillers of the soil." They spin, they weave, they make pottery; and the center of their existence is a small, rushing mountain river, the Dadès, whose waters they divert through irrigation ditches to their fields of wheat and barley.

So inaccessible is the valley of the River Dadès that few visitors from the outside world had ever seen it prior to LIFE Photographer David Douglas Duncan who took the pictures on these pages. Range upon range of bleak mountains and hundreds of miles of arid land separate its strange,

towering villages (*above and left*) from the fringe of civilization that edges the coast of French Morocco. Thus isolated, the Berbers of this remote region have preserved the way of life their Neolithic ancestors brought with them from the Near East before 3000 B.C. For the Berbers are the original settlers, the indigenous inhabitants of North Africa.

It is solely in respect to their culture that the Dadès Valley tribesmen differ from the millions of other Berbers who populate the North African littoral from Tangier to Libya. Like all Berbers (the name derives from the Greek *βάρβαροι*, meaning barbarians), they are members of the white race, related to Egyptians and Arabs, with local variations of coloring ranging from red hair and freckles through increasing degrees of pigmentation. They speak the common language of the Berbers which is a Hamitic tongue, as opposed to Arabic, which is Semitic. But where the



A BOY SHEPHERD, in a homespun burnoose, tends his sheep in a stony burying ground, amid the graves of his ancestors. Supervision of flocks

has been assigned to children since early Neolithic times. The responsibility carries the threat of severe punishment if members of the flock are lost.



BAKING POTTERY, a craftsman refuels his fire with brush from the hills. His oven, made of pressed mud, can be fired both from above and underneath.



BUILDING A HOUSE, Berber tribesmen dump mud into a wooden mold. The mud is pounded down until the mold is full. The sides are then removed

and the mud allowed to harden in the sun. Pressed mud houses of this type are quickly built and as quickly fall apart beneath the forays of the elements.



DOING LAUNDRY, a Berber tribesman and his wife dance in unison as they trample their moisture-drenched garments on flat rocks above an irrigation ditch. The man is washing his heavy burnoose; his wife always launders the lighter clothes.

EPIC OF MAN CONTINUED

coastal Berbers have absorbed the cumulative influences of recurring waves of conquerors, the mountain tribesmen have been left undisturbed. It was not until the advent of the French a half century ago that any real attempt was made to administer the fastnesses of the High Atlas and not until 1934 that the area was even nominally subdued.

The villagers shown in these pictures are members of two neighboring tribes, the Ait Hadiddou and the Ait Morrhad, who subsist today as they have for countless centuries on the classic Neolithic combination of animal husbandry and agriculture. The terrain is not easy; the valley is slashed halfway up the rugged flanks of the highest range of the Atlas, whose snow-crowned summits soar to 13,000 feet. On either side barren crags arise, softened only intermittently by plumes of brush. It is only in the trough of the valley that the clear green waters of the Dadès River make it possible for plants and animals and man to cling to life within this harsh, antagonistic land.

Here the prehistoric forebears of the present tribesmen built their first houses of pressed mud and brick. And here as the millennia passed the houses grew, sometimes by the addition of a wing, often by the addition of extra stories; they built high to protect their granaries from marauding shepherd nomads of the desert wastes below. Today the ancient watchtowers upon which sentinels once stood guard are used as penthouses where families sun themselves or entertain on gentle afternoons in spring.

Seasonally the men and boys of the villages lead their flocks of sheep



IRRIGATING FIELDS, a Berber opens a primary ditch, allowing precious river water to flow into secondary channels below. Like the ancient Neolithic farmers of the Euphrates, the Berbers are utterly dependent on irrigation for their crops.



WOMEN'S WORK among the Berbers includes the gathering and transport of backbreaking loads of brush—the only fuel in a treeless land. Since brush burns swiftly, great quantities are required to tide families over the winter months. So

from spring to autumn Berber tribeswomen spend half their days in the barren mountains above the Dadès valley, collecting their loads and then, balancing them with stones, fighting their way home in the teeth of blustering winds.

EPIC OF MAN CONTINUED

and goats out upon the rocky mountain slopes to graze, while the women go into the fields to weed and cultivate their crops. Although both occupations are necessary for the community to survive, greater emphasis is placed upon the animals than the soil. The arable land is barely adequate to support immediate family needs while the livestock provides an occasional surplus for trading at the weekly market. At crucial seasons—such as the time of spring planting—the men also work in the fields turning the soil laboriously with hoes, an early Neolithic invention. Curiously they have resisted all attempts to introduce them to that later Neolithic invention, the plow—though the French administrators have offered them plows free of charge. On the other hand they have gratefully accepted importations of iron hoes. Their attitude has been that while the plow is a newfangled gadget, a hoe remains a hoe regardless of its fabrication.

Like all Neolithic peoples, the Berbers maintain a clear-cut division of labor. In addition to herding and spring hoeing, the men also attend to house-building and irrigating the fields. The women, besides caring for the fields in summer and harvesting in fall, also spin, weave, milk, cook, bake and mill. But their most arduous task, the big exhausting job, is the gathering of fuel. Since there are virtually no trees in the Dad's Valley, the only fuel is brush which grows sparsely in the mountains and burns with spendthrift speed. Hence, to combat the winter cold, the houses are staked full of it upstairs and down. But to bring home a worthwhile quantity the women must walk 10 miles or more, bent double under towering loads (left).

Berber women are never idle. Their lives of toil begin at the age of 8 or 9, as soon as they are strong enough to carry brush. Although the French have tried to curb child labor, neither the children nor their mothers complain; and the men, who are endowed with liberal quantities of that Neolithic asset, leisure, automatically oppose all change.

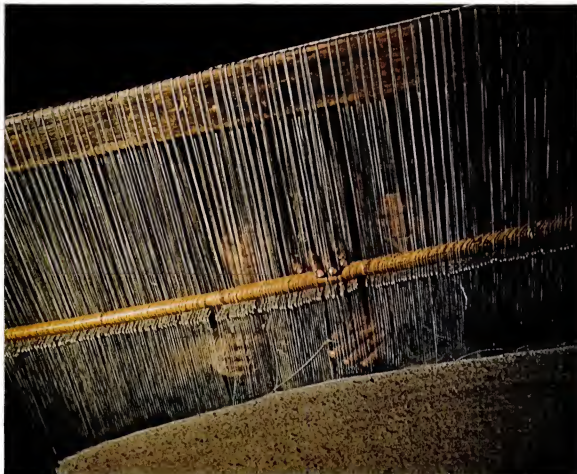


SPINNING WOOL by ancient Neolithic methods, a Negro woman adopted by the Berber tribes twirls tufts of wool delicately with a spindle weighted with a whorl.



AT MARKET three Berber women, wearing home-spun blankets of black and white identifying them as members of the Hassidou tribe, await a buyer for their cow, a small and unimpressive beast. The

market is held once a week outside the village of M'Soufir, and for the men it represents a day of gossip and social pleasure. But the women make the trip to market strictly for business purposes.



WEAVING A BURNOOSE for a young shepherd boy, two Berber women work together at a loom, an invention of ancient Neolithic times. Strands of wool strung vertically from the frame compose

the warp through which the women weave the horizontal strands of the wool. The burnoose will take 10 days to complete, eliminating Fridays on which Berbers consider it bad luck to work with wool.



GRINDING GRAIN in Neolithic fashion between two stones, two sisters chat gaily at their chore. The girl at left, Aicha M'Bark, is 14 years old and a virgin, as indicated by her headdress. Her married

sister, Ito M'Bark, 16, displays a more elaborate headdress reinforcing her braids with wooden frames, which indicates her marital status. Her arm muscles have been strongly developed by milling.





IN A DARK BERBER HOUSE, lit by a shaft of light from a window, a trilex-man (*center*) brews a cup of mint tea over a small brush fire. His 13-year-old daughter (*left*) shapes a flat loaf of bread while his 8-year-old daughter brings

fuel from the brush pile in the background. Berber houses have only tiny windows because of the winter cold. The living rooms are on the second floor. Sheep and cattle are quartered on the ground floor in order to send their heat upstairs.



THE COURT OF CUSTOM of the Ari Hadiddou convenes to hear testimony in a rape case. The girl at left is a witness. Members of the court are elected by the tribe and represent not necessarily the oldest men, but the wisest and

most judicious. Each case is decided on a backlog of tribal custom whose origins go back to antiquity. In this particular case the judges rejected the evidence as contradictory, and after postponing their decision acquitted the accused man.

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EPIC OF MAN CONTINUED



THE DADES RIVER winds its way amid irrigated fields of wheat and barley that flourish in an otherwise arid land. On its far banks stand Berber villages.

THE BERBER SOCIETY

AS a consequence of living in an isolated valley with limited land and water, the Berbers have developed a complicated but typically Neolithic social organization. Although grain fields and livestock may be owned by individual families, all grazing land is communal property. The irrigation ditches are for the use of all and their maintenance is the responsibility of all.

Within the edifice of Berber society, the smallest unit is, of course, the immediate family, consisting of father, mother and children. But more important in terms of allegiance is the *almess* (literally "hearth") or larger family group, representing several generations of descendants from a common ancestor who dwell together in a single village. Several villages may compose a clan, several clans a tribe, and several tribes a confederation—the largest Neolithic social entity, which grew out of the desire of individual tribes to amalgamate and expand their common lands.

The scarcity of useful land in the narrow confines of the Dades River valley has produced a patchwork of tribal holdings rather than

CONTINUED



INSPECTING IRRIGATION DITCH. Berbers check flow of carefully allocated Dades River water. Maintenance of ditches is a communal responsibility.



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AT THE SOUK, or a weekly market, Hadiddou tribesmen discuss local affairs. The man at left is a former chieftain and his words are worth listening to.

EPIC OF MAN CONTINUED

an orderly arrangement. As many as four different tribes may live side by side, crowded together into a 15-mile stretch of the valley. Such proximity has not always conduced to peaceful association. Periods of memories of "bad-blood" stemming from some murder or theft in the far-distant past. Anthropologists who have studied Berber tribes in the Atlas Mountains have often remarked at the disparity between a trivial original offense and the ferocious blood feud it may incite. Minor quarrels over water rights or the ownership of land have sometimes led to the complete extermination of one or another of the feuding families. In one recorded instance the shooting of a dog, which belonged to the guest of a tribal chieftain, precipitated a conflict that resulted in the death of 12 men on the first day of fighting. In subsequent months and years 40 additional men died on one side and 62 on the other in pitched battles alone, exclusive of even greater numbers who were shot down in ambush or poisoned with arsenic.

In recent years, owing to a rigid ban on firearms imposed by the French and Spanish governments, the Berbers have resorted more to pacific, though equally traditional, methods of settling disputes. Within the framework of their social structure, based on kinship, there is interwoven an ancient form of democracy. Each village, for example, is administered by a *mokallif*, or mayor, who is chosen at a council of the resident families once a year. Each tribe is governed by an *amur*, or chieftain, who is elected by popular vote for a one-year term but may not succeed himself—the purpose of this injunction being to rotate the office among the clans making up each tribe. Criminal cases involving misdeeds such as theft or rape are adjudicated by a *jema'a n'loaf*, or a court of customary law, consisting of seven judges elected for three years each (p. 92). The court also sits in civil cases involving property and inheritance rights. In such disputes the effort of the judges is to arrive at a decision which will make all parties happy.

CONTINUED

DISCUSSION OUTLINES

For educators and adult discussion groups, LIFE is preparing a discussion outline on each chapter of "The Epic of Man." To order at cost (\$1 for complete set covering whole series; 15 or more sets at the rate of 15 for \$10), write TIME INC. Educational Services, Room 1430, 9 Rockefeller Plaza, New York 20, N.Y.

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HADIDDOUS' HAIRDOS conform to tradition. The girl (left) wears bangs and a pigtail. The boys' shaven patches and braids indicate their ancestral sains.

EPIC OF MAN CONTINUED

They generally succeed. In the event of an irreconcilable deadlock they simply adjourn the matter until everybody cools off—if necessary, for as long as 20 years.

So far as religion is concerned the Berbers are technically Moslems. But the importation of Islam by coastal Berbers has spread only a thin layer of formal faith over a timeless foundation of superstition and convention. In accordance with Neolithic Man's dependence on soil and weather, all the events of Berber life are regulated by the seasons. All marriages take place in the autumn, after harvest, and so on at other time. All tribal meetings are held in the winter. All men born on a Wednesday wear rings in one ear, because it is supposedly lucky to be born on Wednesday. When asked to explain these things and others, the Berber tribesman simply shrugs and replies, "Ayn d'azrif"—"It is the custom."

The ways in which the Berbers live seem obsolete in an era which has moved so far beyond them. But though in the modern world Neolithic patterns of culture have been overlaid by technology, they still remain embedded in contemporary civilization. To this day man depends for his subsistence on fields and flocks—as Neolithic Man did. He wears clothing made of wool and other woven fabrics. He lives for the most part in villages and towns. Every where on earth he still draws heavily on the imperishable bequests of the Neolithic revolution.

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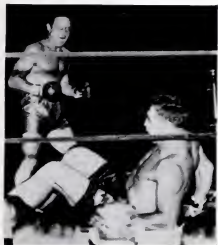
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ROTTEN BUSINESS IN THE RING

This spring, while ringside racketeers are being exposed by investigations from New York to California, another wallop at boxing is delivered in a gripping Columbia film. *The Harder They Fall*. Based on Budd Schulberg's novel and directed by Mark Robson, the movie sticks close to the facts of Primo Carnera's phony build-up through a series of fixed fights into a heavyweight champion 23 years ago.

The movie counterpart of Carnera is an inept, kindhearted giant named Toro Moreno,

imported from South America by the head of a bigtime gambling syndicate. Toro's build-up is handled by an indigent columnist, deftly acted by Humphrey Bogart, who finally sees the error of his ways when Toro, who could not slug his way out of a soap bubble, is brutally beaten in his first unfixed fight. For one of the grimmest fight scenes ever filmed (below) Max Baer stepped back into the ring and administered a movie version of the same bloody punishment he gave to Carnera in 1934 (left).



CARNERA CRUMPLES under Max Baer's blows in an actual picture taken at Carnera's defeat in 1934.



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TAKEN IN BY BUILD-UP of press agent (Humphrey Bogart, right), Toro accepts admiration of Boy Scouts who made him honorary member. Not knowing his fights have been fixed, Toro thinks he is a great fighter. To play Toro's

role, the film's producers chose Wrestler Mike Lane, who had never acted or boxed professionally before but who was 6 feet 7 inches tall, about Carnera's size. Lane took boxing and drama lessons and gives a fine performance.



TORO TRAINS with his sidekick (Jersey Joe Walcott), who keeps Toro from realizing he can easily be beaten.



TORO REBELS at future fighting, despite his boss's arguments, because he thinks he has killed his last opponent.

CONTINUED



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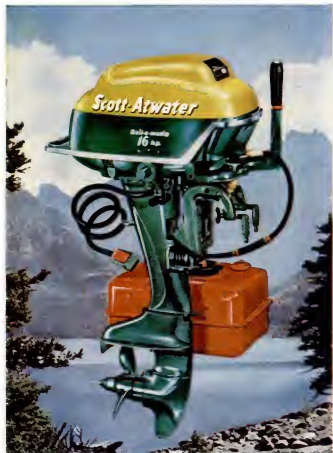
No other beer refreshes like Schlitz, nor gives such satisfaction and pleasure. Here is a beer so fine it made a city famous!

Brewed for quality, never for price, Schlitz is preferred (and bought) by more people than any other beer, at *any* price.

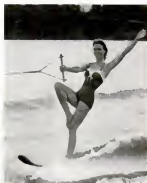


THE BEER THAT MADE MILWAUKEE FAMOUS

© 1956—Jos. Schlitz Brewing Company, Milwaukee, Wis.,
Brooklyn, N. Y., Los Angeles, Calif.



NEW STYLING, NEW PERFORMANCE... THE SCOTT-ATWATER "16"



POWER FOR FAST WATER SKING!



BIG FUEL TANK PERMITS LONG, CAREFREE CRUISES



QUIET, VIBRATIONLESS OPERATION AT ALL MOTOR SPEEDS



ENCLOSED CONTROLS



NEW FIBERGLASS HOOD



HANDY TWIST-GRIP SPEED CONTROL



ELECTRIC STARTING*



SCOTT-ATWATER BAILS YOUR BOAT—OR ANYONE'S



REMOTE CONTROLS CONNECTED EASILY



BUILT-IN TOW RING FOR SAFER WATER SKIING



FULL GEARSHIFT LETS YOU MANEUVER SAFELY ANYWHERE

The new 16 HP—world's most advanced outboard

The Scott-Atwater 16 hp for 1956 is completely new from prop to top... a motor of beautifully simple design, fresh new styling. And it's as advanced in performance as it is in looks.

It's smooth and quiet, for instance. You can push the "16" up to full power—and instead of a full-throated roar, you hear only a well-modulated purr. A whole series of proved features dampen and mute and muffle engine noises until there's no objectionable sound left.

And being a Scott-Atwater, the "16" bails your boat for you automatically. No fuss or bother... no bailing cans or messy sponges. Scott-Atwater also gives you a full gearshift, concealed control panel, big remote fuel tank, twist-grip speed control, snap-off hood.

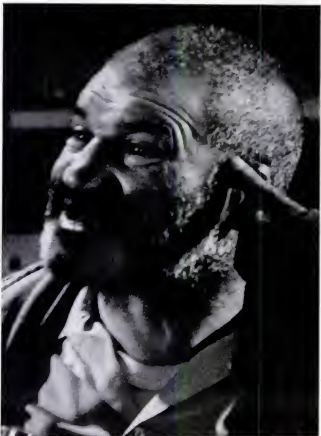
Electric starting, too, if you wish. Just push a button and the powerful "16" purrs into action.

Your Scott-Atwater dealer is the man to see for all the news about the all-new "16"... along with the other seven models—3.6 to 33 hp. Look for his name in the phone book classified section under "Outboard Motors"... and visit him real soon!

EASY TERMS AVAILABLE—ASK YOUR DEALER. The 16 hp with manual starting is \$357.50; with electric starting, \$445.50. Prices FOB factory, subject to change without notice. For illustrated booklet, write Scott-Atwater Mfg. Co., Inc., Minneapolis 13, Minn., Dept. L-46.

Canadian Division: 542 Mt. Pleasant Rd., Toronto 12, Ontario *Optional

Scott-Atwater... the super-quiet outboard that bails your boat!



PUNCH-WHACKY FIGHTER in movie tells TV interviewer (top) of his hard times since quitting the ring. Then he rubs head trying to recall dim past.

REAL RING DERELICT

The most astonishing performance in *The Harder They Fall*, which is full of expert acting, shows an actual ring-wrecked derelict named Joe Greb, a hard-working fighter of 25 years ago. In the film Greb is introduced briefly by a friend of the cynical press agent to impress him with the fate that overtakes ex-boxers whose brains have been pummeled into numbness. Greb, who now lives in Los Angeles subsisting on handouts, was unaware he was being filmed during his interview. He proceeded to give a spontaneous account of his homeless, lonely life. At first he spoke clearly, then ran out of brain power and had to stop talking until his mental gears began painfully to mesh again.

CONTINUED



I like the new Governor, and I'm never wrong!

Never argue with an umpire. Just pick up the Governor, Esquire Socks' new ribbed stretch sock and see for yourself if it isn't the best looking one-size sock ever made. Its new weight puts a new smartness, a new feel, in stretch socks. You'll have to admit there's nothing wrong with this ump's eyesight when you see the old nylon Governor®—in the gold and black "Golden Treasure" box, at \$1.

ESQUIRE SOCKS®
"the smartest thing on two feet"

Division of Chester H. Roth Co. Inc., Manufacturers, N. Y. C.



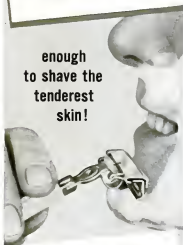
SHARP

enough to cut
tough copper wire
in a single
stroke!



SAFE

enough
to shave the
tenderest
skin!



THE NEW *thin* EDGE
**EVERSHARP
SCHICK**
'INJECTOR' BLADES

MONTHS OF SMOOTHER, SAFER
SHAVING! 20 BLADES FOR
ONLY **73¢**



WATCHING MASSACRE of doomed fighter, guilt-ridden press agent sits with flinty boss (Rod Steiger, center).

BRUTALLY BEATEN, Toro emerges bloody and broken-boned. Like Carnera, who went home to Italy, he quits ring.



It's easy to buy wonderful carpeting the Bigelow way!

Enjoy deep, richly textured

Bigelow Corday...while you pay for it!



Choose your carpet the Bigelow way—from the Bigelow Sample Bar. It puts a wonderful variety of Bigelow colors, styles and prices at your fingertips. Makes carpet shopping so easy.

Enough Corday carpeting

*for 3 average-size rooms, only \$3.90 a week**

You'll live in a whole new world of luxury with Bigelow Corday broadloom in your home.

You'll see it in Corday's beautiful 2-level texture. You'll feel it in the lush loop pile. You'll sense it in the comfort and quiet Corday brings.

And Corday is such a practical carpet. Made of pure wool yarns, Corday stands up beautifully, and is wonderfully easy to care for.

What's more, Corday is one of Bigelow's famous Lokweaves.[®] That means this carpet can be cut and joined without sewn seams.

Yes, home means more with carpet on the floor... especially if it's a Bigelow. So buy yours the Bigelow way. And enjoy it while you pay for it.

*Easy monthly payments. Your Bigelow retailer will arrange low monthly terms, often without down payment. When you pay by the month, enough Corday to carpet 3 average-size rooms from wall-to-wall costs you only about \$3.90 a week. You can also get room-size Cordays and other fine Bigelows on easy terms.



Bigelow

*Number 1
name in Carpets*



MODERN HIDE-A-BED sofa in black and white metallic tweed. Also in turquoise, beige, pink, green. Full size shown, \$299.50. Apartment size, \$289.50.



LAWSON HIDE-A-BED sofa in turquoise metallic. Also in dark green, persimmon, beige, sage green. Full size shown, \$259.50. Apartment size, \$249.50.

*Trade-mark Reg. U. S. Patent Office, Copy. 1958 by Simmons Co., Moline, Mo., Chicago, Ill.

You sit lower...
more comfortably...
on a **HIDE-A-BED®** sofa

Smartly styled Hide-A-Bed sofas are a pleasure to look at—and so comfortable to sit down on.



Real luxury thanks to lower seating height, a new pitch to the back and the exclusive "comfort support" that Simmons puts under its own famous Beautyrest seat cushions.

Styles? More than 30! A variety

of sizes, and more than 100 decorator-selected fabrics to choose from.

Beautyrest® mattress. The Hide-A-Bed sofa opens in seconds, with fingertip ease, to a full-length, full-width Simmons innerspring mattress. Even a famous Beautyrest, if you choose, for only \$20 more.

Hide-A-Bed offers Simmons value in every stitch and every coil and every inch of the all-steel frame.

Remember, no other sofa-bed can be called a Hide-A-Bed sofa. A Hide-A-Bed sofa is made only by Simmons.



HIDE-A-BED SOFA in gay Provincial print. Quilted effect in cocoa brown. Also in forest green, gray, gold. Full size shown, \$299.50. Apartment size, \$289.50.



Prices for other Simmons convertibles begin as low as \$169.50. Convenient terms are usually available.



PARTHENOGENETIC TURKEY POULT CALLED OLIE RESTS IN BROODER AT DR. OLSEN'S BEDSIDE, DESPITE CARE BIRD DIED BY ACCIDENT AFTER THREE WEEKS

A TURKEY THAT NEVER HAD A FATHER

Agriculture Department scientist discovers hens produce poults without any assistance from toms

Scientists have known for years that lower animals can reproduce without mating but they never knew that higher animals do it too. Now Dr. Marlow W. Olsen of the Department of Agriculture Research Center at Beltsville, Md. has found that turkey hens frequently lay eggs with embryos in them without help from toms. He has even hatched a poult (*above*) which never had a father. Development of an embryo from an unfertilized egg is called parthenogenesis. In normal conception male sperm supplies half the needed chromosomes for the embryo. In parthenogenesis the ovum supplies them all and the resulting offspring inherits all its characteristics from its mother. Parthenogenesis might even occur

among humans. But Dr. Olsen's observations suggest that it would be extremely rare. A quarter of the eggs laid by his segregated hens had embryos. But only six have ever developed enough to hatch. And only one poult has survived as long as three weeks. Dr. Olsen's work helps explain why turkey raisers incubate many eggs with embryos in them that do not hatch, thus cutting down production. Dr. Olsen thinks that their hens, even though in this case they consort freely with toms, still lay a large number of parthenogenetic eggs. He hopes that his discoveries may result in new breeds of turkeys which produce eggs with embryos only after mating and thus ensure a plentiful supply of normal poults.



SHIRLEY JONES, starring in
"CAROUSEL"
By Rodgers and Hammerstein.
A 20th Century-Fox Production in
CinemaScope 55. Color by De Luxe.

SHIRLEY JONES & PERC WESTMORE REVEAL THEIR SECRET!

—the secret of the complexion miracle that's
yours in this magic bottle

It's Tru-Glo Liquid Make-Up — created for glamorous Hollywood stars and you by the Westmore Brothers, world's leading make-up artists.

Everyone admires the smooth, flawless complexion beauty of the stars on and off the screen. Now, every woman can discover this secret of the stars for herself. See how these glorifying drops of Tru-Glo beautify your complexion instantly! Just touch a few creamy, concealing drops to forehead, cheeks, and chin — then gently smooth on. You'll marvel at the complexion miracle you've created!

Screen-Tested in Hollywood — Tru-Glo is the original, and only, liquid make-up proved best for you by the world's most glamorous stars.



Perfect for every skin type — available in all shades.
At all variety and drug stores. 59¢*

WESTMORE
Tru-Glo
original liquid make-up

*Price plus tax, slightly higher in Canada
HOUSE OF WESTMORE, INC. • NEW YORK • HOLLYWOOD

Fatherless Turkey CONTINUED

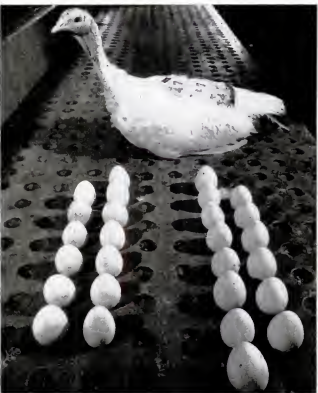


WEIGHING IN. Olie, fatherless turkey 17 days old, tips beam at two ounces. Despite his small size Olie ate hearty diet of egg, cottage cheese (in dish, foreground).



LATEST ARRIVAL is Pop-eye, a poult with defective eye which may break Olie's longevity record. In incubator are Pop-eye's broken egg and other eggs — with embryos.

OLIE'S MOTHER squats on egg-sorting bench beside eggs representing number she has laid so far this year. Fourteen (right) show parthenogenetic development, the rest none.



CONTINUED

New RCA WHIRLPOOL Air Conditioners

First to Filter Room Air Electronically



**ACTUALLY 300%
MORE EFFECTIVE!**



ORDINARY FILTERS

Conventional, mechanical filters screen out only average-size dust and dirt particles. Microscopic particles slip through into your room along with the cool air.



ELECTRONIC FILTER

300% more effective—electronically traps dirt, dust, and pollen particles as small as 1/10,000 of an inch in diameter... yet all the cool air comes through!

Amazing Electronic Filter Gives Cool Comfort Plus The Purest Air You Ever Breathed!

There's magic in the air! New 1956 RCA WHIRLPOOL Air Conditioners with the revolutionary ELECTRONIC FILTER purify the air electronically! So now you can enjoy air that's mountain-top pure, draft-free, temperature-controlled, and correctly humidified—every day of the year!

RCA WHIRLPOOL Electronic Filter Air Conditioners bring you wonderful all-weather comfort... balanced cooling for hot days and nights... gentle warming of cold outside air for controlled ventilation in any season. RCA WHIRLPOOL Air Conditioners are the first to bring you *both*... plus the vital benefits of electronically-filtered air!

This new Electronic Filter also promises blessed relief for sufferers from hay fever and other airborne allergies. See the world's first room air conditioner with an ELECTRONIC FILTER—the exciting new RCA WHIRLPOOL. There's a model to fit your needs and your budget.

Use of trade-marks and RC & authorized by trade-mark owner, Radio Corporation of America

Only an RCA WHIRLPOOL Gives You All These Advantages

- New Electronic Filter
- Automatic Thermostat for constant temperature control at your comfort level
- Air Velocity Control lets you select infinite degrees of cooling
- Easiest operation—concealed "Climate Tuner" push-button controls
- "Directionaire" Grille circulates draft-free air where you want it
- Whisper-quiet "Hush-a-Bye" fans
- Decorator colors. Handsome styling. Inconspicuous flush mounting
- "Heart-of-Cold" compressor with 5-year warranty, for peak cooling efficiency



Whirlpool

AIR CONDITIONERS

- AUTOMATIC WASHERS • DRYERS
 - IRONERS • FOOD FREEZERS
 - GAS AND ELECTRIC RANGES
- Products of

WHIRLPOOL-SEEGOR CORPORATION
ST. JOSEPH, MICHIGAN

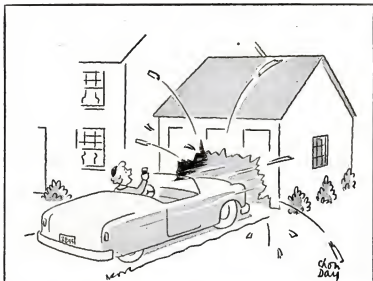
Whirlpool-Seegeor Corporation
St. Joseph, Michigan

Please send me information on what the new Electronic Filter will do for me.

NAME

STREET

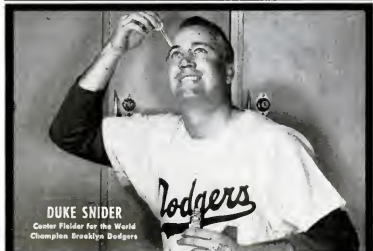
CITY ZONE STATE



"I never forget my morning Sunsweet"

Break out of the old rut. Feel good again with the finest of all prune juice—Sunsweet. Only Sunsweet has the same amount of natural laxative in every glass. Tastes great, too... because it's pure prune juice... never diluted, never sweetened. Naturally, Sunsweet outcells all the others put together.

SUNSWEET PRUNE JUICE



"How I use Murine for tired eyes"

"By the time we head for the shower after a game or practice, my eyes feel sort of dusty and tired. A couple of drops of Murine feel mighty soothing then," says the Duke of the Dodgers. Why don't you soothe and cleanse your eyes with gentle Murine whenever they feel tired or gritty? It's such a pleasant way to give yourself a refreshed feeling, quick as a wink!



MURINE for your eyes

The Murine Co., Inc., Chicago, U.S.A.
*Trademarks Reg. U. S. Pat. Off.

Fatherless Turkey CONTINUED



SOLITARY CONFINEMENT has kept 11-month-old hens segregated from toms. Twenty-two percent of eggs had embryos, though none has hatched.



UNFERTILIZED MOTHERS of Olie (left) and Popeye peck into a coop where two sterilized toms lord it over harem. Though infertile, toms mate with hens. Other hens (background) are separated from the toms by fence. Eggs of both groups are 20% parthenogenetic, 4% higher than hens which cannot see toms.



FAST HORSES AND SLOW WHISKY

That's Kentucky where Early Times has made bourbon history:

Of all the fine whiskies made in Kentucky—and they are the world's best—Kentuckians themselves choose Early Times over all other straights.

That's the best recommendation a whisky ever had. Superbly mellow... every ounce a man's whisky.



EARLY TIMES



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ROYLEDGE



Give your Shelves a Spring Tonic...

Bring Spring brightness into your home with Roylede—Watch shelves and closets spring to life in a burst of vibrant beauty! Gay, radiant Roylede charms and cheers wherever it appears—and Roylede is Shelf Lining Paper and Edging all-in-one! Pick from a garden of perky colors in a wide variety of original Roylede patterns...with a choice of regular or Xtra-width, which goes all the way back on the shelf. Available with standard or new narrow edging for "close together" shelves. Exclusive Plasti-chrome surface stays whistle clean with the mere whisk of a damp cloth—won't fade, won't curl. All this and economy too...for Roylede costs but pennies.

**DESIGNED FOR Royal
LIVING, EVERY DAY!**

Royal Lace Paper Works, Inc., Brooklyn 1, N. Y.
(A subsidiary of Eastern Corp.)

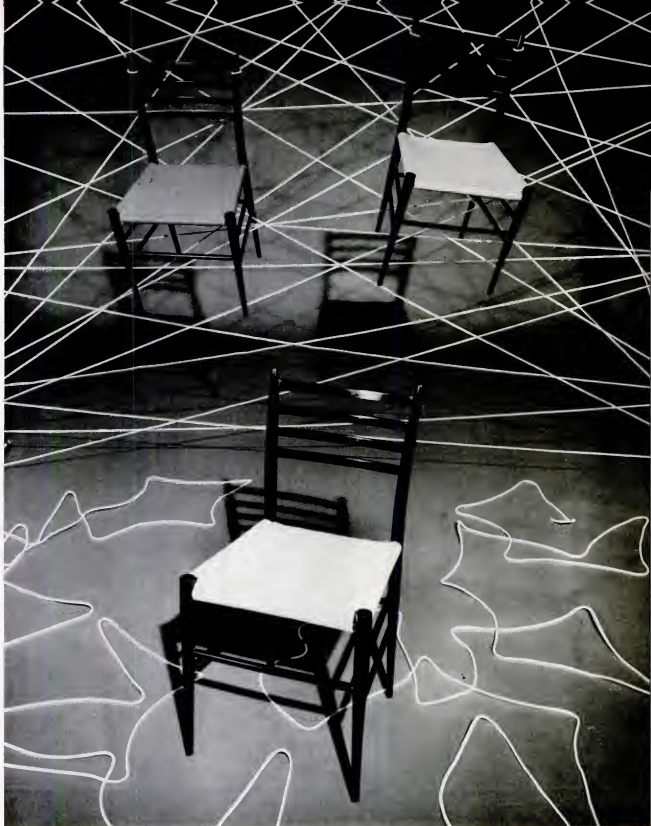


Roylede

SHELF LINING PAPER AND EDGING

ALL-IN-ONE

THREE VERSIONS of the homemade chairs are shown here. In foreground is one with rope seat, at left canvas seat, at right another with leather seat. Some of the 325 feet of clothesline to make rope seat is strung all around.



Strung up for sitting down

The sleek ladder-back chair with narrow slats and slim legs has been a popular import from Italy but is really designed primarily for slim people. A sturdier version of this handsome piece can now be made at home through a precut kit sold by Francis Willard Hagerly of Boston. Hagerly, whose mail-order business has specialized in home-assembled reproductions of antiques, saw in the Italian chair a perfect modern interpretation of a side chair he was already producing in his precut kits. The difficulty was to work out a seat for

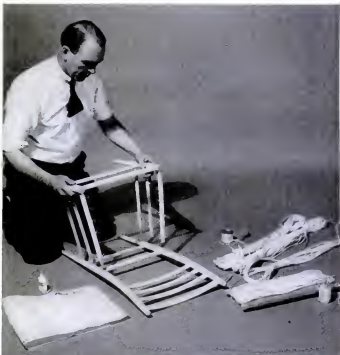
the chair which would be strong, comfortable and possible for any amateur to build (*following pages*).

After much experimentation Hagerly found an original solution is a piece of common clothesline. He devised a method of stringing 325 feet of clothesline—longer than a football field—into an attractive, durable seat. Alternate seats (*top of picture, above*) are made of canvas or leather. The complete kit for clothesline seat costs \$12.95; the kit with canvas seat, \$15.95; with leather seat, \$19.95.

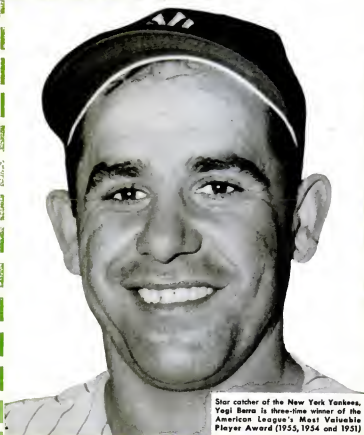
FRAME IS READY TO GLUE



CHAIR KIT includes instructions, rope, wooden parts, glue, screw eyes, paint or boiled linseed oil if a natural finish is preferred. Sandpaper is for



ASSEMBLING FRAME. Designer Hagerty shows how the wooden parts of chair lock together tightly. After glue is put in joints, chair becomes very solid.



Star catcher of the New York Yankees, Yogi Berra is three-time winner of the American League's Most Valuable Player Award (1955, 1954 and 1951)

Yogi Berra really goes for
Kraft's new Italian Dressing:

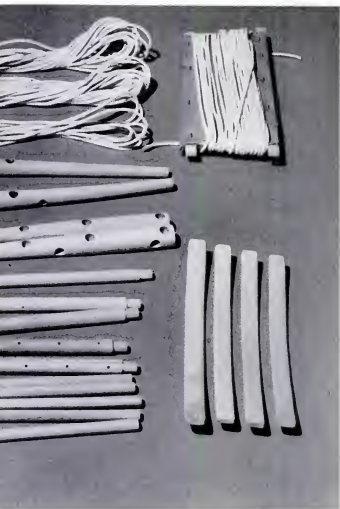
"For me, it's got everything
... sure makes
swell salads!"

All you need do is make one salad with this golden, oil-and-vinegar dressing of Kraft's and we bet you'll agree—Kraft's new Italian Dressing "sure makes swell salads." Rare herbs, fresh spices and just the right touch of garlic give this dressing a most delicious, unusual flavor. And the way it clings to the greens, so every bite stays coated, is a delight to behold. Better stop right now and put Kraft Italian Dressing on your shopping list.

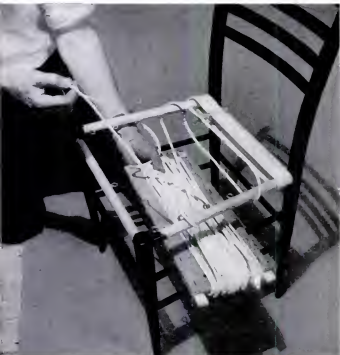


Kraft ITALIAN DRESSING

AND THE ROPE TO WEAVE



light sanding between coats of paint since the wooden parts are all fully sanded, seasoned beech. The only tool needed is a pair of scissors or a knife.



STRINGING SEAT takes an hour. Rope on shuttle is brought across chair seat sidewise. Ten strands are held by clothespin until next 10 are chafed.

CONTINUED

Still Time to Win . . . Your Friend Wins, too, in

calgon's \$25,000 "Tell-a-Friend" CONTEST

**300
PRIZES**

**ELECTRIC DISHWASHERS
AUTOMATIC DRYERS
ELECTRIC COFFEE MAKERS**



IT'S EASY! HERE'S ALL YOU DO:

Buy any size box of Calgon,[®] Calgonite,[®] or Thanx[®]—the Calgon products that work such wonders with water. Use it for a few days. Tell a friend what you liked about it. Then tell us, in 25 words or less, what you told your friend.

First 50 Winners: Choice of Dishwasher or Dryer. Prizes do not include installation cost. Next 100 Winners: Electric Coffee Makers. The friend of each winning entrant receives an Electric Coffee Maker.

Here are some tips on Calgon, Calgonite and Thanx that may help you win.



THERE'S NOTHING LIKE CALGON!

This wonder-working water conditioner makes any water *silky* water. Completely prevents dingy washing film, or scum, in every washing job. Fabrics are brighter, whiter, fluffier. Dishes, glassware and silverware sparkle; so does your sink. Calgon gives the most refreshing bath of your life—and never a tub ring to scrub.

CALGONITE FOR SPOTLESS ELECTRIC DISHWASHING!

New Calgonite is best for electric dishwashing. No spots, streaks, film or chlorine odor. Gentle to fine china—won't tarnish silverware. Keeps the machine clean. Recommended by all leading electric dishwasher manufacturers.



THANX CLEANS EVERYTHING!

For laundering, Thanx removes grease and grime from heavily soiled clothes—keeps Nylon and Dacron white, bright and fresh. Cleans walls, woodwork. Recommended for cleaning of electric coffee makers. Fine for electric dishwashing, too . . . prevents water spots . . . great for washable plasticware.



FOLLOW THESE SIMPLE RULES

1. From any size package of Calgon, Calgonite or Thanx, cut out portion of outer panel labeled "Full Spot Gently," or draw a reasonable facsimile of same.
2. Attach this cut-out, or facsimile to your entry. You can use the official entry blank below or a sheet of plain paper. In 25

- words or less, tell a friend living in another household about the product you used. Write this statement on the entry blank, together with the name and address of yourself and friend.
3. Mail your entry to Post Office Box 47B, Mount Vernon 10, N. Y. It must be post-marked not later than May 19, 1956,

and must arrive by May 22, 1956. (Prizes will be awarded on the basis of originality, sincerity and aptness of your entry. Additional entry blanks containing complete rules and judging procedure at your Calgon dealer. You may enter as often as you wish. Open to residents of continental U.S.A. and Canada.)

ENTRY BLANK—CALGON "TELL-A-FRIEND" CONTEST

Calgon "Tell-a-Friend" Contest

Post Office Box 47B, Mount Vernon 10, New York

I tried Calgon, Calgonite or Thanx and

here's what I told my friend I liked about it . . .

Name _____ My friend is— _____

Address _____ Name _____

Address _____

City _____ Zone _____ State _____ City _____ Zone _____ State _____

(Be sure to include portion of label reading "Full Spot Gently" from a Calgon, Calgonite or Thanx box, or reasonable facsimile of same, with your entry.)

Contest closes Midnight, Saturday, May 19, 1956

New, Safe, Easy Way
to Kill Weeds
in Lawn and Garden!



Bridgeport®
SPOT
WEED
KILLER

Now you can kill dandelion, plantain, poison ivy, ragweed, pigweed, dock — many other noxious weeds quickly and easily with SPOT Weed Killer. The exclusive Control-Cone on the aerosol spray container traps a potent 2,4-D spray directly on the weed... eliminating danger to desirable plants or shrubbery. Each can holds enough to kill 600 weeds. SPOT Weed Killer is always ready for use. There's no mess, no mixing or contamination of other garden equipment. Replacement units are available. Just snap into the re-usable handle.

Just press the handle! The 2,4-D spray is trapped directly on the weed.

GOOD-AIRE® Air Refresher kills unpleasant odors — from cooking, bathroom, nursery, closets, cellar, etc., and people are always finding new uses for it. Have you? We pay \$25.00 for each one published in our advertising. In case of similar statements, the first received will be used. Send yours in 25 words or less, on a postal card, to GOOD-AIRE, P.O. Box 52A, Mt. Vernon 19, N. Y. Get GOOD-AIRE in handy 5 1/2 oz. and economical 12 oz. sizes at good stores everywhere.



WIN
\$25*

Subject to Federal, State and Municipal regulations.

ANT-ROACH KILLER

A residual insecticide spray that leaves an invisible film which kills crawling insects on contact. Also kills silverfish, water bugs, carpet beetles. Spray on baseboards, cracks, crevices and other insect hiding places. One application lasts for months. Comes in handy 6 oz. size and giant economical 14 oz. size.



moth PROOFER

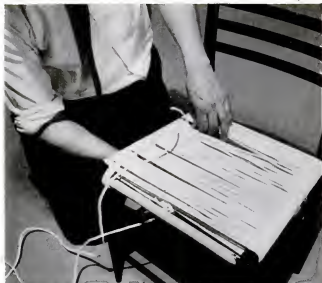
Protects woolen garments up to a full year when applied as directed. Spray right from the can — no pumping, nothing to fill or spill. Pleasantly fragrant cedar scent. Won't stain, no crystal deposits. Large 14 oz. size.



Drug, grocery, hardware and department stores carry BRIDGEPORT AER-A-SOL® PRODUCTS or can get them for you. Ask today.

MADE BY BRIDGEPORT BRASS CO., BRIDGEPORT 2, CONN.

STRUNG-UP CHAIR CONTINUED



THREADING ROPE through the screw eyes and weaving it along edge of chair gives seat a professional look and also helps make it firm and durable.



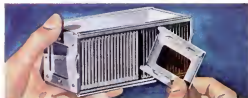
WINDING IN OTHER DIRECTION follows the side-winding (preceding page). Where lengths of rope join, glue is put on knot to prevent loosening.



LEATHER SEAT (also the canvas variety) is laced to the frame with cord. This lacing is worked from the front to the back first, then from side to side.



Beautiful new way to bring back the colorful moments of your life.....life-size



Files and safeguards slides! Aluminum magazines keep precious slides in perfect, indexed order. Individual metal frames protect them from dirt, smudges, dog-earing. Your fingers never touch the transparencies.



Spectacular picture quality! A powerful, 4-inch wide-angle lens gives you big-as-life pictures that let the whole family enjoy the show—even in a small room.

NEW ARGUS AUTOMATIC PROJECTOR \$59⁵⁰

complete with carrying case, automatic slide changer, slide editor and 36-slide magazine

You've photographed the big moments of your life in color. Now relive them—big as life and just as colorful—with this new Argus Automatic!

A new, advanced optical system delivers more light through the wide-angle lens to give you pictures uniformly bright and clear, from corner to corner.

And your slides are so easy to show. A quick push-pull of the operating handle positions each slide for perfect viewing, returns it to the magazine in order, and automatically advances the next slide.

A convenient Slide Editor lets you preview slides before you file them in the magazine. And a powerful yet silent blower keeps projector and slides cool—even during long showings.

To see your color slides in a beautiful new light, see the all-new Argus line of 300-Watt Projectors at your dealer's now.

Standard model, with non-automatic operation, \$37.50. New Remote-Control Power Unit for any Argus Automatic, runs the show by push-button from anywhere in the room, \$24.50.

argus®

*Easy to use...Easy to own...That's Argus!
Most dealers offer convenient credit terms*



THE BEL AIR BEAUVILLE—4 doors, 9 passengers, interior finish in washable vinyl and nylon-faced pattern cloth.

Seats a whole baseball team

It's one of 6 sprightly



THE "TWO-TEN" HANDYMAN
2 doors, 6 passengers, all-vinyl interior.



THE DISTINCTIVE, LUXURIOUS NOMAD
2 doors, 6 passengers.



THE "TWO-TEN" TOWNSMAN
4 doors, 6 passengers, loads of cargo space.



In place of baseball players, of course, it could be other people. Friends of yours, for instance, assorted small fry, or visiting dignitaries.

Anyway, there's room for 3 on each seat, 9 in all. (A separate section of the center seat folds down to allow rear seat passengers to get in and out easily and gracefully.) And there's even space left over for baseball bats or baggage.

If you're joining the fast-growing station wagon family, be sure to look these new Chevrolets over. They're very good looking, as you see. All of them have fine, sturdy and quiet Fisher Bodies. All offer you an engine choice of V8 or 6, and all the power features anybody would want. And all of them pack Chevrolet's special brand of performance that breaks records on Pikes Peak and makes your own driving easier, safer and more pleasant.

Color and interior choices are wide, practical and unusually handsome. We'll be happy to help you make your selection.

SEE YOUR CHEVROLET DEALER

beautifully!

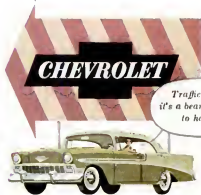
new Chevrolet station wagons



THE "ONE-FIFTY" HANDYMAN
2 doors, 6 passengers, versatile and thrifty.



THE "TWO-TEN" BEAUVILLE
4 doors, 9 passengers.



Curl your hand around a frosty glass of pleasure...Ballantine®

THAT'S ALE, BROTHER!



P. BALLANTINE & SONS, NEWARK, N. J.

**No other ale...no beer...has such refreshing
flavor yet is so light and non-filling**



No wonder Ballantine
leads all ales in sales!

Enjoy some soon... Ask the man for

Ballantine® ale



ACCUSING OFFICIAL, Food and Drug Commissioner George Larrick, displays Hoxsey medicines.

THINGS GET HOTTER FOR HOXSEY

U.S. Food and Drug Administration posts warning against man who makes millions from cancer victims

Last week the U.S. Food and Drug Administration issued a warning against one of the stormiest figures in the stormy area of U.S. healers. He is natty Harry Hoxsey who, according to the jacket of his own book, *You Don't Have to Die*, has been called America's No. 1 cancer quack. For years Hoxsey, who has no license to practice medicine, has attracted cancer victims to his Dallas, Texas clinic by claiming that he can cure their disease. Many are advanced cases, desperate for a chance to live. At the Dallas clinic they pay up to \$460 for little more than a physical examination, medical advice and some pills. The 8,000 sufferers he handles a year gross him \$1.5 million, and a new clinic bearing his name recently opened at Portage, Pa. (next page).

The FDA published its warning while it prepared a contempt action against Hoxsey, who has ignored a long-standing federal court injunction



HARRY HOXSEY holds the book he wrote which touts his cancer treatment. Beside him on a plaque

is his motto: "The world is made up of two kinds of people—dem that takes and dem that gets took."

forbidding him to ship his medicines across state lines. Many sufferers feel better after going to Hoxsey. But the FDA statement emphasizes that it has never found a single verified Hoxsey "cure" and that his pills are worthless and contain a chemical which may even accelerate cancer.

The warning did not trouble Harry Hoxsey, who has been in court a hundred times in 30 years. Illinois convicted him three times for practicing medicine illegally. His father was a veterinarian who also "cured" cancer as a sideline. On his deathbed he gave his son recipes for a salve, a powder and an internal medicine which started Harry on his career.

It may take years of litigation to affect Hoxsey. Hoxsey himself, who insists he has never been objectively investigated, is prepared for any eventuality, having salted away profits in oil wells. "Hell," he says cheerfully of his cancer clinic, "this is my hobby. Oil is my business."



Time just never catches up with people who keep their lives pulsing with exciting new interests... exciting new worlds to explore and conquer!

it's more than an organ... it's your bright new world

You strike a simple chord... finger a half remembered melody... and realize suddenly that you can play this Baldwin Orga-sonic Spinet Organ. No gadgets to confuse, no system to learn... all stops so clearly marked that once you've touched this simple keyboard you are playing. The world of music you thought closed to you is yours! The Baldwin Orga-sonic Spinet Organ was designed for people like you... people whose busy lives had seemed to crowd out music. Make an appointment with yourself to stop in at your Baldwin Dealer's. He'll have you playing before you know it... show you how little music you need to know to revel in your boundless new world... the music you play yourself on the Baldwin Orga-sonic.

THE BALDWIN Orga-sonic SPINET ORGAN

Your Baldwin Dealer will show you how easy the Orga-sonic is to play... and how easy it is to own. As little down as \$148.50. Make music yours. Mail coupon now or see your Baldwin Dealer... today.

THE BALDWIN PIANO COMPANY

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Builders of Baldwin, Acrosonic and Hamilton Pianos
Baldwin and Orga-sonic Organs

Baldwin Piano Company
Organ Division, Dept. L-46
Cincinnati 2, Ohio

Please send me FREE booklet:
"MORE PLEASURE FROM LESS!"
and name of nearest Baldwin dealer.

Name.....

Address.....

City.....Zone.....State.....

Hoxsey CONTINUED

TWO-DAY TREATMENT, INCLUDING

The Hoxsey clinic in Portage, Pa. started a year ago through the promotional zeal of State Senator John Haluska, who became a Hoxsey convert after his sister took the treatment. He had tried earlier to set up a Hoxsey unit in the hospital in Spangler, Pa. of which he was administrator. But when all the doctors threatened to resign, Haluska was forced out, set up the Portage clinic in a remodeled garage and took over as administrator. The medical chief and ostensible owner, almost



FIRST DAY'S ROUTINE in Mrs. Roll's visit to Hoxsey clinic in Portage, Pa. starts with registration (above). She sits on the edge of a bed (center) and relates her medical history to an attendant, Mrs. Verne Kielbowick. Mrs.



SECOND DAY'S ROUTINE for Mrs. Roll consists chiefly of physical check-up (above) by osteopath, supervised by Dr. Newton Allen, head of clinic. Then (center), after Allen's wife Muriel, a nurse, prescribes special diet and



HELPING HAND of nurse assists Mrs. Roll down gleaming corridor. Clinic has 16 staffers who make standard tests, dose out pills, but never operate for cancer. "We don't believe in slap-happy knife-lucking," says Dr. Allen.

PILLS AND BOTTLE OF FIG JUICE

as dapper as Hoxsey himself, is Osteopath Newton C. Allen, who was expelled from the Pennsylvania Osteopathic Association in 1950.

Unlike Hoxsey, Allen is careful not to claim cures. But he brought in enough believers to gross a whopping \$241,000 in his first year. A typical patient is Mrs. Elmer Roll, 53, from Attica, N.Y., who says she was operated on eight times for abdominal cancer. The kind of treatment she got during the two days she spent at Portage is shown below.



Kielbowick is Senator Haluska's sister. He claims Hoxsey treatment saved her life. After taking Mrs. Roll's pulse, temperature, respiration and blood pressure, Mrs. Kielbowick sends her to be X-rayed and take other tests (right).



warns her not to eat tomatoes or pork. Mrs. Roll picks up medicine (right): three packages of pills (two for "promoting normal tissue breathing"), a vial of "injectable liquid" and a bottle of fig juice ("generally beneficent").



MRS. ROLL LEAVES converted garage which houses clinic, handles over 35 patients a day. Influx of sufferers increased restaurant business 50%, parked rooming houses. Clinic staff members may build motel to handle the overflow.

CONTINUED



This is the Bell & Howell Sun Dial that makes perfect movies so simple.

EASY MOVIES! PLEASANT PRICE!

Sun Dial Camera...now only \$39.95

Price can be a pleasure. The famous Wilshire camera proves it. For only \$39.95 (it was \$49.95) look what you get! Exclusive Sun Dial design makes color movies simple as snapshots. Just dial to suit the sun. Then sight through the biggest of 0mm viewfinders. Shoot through sharp f/2.5 lens. One winding lasts six average scenes. Rugged die-cast aluminum case.

Meet the wonderful Wilshire at your camera dealer's soon. Discover how Bell & Howell imagination can bring you the best for less. Only \$39.95.

Free Booklet—"Tips on Making Color Movies." White Bell & Howell, Dept. L-3, Chicago 45, Illinois.

Bell & Howell
FINER PRODUCTS THROUGH
IMAGINATION



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ONE OF THESE THRILLING 1956

Owens Flagships



FIRST PRIZE: OWENS '21'

America's most exciting family cruiser! Beautiful and big; sleeps 2-3 on foam rubber; private toilet room; complete galley. Owens' exclusive HRV yacht-type design and construction assures a faster, stronger, safer boat. Outboard models, from \$2795



SECOND PRIZE: OWENS '1600'

Two-tone East Coast Speedster seats 6. Solid sculptured mahogany styling combined with Owens' famous HRV hull. A faster, stronger, safer boat with positive controls that even youngsters can handle. Standard model from \$750.



THIRD PRIZE: OWENS '14'

Finest all-purpose boat; natural mahogany inside finish. Stronger 3/4" hull; deeper cockpit and extra-safe foreboard. Very fast with only 15 h.p. Standard model, \$345

OWENS Flagships are now within the reach of millions! The complete facilities of America's largest salt-water yacht builder are now devoted to making boats for you—and you benefit from top marine design, best quality, longer life, lower maintenance and extra safety. Yes, there's an OWENS for you: 14, 16, 20, 21, 26, 31 and 35.

Here's how YOU may win one
Absolutely Free:

Complete in 25 additional words or less: "OWENS Flagships are as good as yours because..." See your nearest OWENS dealer for Official Entry Blank with complete rules and prize-winning ideas—or call Western Union Operator 25 for his name and address. Deadline is June 30, 1956.

Owens Flagships

BALTIMORE 22, MD.

RESPONSIBLE DEALER INQUIRIES
INVITED FROM UNPRESENTED AREAS.

Hoxsey CONTINUED



CROWDED WAITING ROOM in Dallas clinic, adorned with a portrait of proprietor, is filled at 7:30 a.m. Clinic processes 150 new patients a week.



IN PILL-PACKING ROOM in Dallas, cancer pills are kept in bins (center) near pile of dirt. Workers change clothes behind a partition in same room.

FROM AMERICAN CANCER SOCIETY

There is a perfectly simple and effective way by which claims for new treatments of disease are examined, and this "due process" of science has served mankind well throughout history. It consists of submitting evidence in an orderly fashion, according to accepted forms, to one's medical or scientific colleagues. Thousands of medical meetings are held in the United States every year, and 200 reputable journals are published regularly—all for one purpose—to provide a forum for those with something worth saying to say it. These forums are of course available to Mr. Hoxsey—but the fact is that they have never published anything he has written because either he will not submit his evidence or nothing he has claimed will stand the test of competent analysis. Hoxsey has on more than one occasion submitted reports of "cured" cases to the experts of the National Cancer Institute and each time their verdict has been the same—namely, there is no evidence thus produced which would justify a closer investigation. The truth is, then, that Hoxsey's claims have been examined by competent authority and have been found wanting.

DR. CHARLES S. CAMERON

Medical and Scientific Director of the American Cancer Society

PROFESSIONAL COMMENT on Hoxsey comes from American Cancer Society, which supports more cancer research than any other private organization.



WINSTON tastes good—like a cigarette should!



TRY...HOLLYWOOD
sani-white

For the Whitest Shoest!

If your dealer is out of stock, write:
HOLLYWOOD SHOE POLISH, INC.
Richmond Hill 19, N. Y.



THEY'VE MADE THEIR WAY
BY THE WAY THEY'RE MADE
Sold by 35,000 Dealers

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Take the **WORK** out of **WAXING**
WITH TRIGGER-QUICK
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Just pull the trigger—
Wax flows from dispenser as you need it... to give your lamb's wool spreader-buffer.

Use any liquid wax.
SOLO AT ALL STORES
ONLY \$395
3-year written guarantee

Guaranteed by Good Housekeeping

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9200 Inman Avenue, Cleveland 5, Ohio



**IT'S PART OF OUR AMERICAN TRADITION
TO WORK THINGS OUT TOGETHER**

..... The Quilting Bee. Neighbor women in early America gathered 'round the quilting frame to make warm covers for their families' comfort.

How today 10 million of us put together some warm security

LIKE PATCHES of cloth, dollars, too, can be made more useful when assembled according to a sound plan. That's how people today, who have joined together in *credit unions*, are getting more use from the money they earn. They have secured a remarkable degree of protection against money troubles.

Working things out together in the American tradition, credit union members operate their own borrowing and savings system right where they work. This credit union idea is a proven plan with over 100 years of successful operation. Chartered and supervised by government agencies it is run by the employees themselves.

Saving is encouraged by the convenient location of the credit union (usually right in the plant or office) and by the good returns paid on the savings. Loans are made at low cost. Members find it is cheaper to use credit union loans and handle major purchases with cash. Thus they can improve their living standards without getting into financial difficulties.

The man or woman who has a credit union to turn to has a sense of security and peace of mind that reflects in family life and everyday work. This is why management, labor, church and government all heartily endorse credit unions. If you work for a company with 50 or more em-

ployees you can help get a credit union started right there. Or one can be organized in your church, lodge or small community group. If you are an employer, your encouragement of a credit union can be one of the greatest services you can do for your employees and your company. Employees in many of America's best known companies have operated credit unions for years.

SEND FOR FREE BOOKLET. It tells how a credit union can help you and your friends where you live or work. There's no obligation. All you have to do is send your name and address to Credit Union, Dept. 110, Box 57, Madison 1, Wisconsin.



5 Glorious Trips To England For Two!

You'll fly to England in 11 hours via "Rainbow Service" aboard a new "Super-Seven Clipper" of **PAN AMERICAN WORLD AIRWAYS**—world's most experienced airline.

Enjoy 14 glorious days in England, planned by **THOS. COOK & SON**, world's most famous travel agency. Stay at London's finest hotels. See historic points of interest.

Enter **Johnson + Johnson's**

\$ 100.00

ROBIN HOOD

Calling Dad—Mom—Sis—Son! Here's fun for the whole family—fun that can bring you a valuable prize.

Johnson & Johnson's great new Robin Hood Jingle Contest is

loaded with wonderful prizes, and it's so simple to enter. You can enter as many times as you like. All you have to do is supply a last line for the simple jingle which appears on the coupon at right.



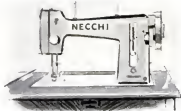
Johnson + Johnson

No connection with American National Red Cross.

The most trusted name in Surgical Dressings and Baby Products.



8 KELVINATOR Kitchen-Laundry Ensembles. Include electric range, refrigerator, freezer, automatic dishwasher and Kelvinator's famous laundry twins, automatic clothes washer and dryer.



45 NECCHI BF Console Mira Sewing Machines, the sewing machine that enables you to do fancy stitching with ease; many exclusive features. Available in handsome Catalina cabinet with complete accessories.



45 Sterling Services for 6 by the ALVIN SILVER-SMITHS. By one of the most distinguished names in sterling. Choice of Chateau Rose, French Scroll, Rosecrest or Southern Charm patterns.

Plus all these other great prizes



45 GIBSON Custom Room Air Conditioners. This powerful air conditioner, efficient and economical to operate, features "Gib-Sun-Air" ozone lamp, Infinite Control directional louver, push-button control.



75 Kodak Pony 135 Camera Outfit for making brilliant color slides. Excellent lens, fast shutter.



75 Evans-Coleson "Olympic" Bicycles for boys and girls. There's super-speed, plus super-safety in every model.



75 Osterizers, by the John Oster Manufacturing Co. The perfect liquidizer-blender for dozens of kitchen tasks.



75 Montagus-Ocean City Fresh Water Spinning Outfits, the spinning outfit that any fisherman will prize.



75 Wittnauer Watches, products of the famous Longines-Wittnauer-Waich Co., your choice of man's or woman's model.



175 New Casco Deluxe Steam and Dry Irons—the most modern of all irons with more working conveniences.

2300 Johnson & Johnson First Aid Kits

175 Dominion Electric Fry-Skillet. Actually 4 wonderful cooking appliances in one. Perfectly controlled heat.

175 Toastwell Two-Slice Automatic Toasters. Gleaming, fully automatic toaster that toasts to your taste.

350 Ship 'n Shere Blouse Ensembles (3 blouses per award). Beautifully cut and styled blouses that fit perfectly.

250 Bottles "Miracle" Perfume by Lushair—1/2-oz. bottles. The haunting fragrance that men remember.

350 Parker Bros. Games (4 games per award), famous fun games like *Monopoly*, *Sorry* and the popular *Rook*.

750 Remco Dick Tracy Wrist Radios—one of the most thrilling and exciting toys of all. Battery powered!



JINGLE CONTEST 5000 PRIZES

Follow these easy rules for the ROBIN HOOD CONTEST

1. Print or write plainly your last "line" for the Robin Hood Jingle. Make your last line rhyme with the word "too." Use a plain sheet of paper or this entry blank.
2. Mail entries to Robin Hood Jingle Contest, P. O. Box 2A, Mt. Vernon 10, N. Y. Submit as many entries as you wish. Each entry must be accompanied by any Johnson & Johnson box top or BAND-AID bandage wrapper. Entries must be the original work of the contestant submitting them.
3. Any resident of the United States or Canada may compete except employees of Johnson & Johnson, its subsidiary companies, its advertising agencies and their families. Contest subject to all Federal and state regulations.
4. Entries must be postmarked no later than midnight, June 15, 1956 and received by June 29, 1956.
5. Entries will be judged by an independent judging organization on the basis of originality, uniqueness and aptness of thought. Judges' decisions final. Duplicate prizes in case of ties. One prize to a single family. No entries returned; all become the property of Johnson & Johnson.
6. Prizes will be awarded as listed on this entry blank.
7. Winners notified by mail approximately four weeks after close of contest. List of winners available to those requesting same and including self-addressed, stamped envelope.

Use the attached entry blank for a starter. Get additional entry blanks where you buy your First Aid and Baby Care needs. Enter today. *Be sure to check the contest rules printed on this page.*

JUST FINISH THIS JINGLE:

Most trusted name in First Aid needs
and Baby Products too,
Johnson & Johnson always leads

(last line here must rhyme with "too")

Print name and address and mail to:

ROBIN HOOD JINGLE CONTEST, Dept. L, P. O. Box 2A, Mt. Vernon 10, N. Y.

Your Name _____

Street _____

City _____ Zone _____ State _____

Be sure to include 1 box-top from any Johnson & Johnson package or 1 BAND-AID bandage wrapper.

A timely report on . . .

The importance of sugar

... in family meals

... in reducing diets

Nutritional findings show that your need for nature's own sweetener is as deep-seated as the human body's need for energy



Although sugar has been extracted from plants and used by man as one of his most valued foods for thousands of years, scientists are just beginning to fully appreciate the important role sugar plays in the life processes.

This amazing substance, which has been called "the basis of all life" is formed only by the action of sunlight on growing green plants. It is as basic as air and water, from which it is formed.

Most efficient source of energy

But supposing sugar had just been discovered. What important and newsworthy things could be said about it!

Everyone would soon find out "here is something that tastes good and makes other good foods taste better."

But the scientists would be as sure to add "sugar offers far more than mere sweetness."

It is the most efficient source of energy that can be used by the human body.



Nature's own pure food sweetener. Did you know that the sugar you sprinkle on your breakfast berries (a the same kind of sugar that nature put in the berries themselves)? The riper the fruit, the better it is—and the more sugar it contains.

It is absorbed into the bloodstream almost instantly, starts to relieve fatigue within minutes after it is eaten.

It helps every cell in the body to function more efficiently. It helps supply the power needed for every action, every heartbeat, and every life process.

Sugar can be used generously as part of the normal, well-balanced diet by all healthy people. But it has a special value to those who have a tendency to overweight.

Helps control an oversize appetite

A level teaspoonful of sugar supplies only 18 calories, yet satisfies appetite faster than any other food. Faster even than larger portions of many other foods that supply far more calories.

When you use sugar in a between-meal "Scientific Nibble" it takes the edge off your hunger, helps to overcome one of the chief causes of overweight—overeating.

At the same time it helps to relieve the tiredness and fatigue that slows you down. Thus it gets at the other chief cause of overweight—underactivity.

Sugar is also used by the body to help burn its own fat.

Nature's way to weight control

Because your appetite is actually your body's call for



Watching your weight? Have a "Scientific Nibble" containing sugar before you all down to eat. See how fast it curbs an oversize appetite. This new idea in reducing diets is based on important new research findings at leading universities.



quick energy, your blood sugar level plays a part in the healthy body's own automatic, weight control system. By its effect on appetite it helps to match the number of calories taken in as food with the number used up in the course of the day's activity.

This helps to explain why most people can eat whatever they like without worrying about extra pounds. Calories that are spent as energy can never be deposited as fat.

It also helps to explain why the use of artificial sweeteners, originally prescribed for diabetics only, are of no real value in reducing diets. Since they supply no energy they only appease the sense of taste without helping to satisfy the appetite.

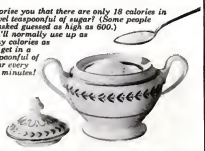
Sugar is neither a "reducing food" nor a "fattening food." There are no such things. All foods supply calories and there is no difference between the calories that come from sugar or steak or grapefruit or ice cream. But in these days when diet fads and diet foods have become big business, it is good to be reminded again of these basic facts about one of our most basic—and best liked—foods. Sugar makes any well-planned, well-balanced diet more satisfying and more enjoyable.

SUGAR INFORMATION, INC.

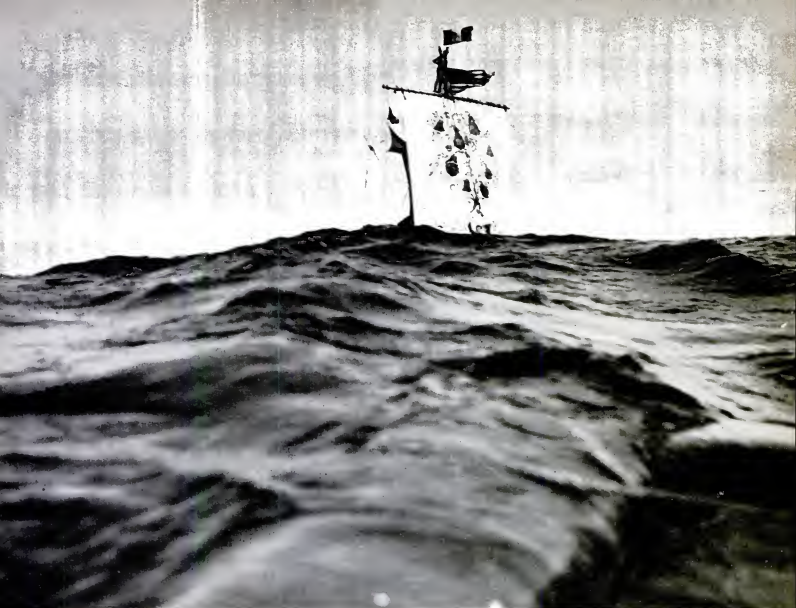
New York 5, New York

18 CALORIES

Surprise you that there are only 18 calories in a level teaspoonful of sugar? (Some people we asked guessed as high as 600.) You'll normally use up as many calories as you get in a teaspoonful of sugar every 7 1/2 minutes!



All facts in this message apply to both beet and cane sugar and are based on up-to-date nutritional knowledge.



DIPPING IN PACIFIC SWELL, THE "KANTUTA" WAS PHOTOGRAPHED FROM AUXILIARY RAFT. ON SAIL ARE KANTUTA FLOWERS, SACRED PLANTS OF THE INCAS

ODYSSEY OF A DAFT RAFT

**Landlubbers trying to outdo 'Kon-Tiki'
take a long Pacific voyage to nowhere**

Far out in the empty Pacific last month the U.S. hydrographic survey ship *Rehoboth* spotted a tiny balsa raft bobbing helplessly about, a gaily painted sail identifying her as the *Kantuta*. Pulling up, the *Rehoboth* took aboard as strange a crew as ever set sail in ship or tub, and ended an odyssey that was odd indeed.

It all began in Peru, when a Czech-born musician named Eduard Ingris was suddenly struck with the idea of repeating the famous *Kon-Tiki* voyage. If that craft could sail from Peru to Polynesia, he reasoned, another might travel to Australia. For his crew he recruited Mirko Gurecky, a Czech engineer, who prepared himself by taking a 30-minute course in radio. Ingris added Joaquin Guerrero, a distance runner and bit player, and Andy Rost, a Dutchman with actual sailing experience. Hoping to make a profitable film during the trip, Ingris included a girl, Natalia Mazuelos.

A Peruvian official ruled unseaworthy the raft the crew built. But after alterations a 30-by-13-foot affair was launched in December. Towed seaward, the *Kantuta* was set adrift in the Humboldt Current, which flows past Peru and turns westward. But the raft bobbed steadily north. When the crew tried to find the current again, squalls carried them off course. As water ran low, the *Kantuta* met a ship which asked if help was needed. No one knew enough Morse code to decipher the question and the freighter sailed on. Then the radio failed. Three weeks later Peruvian hams heard from the little raft again. It was about 1,000 miles northwest of the Galapagos Islands and traveling in circles, caught by a huge, whirlpool-like current.

Rescued at last by the *Rehoboth* after three months at sea, Rost summed up their achievements: "We proved that some of those Indians who sailed for Polynesia could have got lost."



INGRIS SINGS SONG HE WROTE: "... IN SOME LOST SPOT IN A DISTANT SEA" →

BUSY NATALIA FINDS PLENTY OF TIME TO PRIMP ON PRIMITIVE CRAFT



EXPEDITION'S DIARY is typed out by Natalia Mazuelos as Guerrero looks thoughtfully seaward. A clerk in Lima, Natalia was born on a raft on Lake Titicaca when her mother was hurrying to doctor.



DRYING FISH. Andy Rost hangs up slabs of tuna, dolphin and bonito, caught by Gurecky with a makeshift harpoon, as Natalia washes her hair. Fish, frequently salted and dried Indian style, formed the

crew's only food during the last month they were at sea. Continual rain washed the salt off the fish, the raft's salt supply ran out and, on some days, the crew was forced to eat fish after it had begun to rot.





SHIP'S PARROT, Loria, gets its cage washed out by Natalia. This was a rare calm day. On most of rough trip Natalia was so seasick she stayed in cabin, could not prepare meals, which was her main job.



CANED SHOWER is given by Guerrero to Miss Mabel, who washed hair continually during trip. Pictures of voyage were taken by Ingris, who had been earning his living as a photographer in Peru.



VITAMIN SHOT is self-administered by Natalia, who could not eat because of seasickness. Later Rost suffered a stomach ailment, reported to over the radio, was told what to take by a ham doctor.



CLOWNING BETWEEN SQUALIDS, Gurevsky pictures atop Guerrero as Rost steers auxiliary raft

past the *Kantata*. Engineer Gurevsky repaired raft's radio although no spare parts were carried for it.



AS RESCUE NEARS, Rost puts out flag. To help the *Rehoboth's* radar pick them up, Guerrero (right)

loaded himself down with tin cans, which radar detects, climbed mast. He fell off and nearly drowned.



COMING ABOARD the supply ship *Greenville Victory* after being spotted by the *Behoboth*, the *Kantuta* heads north. Rost and Natalia (foreground), Gurecky

and Guerrero (rear) check their raft. When crew arrived at Canal Zone, they were held at immigration station because they lacked visas, fed first meal ashore—fish.

Did you ever?

By LITTLE LULU

When make-up needs some quick repair
and lips aren't on quite straight,
Did you ever grope in a tissue box
and get not one—but eight?



Kleenex* solves the make-up needs
of daughter and of mother.
Simply pull **one** tissue out—
and up pops another!

New Kleenex Economy Pack

The largest selling tissue in the world



NEW **REO** MOWS ANY LAWN
IN ONE CLEAN SWEEP

and you
don't have
to push!

Now you can give your entire lawn a neat, clipped, brushed look with a mower that travels on its own power!

The new Reo Power-Trim cuts grass beautifully, trims close, mulches leaves, chops weeds . . . and all you do is steer. It drives itself along at a normal walking speed. Takes grades in stride. Does the heavy work when you have to plow through high grass or weeds. Helps you finish faster—and fresher!

What's more, Reo's Front Wheel Drive gives you better control at all times. To turn or maneuver, just press down on the mower handle—driving wheels lift from ground. For really close trimming, just shift to neutral—mower becomes free-wheeling. Easy? Even the little woman can run it!

You can set blade at any of 4 cutting heights in seconds—without tools, without removing wheels. 21-inch model has an extra Creeper speed for heavy going in overgrown areas. Both models are powered by a rugged Reo 2 1/4 hp. 4-cycle easy-starting engine that runs on regular gas. Don't push a mower any more. Get behind a new Reo Power-Trim!

Exclusive Reo Design saves raking and sweeping. Reo Suction-Lift Blade is enclosed like a ducted fan. Strong suction pulls grass up for even cut, sprays the clippings out. Reo Triple Duty Door adjusts mower for any grass-cutting condition:



WIDE-OPEN For longest grass and weeds. Cuttings are shot out, away from mower. No clogging.

TOP OPEN For regularly mowed lawns. Clippings are spread out evenly. No windrows to rake.

CLOSED For fine-mulching of grass or leaves. Tiny mulched particles lift into lawn. No sweeping.

18-inch model, \$149.95* 2-speed 21-inch model, \$169.95*
Other Reo Rotaries with same lawn-grooming features start at \$89.95*. Write for name of your nearest Reo Dealer in the U. S. or Canada. *Slightly higher in West and Canada.

More than a million people mow with Reo

REO

The greatest name in
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The Bulls Baffle Brave Bertha

**COLOMBIAN GIRL TAKES A BEATING
BUT KEEPS COMING BACK FOR MORE**

Bertha Trujillo, 26, is a lady bullfighter whose courage far outshines her skill. Time after time in the last six years she has been chased by bulls from rings in her native Colombia only to grit her teeth and trudge bravely back with the crowd yelling. "No, No! She will be killed." In a Palmira ring recently she was knocked down seven times in 15 minutes before narrowly escaping death in the dramatic incident shown below.

At moments like this her bullfighting comrades come to her rescue. "They take me out of the ring and I want to cry," she says. "Everybody expects a girl to quit. I cannot quit. I must kill the bull." About half the time she does, although the physical beating she takes seems hardly worth the effort—or the \$500 she averages from each fight. "I get sick to my stomach when I am hit so many times. I can't see good. I can't walk straight." But only one week after her ordeal she was back to endure another one just as frustrating (next page).



BERTHA TRUJILLO, STANDING WITH HELPERS, SALUTES BEFORE A FIGHT



PLACING BANDERILLAS, BERTHA COMES CLOSE TO SHARP HORNS AS THE BULL SWERVES SUDDENLY

BULL'S HORN, PASSING BETWEEN BERTHA'S LEGS, ALMOST IMPALES HER AGAINST WALL AS HELPERS FRANTICALLY TRY TO DISTRACT THE BULL WITH CAPES



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BULLFIGHTER CONTINUED

BACK FOR ANOTHER BOUT



BERTHA'S PERILS are more frustrating against a bigger bull. Still battered and weak from previous fight, she clumsily fails to avoid one of bull's rushes (top) and is knocked to the ground (center). "I just lay down and make like I'm dead," she said. After her helpers rescue her she returns to the ring dirty and disheveled (bottom) for a final encounter with the bull (turn page).

CONTINUED



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FIGHTER TO THE FINISH. Bertha grinsly eludes bull (top), leaving the sword sticking in his neck. The wounded bull shakes it loose and again almost runs down weary girl (center) as crowd screams to stop fight. Finally restrained from re-entering ring, crestfallen Bertha bows head and is cheered.



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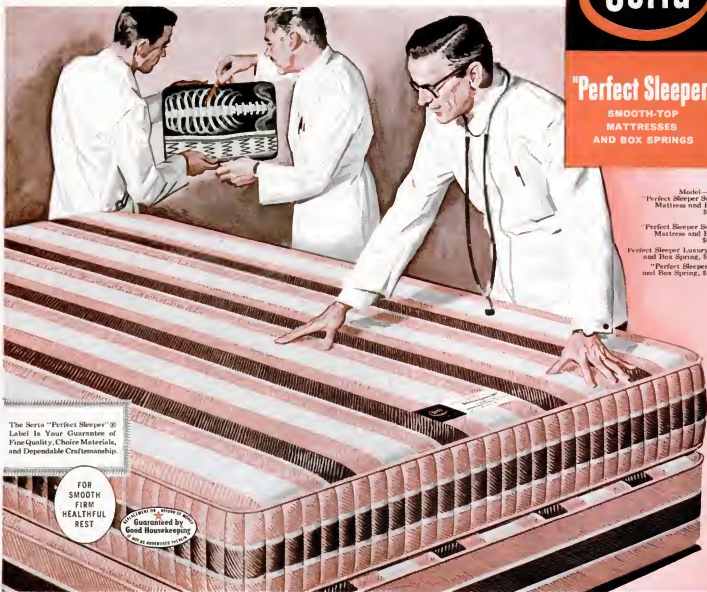


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GLUBB TELLS HOW OUR MID-EAST ENEMIES WORK

Arab agitators abetted by Reds, says Jordan's ousted general, imperil West's position

by GENERAL SIR JOHN BAGOT GLUBB

WHEN I left Amman, the capital of the kingdom of Jordan, on March 2, I left behind a region where I had served for 36 years. My abrupt dismissal as commander of Jordan's Arab Legion was but one sign on in that part of the world today.

When I came to it as a soldier of 32, Jordan was a small, happy country of some 300,000 people, none of them very rich, none very poor. Its Legion, which I had come to serve, had only 800 troops. Amman was a straggling village of a few hundred inhabitants.

Today Amman is a modern city with a population of more than 200,000. The Legion has 28,000 well-armed men. And the 1.5 million people of Jordan live under the threat of war, revolution, Communist domination or all three.

Two tragedies have marked Jordan's transformation from a tiny, peaceful country to a larger and very troubled one. The first was the war with Israel. This created the Jordan of today through the unification of what was left of Arab Palestine with what was formerly Trans-Jordan. But it also dumped into Jordan's population half a million destitute refugees: a full third of the country's present population. Another third are Palestinian Arabs who lived west of the Jordan River before the partition of Palestine. The remaining third are the

original Jordanians. Today there are rich and poor; graduates of European universities live side by side with illiterate peasants. The homogeneity of tranquil Jordan has disappeared.

Jordan's second tragedy was the assassination of King Abdullah in 1951 in the Great Mosque in Jerusalem. Abdullah was the one man who could have bound together the discordant elements of the new kingdom. And to make his death even more tragic, his son, King Talal, was forced to abdicate a year later because of mental illness. To the throne came Talal's son, a boy fresh from school in England, Prince Hussein. The young king was surrounded at the outset by intrigue. Egypt schemed to dominate the Arab world. Russian Communism sought to expand and exploit every kind of unrest in Jordan and her neighboring states. And British and Western influence, my own in particular, was being systematically weakened by a small secret group of Jordanian officers under the leadership of Lieut. Colonel Abu Nawar who had insinuated himself into the king's confidence and used his influence to get rid of me.

Nawar's sort of agitation succeeds in the Middle East today largely because of the intense hatred against the West engendered by the Palestine conflict. Much of the Arab bitterness is undoubtedly justified. But much of



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FOUNDER OF JORDAN, King Abdullah (right) ruled country carved for him out of Ottoman Empire by British for services in World War I. He urged compromise with Jews on Palestine but fought hard after the war broke out.

GLUBB ON MID-EAST CONTINUED

it has been unnecessarily created by the intransigent Arab leaders.

In 1916 the British government announced that when the Turks were driven out the Arab countries would be granted self-government. In 1917, however, the British government issued the Balfour Declaration stating that it favored the establishment of a national home for the Jews in Palestine.

The plan for a national home originally did not envisage a separate Jewish government. In 1929, in fact, the British government offered to form an independent Palestine with an elected parliament representing both Jewish and Arab inhabitants. But the Arabs rejected the offer, though the Jews at the time comprised only about 9% of the population.

Had this offer been accepted, the Palestine problem might well have been solved before it became acute. But for nearly 40 years the leaders of Arab Palestine have always been negative. Any solution which allows the Jews to remain was looked upon as a betrayal. As a result every compromise solution has been automatically and violently rejected. In 1936 Britain sent a commission to consider new Arab protests against Jewish immigration. The commission reported that the hostility between Jews and Arabs was irreconcilable and that the country should be divided between them. The area allotted to the Jews in this 1937 solution was less than a quarter of what they hold today. But the Arabs rejected this suggested compromise with fury and contempt.

'Heroic' path to disaster

TEN years later the United Nations drew up a partition plan. The Arabs boycotted the U.N. discussions. After every such rejection, the balance has been tipped yet further against them. There may, in a sense, be something heroic in this intransigence. "Palestine," say the Arabs, "is ours. The importation of European Jews into our country was an injustice. We shall never recognize or acquiesce in this injustice, even though the whole Arab population of Palestine be exterminated as a result."

Heroic or not, this attitude has been nothing less than disastrous for the Palestine Arabs. "Politics," it has been said, "is the doctrine of the possible." The Arabs have no such conception. They never fail to demand the impossible.

It is easy to say that the Arabs of Palestine were themselves responsible for the loss of their country because their leaders handled their case so badly. But in fact these leaders have too often been little more than party bosses who came to the top by gangster or even terrorist methods during the period of the 1922-1948 mandate in Palestine, when the country had no representative institutions.

When the final catastrophe befell in 1948 and the newly formed Israeli government drove nearly a million Palestine Arabs from their homes, it was not the party bosses who were ruined. The Mufti of Jerusalem, Haj Amin el Hussein, and his supporters

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WORK FOR REFUGEES from Palestine has been created only in inadequate amounts by such U.N.-sponsored projects as this Jordanian tobacco factory.

GLUBB ON MID-EAST CONTINUED

had already made a getaway and were living in comfort in Cairo, Beirut or Damascus. It was the poor who were driven from their homes: the small farmers, the villagers, the small artisans, the laboring classes.

When the Israelis captured Lydda a pathetic crowd of men, women and children fled from the town across the fields with only the clothes they stood up in. It was a blazing day in the coastal plain and the fugitives had no water. I remember the next day seeing one tragic woman crouching exhausted with two children beside the road. Yesterday she had had four children but the two youngest had died in their tracks of thirst in that terrible flight. No one who saw that heartbreaking exodus—the haggard women, the exhausted children, the anguish, the panic, the tears—no one who saw it will forget it for the rest of his life.

And since then—eight years in sordid camps, in ragged tents or primitive mud hovels, with no privacy, or decency or cleanliness. Throughout these eight years the United Nations Relief and Works Agency has kept all these unfortunates meagerly alive. The camps swarm with children—children bred in resentment and despair, with no future, no prospect of employment—children bred up from infancy to hate.

The Arab politicians, however, like the Bourbons, have learned nothing and forgotten nothing. They are as negative as ever. They hate the British for the Balfour Declaration. They hate the United States for its support of Israel. They hate the Jews who drove them from their homes.

It is particularly unfortunate that the U.N. has so far failed so lamentably to resettlement the Arab refugees. In my opinion it has failed for two reasons:

The first is political. The eviction of a million Arabs from the areas occupied by Israel was carried out with considerable ruthlessness. Morally, this eviction has stained the reputation of the new state of Israel. The Arab politicians have seized upon this point and claim that the reinstatement of the refugees in their original homes is now a *sine qua non* of any peace settlement.

But however immoral their eviction may have been, it is no longer possible for the refugees to go back. Even if the Israeli government were to be compelled to accept them, their lives would undoubtedly soon become unbearable and the refugees would themselves before long be asking to re-emigrate. A proportion might, however, be allowed to return to their homes in Israel, particularly those who own real estate there, in order that they might dispose of it as they thought fit.

The return of the refugees to their homes in Israel nevertheless remains the openly avowed policy of the Arab politicians. Thus

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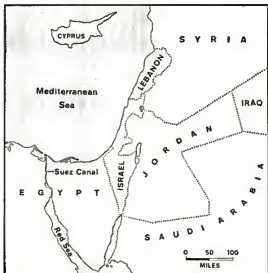
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THE ARAB WORLD, pivot of world power as the land bridge between Europe, Asia and Africa and the source of Western Europe's oil, is united only in its enmity to Israel. Traditional hostility divides Iraq and Jordan from Saudi Arabia, while Egypt's Nasser government is intriguing to dominate the entire area.

GLUBB ON MID-EAST CONTINUED

any scheme avowedly intended to enable the refugees to live permanently in any Arab country is immediately denounced as a political ruse to help Israel.

The second cause of the failure of U.N.R.W.A. to resettle the refugees is the narrowness of its objective and the overcentralization of its machinery.

The sole avowed mission of U.N.R.W.A. is to settle and rehabilitate the refugees. It is not part of their program to improve the living conditions of the other inhabitants of Jordan. But the refugees, as I have noted, total one third of the inhabitants of Jordan. Imagine what the United States would be like if it contained 40 or 50 million destitute refugees. How could they be set to work without some program to improve the prosperity of the whole country?

How U.N. is hamstrung

THE refugees are not unwilling to work. Wherever there is work available, they flock in to apply for jobs. But there is almost no work available. The first requirement therefore is to raise the whole economic level of Jordan without discriminating between refugees and settled inhabitants. The U.S. Point Four program has been assisting the economy of Jordan, but its funds are limited. U.N.R.W.A., with much larger funds available, is just as limited in its functions. For example: many little valleys in Jordan have small streams which, if dammed, might make more land fertile and provide a livelihood for refugees. But if the owner of the valley is not a refugee no U.N.R.W.A. aid can be given.

The U.N.R.W.A. officials in Jordan are too junior in rank to make decisions on the spot and so must refer most major problems back to headquarters. This causes endless delay and inefficiency.

My view is that an international figure of the first rank should be sent to Jordan, given adequate funds, wide liberty of action and full support, and instructed to double the productivity of the country in five years. Tragic situations require heroic measures which cannot be carried out by a remote-control international bureaucracy.

THE Palestine problem, whatever the rights and wrongs of it may be, would not have caused such violent repercussions if it had not coincided with the upsurge of Arab nationalism.

Arab nationalism has been rendered infinitely more bitter and violent by the fact that, in Palestine, the Arabs were the victims of injustice, largely, they believe, at the hands of Britain and America. The coincidence of these two factors, plus their exploitation by Communism, has produced the present turmoil.

Russia and her satellites, and now the revolutionary government of Egypt, are making quite certain that every Arab is convinced that Britain and America alone are responsible for the tragedy of

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the Arabs of Palestine. To some extent the blame is ours. Britain published the Balfour Declaration and the U.S. has given generous moral and material support to Israel. But the Palestine Arab leaders contributed to the loss of their own country. And if Britain and America helped to create Israel, they have also given immense material support to the Arabs. Britain and America, however, fail to defend their own case effectively, while the hostile propagandists are careful to ensure that every British and U.S. error is exaggerated and their benefactions passed over in silence.

Communist subversion in the Middle East is directed principally by the Russian embassies in Lebanon, Syria and Egypt. The Russian embassy in Israel also helps feed propaganda to the Arab world.

Eight or 10 years ago, Russia, as a professed exponent of atheism, was regarded with horror in the devoutly Moslem Arab countries. The first postwar Communist propaganda in this area therefore carefully made no mention of Russia but simply poured forth destructive criticism of the West. Seeing that Arab nationalism was ready to resent Western domination, Russian propaganda donned the disguise of Arab nationalism and attempted to lash the Arabs into fury against "Western imperialism." In most cases the Arabs did not know where the propaganda, mostly radio broadcast, came from. But they were taught to believe that all their sorrows were due to the fact that the West was sucking their life blood.

In many cases the reverse was true. The fantastically rapid material progress of the Arabs in the last 40 years has been almost entirely due to Western advice, Western enterprise and Western capital. Nevertheless the belief that the Arabs were being ground down and exploited by the U.S., Britain and France has become an almost universal and unarguable conviction in the Arab world.

Reds 'rescue distressed maiden'

ONLY within the last year or two did the name of Russia begin to be tentatively mentioned in Communist propaganda. Finally when the Arabs were convinced of their own status as downtrodden and oppressed by the greedy Western ogre, Russia appeared from the wings in shining armor and leaped into the center of the stage to rescue the distressed maiden. At this moment the Czech-Egyptian arms deal was announced.

The Russians had succeeded in capturing Arab nationalism. This result was peculiarly ironic because Britain and the U.S. have long been the chief supporters, if not indeed the inventors, of self-determination for small nations. All this multiplication of little independent entities with wildly extremist nationalism is fundamentally opposed to the Russian ideology. But we have not been successful in making this point to the Arabs.

Four years ago there were no Communists in Jordan. Today they are one of the most powerful factors in its political life, although the party is still banned. They have made great numbers of converts among schoolmasters, who openly inculcate Communism in their pupils. The riots of December 1955 and January 1956 were started by Communist students and schoolchildren, in some cases led by their teachers.

The most dangerous nationalism that the Communists hope to exploit is Egypt's. Egypt is now essentially a military dictatorship, with the usual accompaniments of political imprisonments, a muzzled press and unlimited adulation of the leader. From the West's point of view, however, the most immediately important aspect of the Egyptian revolution is that it also is attempting to exploit Arab nationalism for its own purposes. The present government of Egypt aspires to create an Arab empire, with Egypt as its head.

It may perhaps be argued that it would be best for the Western powers to fall in with this plan and to lend all their help to Gamal Abdel Nasser in return for a pledge to protect Western interests. There are, however, certain drawbacks to this course. For one thing, the Egyptians are already committed to a policy of playing off East against West. Nasser's bargaining appears to have brought him a quick profit on a short-term basis but how can such a bargainer merit our confidence?

The Egyptians are a people distinct from the Arabs. They are a people of extremely subtle intelligence and eloquent in speech, but in a showdown they lack that grim determination which sees things through. So it seems doubtful that they will succeed in their bid for domination. But if they do, the Egyptians want the Middle East to become their own preserve. If they succeed in their aim they would certainly not guarantee any rights to the Western powers.



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at **HALF the PRICE**

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KING HUSSEIN AND GLUBB'S FOE, Colonel Abu Nawar (right), confer at Arab Legion headquarters in Jerusalem. Glubb says that Nawar headed the cabal of nationalistic officers that persuaded King Hussein to dismiss him.

GLUBB ON MID-EAST CONTINUED

Egypt's dream of a unified "Arab bloc" is in any case a fanciful one. Although her rulers aspire to speak in the name of all Arab nations, Egypt, with her allies Syria and Saudi Arabia, can claim to speak for only three out of nine members of the Arab League. Egypt regards Iraq as her bitter rival for leadership of the Arab countries, but Iraq herself, engrossed in an amazingly rapid economic expansion, devotes but little of her energy to countering Egypt's political attacks.

Saudi Arabia abets these attacks for historic reasons. The Hashemite family to which the kings of Iraq and Jordan belong descends from the Prophet Mohammed. Its members were for hundreds of years the hereditary guardians of the holy places in Mecca and Medina. The Saudis are a comparatively upstart dynasty, little more than 150 years old. Thirty years ago Ibn Saud captured Mecca and Medina from the Hashemite rulers. Although the Hashemites are now established in Iraq and Jordan, the Saudis cannot but feel that the continued existence of the Hashemite royal families will one day threaten the Saudi hold on the holy cities. The Saudis are thus the inveterate enemies of the Hashemites. The Egyptians desire to overthrow the Hashemites simply to establish their own leadership. Thus Egypt and Saudi Arabia share antagonism to a common rival, though it is by no means certain that Egypt in the end will not attempt to overthrow King Saud also.

While the Egyptians play on the theme of Arab nationalism, the Saudis play simply on greed. When they want a newspaper to praise King Saud or attack his rivals, their sole but very effective argument is a bribe of \$50,000, or so. A cabinet minister in another Arab country may be worth \$100,000 to them. Of the politicians who have held cabinet posts in Jordan during the last three years, probably at least half have received money from the Saudi government and a number of members of parliament also are in its pay.

The non-Arab nation that has a particular animus against the Hashemite states of Iraq and Jordan is of course Russia. Iraq was the founder of the Baghdad Pact and Jordan was, at least until recently, the most pro-Western of the Arab states.

Strange bedfellows

THE Egyptian-Saudi-Russian alliance is an incongruous one. Egypt claims to be an opponent of Communist ideology, although Nasser has relied on left-wing support and Egypt has sent army troops to be trained in satellite Czechoslovakia.

In Saudi Arabia the king in theory is an absolute monarch, and there are no national laws, no law courts and no constitution. It is simply a medieval nation. Last year, for instance, a native of Palestine returned to Jordan from Saudi Arabia with both hands amputated at the wrists. This was his punishment, he said, for suggesting the organization of trade unions in Saudi Arabia.

It would be expected that a state like Saudi Arabia would do everything within its power to resist the advance of Communism. And such may indeed be the Saudi rulers' intention within their own country. But so intense is their rivalry with the Hashemites that they spend large sums of money in Jordan in order to raise internal disorders, which could well result in King Hussein's being succeeded by a Communist or near-Communist regime.

The money used by King Saud to stir up trouble in other Arab

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"I'm 101 years old

... and here's why I've lived so long!"

"I've always lived on fruits and vegetables," reveals Phoebe Holmes, Los Angeles, Calif. "So I say—enjoy the fruits of nature—and you'll enjoy the fruits of long life!"

"Think right, eat right, live right," says Mrs. Holmes. And that's easier done when you're free from pain. So it's good to realize that through the years, Sloan's has made life a little easier for millions plagued by the pain of arthritis, rheumatism, muscular soreness. Today, there still isn't a more up-to-date liniment! Sloan's is all best-producing liniment—not diluted with alcohol. Penetrates full-strength and gets at the pain good and quick. Ask your doctor!

SLOAN'S CHASES PAIN!
LINIMENT or BALM wonder-working relief for young folks from 10 to 110.

This photo taken Feb., 1956

A LIVING SPIRIT

I was once told that ten thousand photographs are prepared each week for publication in LIFE, only to have ruthless editors discard all but the hundred-odd best. I was also told of the ingenious editors seeking to ensure perfect production every week; of the imaginatively swift layout artists refining their presentation; of the diligent travail of the writers, honing their words.

All of this interested me very little. For with magazines as with music the enjoyment comes not from knowing that the editor or artist has prepared well—but from the beauty of the performance. When I sit down at the piano I know that if my music soars, the audience will soar with me. And all the rehearsal hours of fingering, interpreting and shading

are meaningless if there is no rapport, no sense of communication between the audience and myself when I play for them. Thus, if I were a publicist for LIFE, I would speak not of the mechanical marvels of its production, or the journalistic disciplines that underlie its quality. Rather I would extol the soul of the magazine that gives meaning, excitement, brilliance and buoyance to the word "life" itself.

In picturing for us readers the perils and joy and achievements of mankind in these dynamic times, LIFE creates an atmosphere of responsiveness that can only be explained by this simple fact: the editors have created a living spirit behind the word LIFE. And who cares how they do it, so long as they do it so well?

Artur Rubinstein

LIFE 9 Rockefeller Plaza, New York 20, N. Y.



"Who'd believe I was ever embarrassed by Pimples!"



New! Clearasil Medication

'STARVES' PIMPLES

SKIN-COLORED... hides pimples while it works.

Doctors' clinical tests prove this new-type, greaseless medication especially for pimples really works. In skin specialists' tests on 202 patients, 9 out of every 10 cases were cleared up or definitely improved while using CLEARASIL.

FAST-ACTING CLEARASIL WORKS WITH 3 VITAL MEDICAL ACTIONS

- 1. PENETRATES PIMPLES...** keratolytic action softens and dissolves infected skin tissue, lets medication penetrate to lower pimple infection.
- 2. ISOLATES PIMPLES...** antiseptic action of this new-type medication stops growth of bacteria that can cause and spread pimples.
- 3. 'STARVES' PIMPLES...** CLEARASIL'S famous dry-up action 'starves' pimples because it helps to remove the oils that pimples "feed" on.

ENDS EMBARRASSMENT immediately because skin color hides pimples while it works. Dries up pimples where greasy creams and ointments fail. Clearasil needs to work for you as it did in doctors' tests or money back.

"FLOATS OUT" BLACKHEADS

... without dangerous squeezing

Clearasil has proved amazingly effective against unsightly blackheads. Its famous penetrating medical action softens and loosens blackheads from underneath... allows them to "float out" with normal washing.



America's longest-selling pimple medication
Only 69¢, economy size 99¢... at all drug counters
SPECIAL OFFER: Send name, address and 15¢ in coin or stamps for generous trial size to Box 1213M, Esso, Inc., White Plains, N.Y. Offer expires June 15, 1956.

GLUBB ON MID-EAST CONTINUED

countries comes, as everyone knows, from the royalties he receives from American oil companies. So we are presented with the spectacle of the U.S.-backed king of Saudi Arabia trying to dethrone the British-backed kings of Jordan and Iraq.

WHAT conclusions can we draw from this chaotic scene? These are my views on the various forces at work and on what we can do to protect our own interests:

- 1) In Jordan the Palestine problem dominates all other considerations. The refugees, and indeed all Palestinians, have been taught that the U.S. and Britain are responsible for the fact that they were driven from their homes. Russia, recently metamorphosed into the friend of the Arabs, plugs this theme constantly.
- 2) The Palestine problem would never have become so acute if it had not coincided with the upsurge of Arab nationalism.
- 3) Egypt, the leading exponent of this nationalism, aspires to dominate and exploit all the Arab countries for her own profit. For this purpose she wishes to destroy Western influence in the Middle East. She has called in the Russians to help push out the Americans and the British. As soon as this has been done, she hopes to push out the Russians. In this game of trying to outwit both the Western and the Communist bloc, she will probably fail, and in doing so she may well open the door to the Russians.
- 4) Saudi Arabia is intent only on destroying the rival Hashemite dynasty. In order to do so, she is using royalties from American oil companies to create disorders in other Arab states. In doing so, she too may let in the Communists.
- 5) Russia alone stands ready to profit the most from this unrest and does everything she can to increase it by secret intrigue, the sale of arms, diplomacy and particularly by propaganda.

The Middle East is now threatened as it has not been since Rome came at the gates of Alexandria in 1942. The U.S. and Britain must unify their efforts now as they did then. Too often they still find themselves backing opposite sides. On several occasions Britain has supported the Arabs while the U.S. backed Israel. Each power tends to back its own oil-supplying country and thereby it finds itself in effect on opposite sides. The Western powers and nations must realize that the cold war requires unity as much as hot war does.

This cold war in the Middle East is conducted principally in words at present. Radio is the medium most fertile in results, especially in countries where most of the population reads with difficulty, if at all. Hostile broadcasts all day long denounce in Arabic the wicked designs of the U.S. and Britain. And yet we are surprised when riots break out and American and British embassies are attacked.

It is desperately necessary for the U.S. and Britain to realize that they are being hustled out of the Middle East by this warfare of words to which they make no adequate reply.

The West needs to mount an effective political-warfare campaign against Communism in every continent. But the need in the Middle East is the most urgent of all.



ARMY THAT GLUBB BUILT, the 28,000-man Arab Legion, is equipped mostly with British weapons such as these armored cars. It was the only Arab force that had any success in the fighting against the Israelis in 1948.

May is National Metal Awning Month



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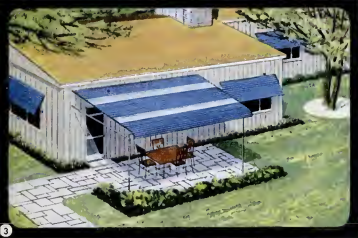
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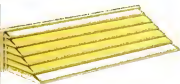
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Make your home cooler and more beautiful with awnings of Alcoa® Aluminum

1. LOUVERED awnings of Alcoa Aluminum add distinction and utility to your home. Fixed louvers, or movable ones that adjust for shade and ventilation.



2. FOLD-UP awnings of Alcoa Aluminum are self-storing. When not needed, they can be folded back against the house. Easy to open . . . easy to close.



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When broiling summer sun pushes temperatures sky-high, awnings of Alcoa Aluminum can make your house an oasis of cool comfort. They shade your windows, doors or patio, but still let air flow freely to carry away trapped heat. They guard the rich colors of carpets and upholstery against sun-fading. For long life . . . for carefree service . . . for good looks that keep property value high, specify awnings of Alcoa Aluminum, using Alcoa Aluminum Fasteners.

MAY IS NATIONAL METAL AWNING MONTH
Your local dealer is featuring smart, new styles and colors in awnings made of Alcoa Aluminum.



4. FIXED aluminum awnings with side extensions come in colorful, long-life patterns that add beauty to any home . . . provide comfort and protection.

*Your Guide to the Best
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Please send me names of leading companies manufacturing awnings of Alcoa Aluminum.

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Popcorn or pot roast—easy as pie!

We mean that headline literally.

For there's a multi-purpose cooking unit in this new Frigidaire Imperial Electric Range that does an almost unbelievable lot of things.

It's called the Thermizer—but that doesn't even begin to tell the story.

You can use it to cook pot roasts and stews—or for making soups—or for deep-fat frying—or for popping corn. You can even bake a small pie in it—or a dozen biscuits—or a few potatoes!

And, simply by lifting the heating element up, the Thermizer becomes a fourth surface unit. Just another example of how *thoroughly* Frigidaire does things!

But the Thermizer is only one of the wonderful features of this handsome Imperial.

It gives you the convenient capacity of two

ovens—each with its own broiler and oven control.

And when you broil or roast or bake, smoke and fumes don't escape into your kitchen to smudge walls and drapes. For there's a "Miracle Filter" built into the oven vent, and when smoke and fumes reach this filter *they simply disappear*.

Then, there's the Heat-Minder Unit that keeps foods from burning or boiling over. And the Speed-Heat Unit that gets your cooking started *fast*. And a whole system of Easy-View Controls for all surface units that makes meal-getting practically *automatic*.

Your Frigidaire Dealer has a 1956 Frigidaire Electric Range in just the right size (and at the right price!) for your kitchen. Why not drop in right soon and see how easy he'll make it for you to get yours?



This beautiful new Frigidaire Imperial Range, Model RI-70-56, comes in Sherwood Green, or Stratford Yellow, or Sheffield Gray, or Mayfair Pink, or Snowcrest White. And all finished in Lifetime Porcelain—with a special acid-resisting porcelain top.

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EACH WEEK ON TV



FRIGIDAIRE *Electric* RANGES



Built and Backed by
General Motors

CANNIBAL SNAIL GETS A JOB

A tiny African cannibal mollusk
is imported to fight citrus pest

Properly cooked and seasoned, the *Helix* snail is an epicure's delight. But to California citrus growers it is a pest which causes heavy damage to their crop every year. To control it the University of California has imported tiny African *Gonaxis* snails whose diet consists of a single item: other snails. A *Gonaxis* snail fastens on to its prey and simply chews its way along its body, often almost disappearing into its victim's shell. In Africa they have proved their worth by keeping down the population of giant snails. California fruit growers hope they will devour the succulent *Helix* with equal relish when they are given a trial run in some groves this month.



HELIX SNAIL STARTS TO EAT ORANGE AFTER PIERCING RIND



ATTACKING PREY, *Gonaxis* snail (left), here shown five times its actual size, attaches itself to a *Helix* snail. Mouth

of *Gonaxis* has a tongue-like strip of flesh bristling with microscopic teeth which rasp and shred victim's flesh.

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Penetrating... Soothing
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For your Ford—
always specify the shock absorber with the
BUILT-IN BUMP MEASURER



"This unique extra 'bump-measurer' valve allows Genuine Ford Shock Absorbers to adjust automatically to changing road conditions," says Clark Tea, Ford Car Suspension Engineer. "As the road gets rougher, this vent can open to ease the extra pressure in the shock absorber. As the road gets smoother again, it closes, giving you a smooth, balanced ride . . . better traction . . . and thus better control at all times."

Genuine Ford Shock Absorbers, like all Genuine Ford Parts, are made right to work right...and with other parts in your Ford

When a replacement will add to the performance of your Ford (whether it's a shock absorber, brake lining, or muffler), specify "Genuine Ford Parts." Then you can be sure of getting parts that are made to the exact specifications set by the men who first built your Ford.

Not only that—each and every Genuine Ford Part must pass exhaustive tests before being approved for manufacture. That's why you can be certain, if your replacement is labeled Genuine Ford, it's made right to fit right to last longer in your Ford!

May is National Safety Month—Be sure you can see, steer, stop safely



Keep your Ford all Ford



Cannibal Snail *CONTINUED*



DEFENSE BARRAGE of foam bubbles is an attempt by the Helix snail, which has shrunk into depths of shell, to discourage Gonaxis (right) from its attack.



PRESSING ON, Gonaxis eats into flesh of defenseless Helix. Gonaxis does not always completely consume its prey, but it always eats enough to kill it.



LICKING THE PLATTER, Gonaxis has penetrated Helix shell as far as he can. It takes Gonaxis the better part of a day to finish off a Helix of this size.

Imagine! No need to add milk

newest Carnation Instant is just as rich in natural milk values as the CHOCOLATE DRINK your milkman brings!



Just add water! Mixes instantly! Saves regular milk supply!

Carnation brings you the first and *only truly complete* instant chocolate flavored drink. There is no other like it. *Already in it—all of whole milk's protein, calcium, B-vitamins...rich chocolate flavor...even extra vitamins and iron!* All concentrated in *instant Magic Crystals!* It's *all-in-one*—just add ice-cold water, stir lightly. Bursts into delicious CHOCOLATE DRINK! With flavor as fresh as the milkman brings—and extra vitamins, besides!

No need to crowd your refrigerator any more, or use up your regular milk. Be sure to try this new Carnation Instant Chocolate Drink discovery today.

PS. May be mixed with milk for double the protein, calcium and B-vitamins.

DELICIOUS HOT, TOO—AND NO MILK TO HEAT!



NO BOIL-OVERS! No more sticky pans, no "cocoa paste" to make, no "skin"! Simply add piping hot water to Carnation's newest "Magic Crystals"! Instantly bursts into luscious hot-chocolatey goodness! And just think, nothing to wash but the cup!



JUST ONE TO BUY! Always handy, ready instantly, delicious hot or cold! No extra flavorings or syrups to buy. Doesn't use up your regular milk because there's no need to add milk. Does not cake or spoil—no waste.

**Now! Freezer-Refrigerator Combinations
designed specially for Supermarket Shoppers**



Do you have room for the garden-fresh things now rushed to your store in and out of season? The bottles, baked goods, Supermarket Specials? You will have . . . with the abundant storage space that only a Crosley "Fresh and Frozen Food Center" provides.



Today you're buying twice the frozen vegetables, ten times as many frozen meats as you did a few years ago. Your present refrigerator just wasn't built for this easy new era. But Crosley "Fresh and Frozen Food Centers" are . . . with room for months of frozen fare!

The new way of food-keeping you will surely come to

Crosley "Fresh and Frozen Food Centers"



CROSLLEY DUO-SHELVADOR
Refrigerator-Freezer All-in-One

A 13 cubic foot "Fresh and Frozen Food Center" in a single unit. Up top, a big 9.1 cubic foot refrigerator, with a 130 pound roll-out freezer below. Plus that deep, deep door, and the unique Crosley Beverage Server that serves ice water right through the door. Refrigerator and freezer defrost automatically in minutes, thanks to Crosley's new Hi-Speed Automatic Defrost. So fast, frozen foods stay frozen, never lose their vitamins or flavor.

Available in Color-Glo Yellow, Pink, Green, or even as White.



CROSLLEY SHELVADOR TWIN

practically put the supermarket in your kitchen!

These two separate go-together units are the absolute ultimate in refrigeration. The "ALL" Refrigerator is ALL for fresh foods . . . all 14 cubic feet of it. Because there is no freezer chest, you have 3½ extra bushels of room. And more in the Shelvador door, complete with the Beverage Server.

The matching Twin, Crosley's Shelvador Freezer, is all for frozen foods. Keeps 470 pounds within easy sight and reach. Use these Shelvador Twins side-by-side or separately. Each is only 31½ inches wide.



For the name of your nearest Crosley Dealer, call Western Union, Operator 25

CROSLLEY

A WISTFUL REUNION AT PICKFAIR



OUTSIDE PICKFAIR, named for Miss Pickford and Douglas Fairbanks, fan watches guest enter.



CLOWNING FOR CHARLES ROCHER, EX-CAMERAMAN, MARY PICKFORD PUTS ON AN OLD-STYLE LOVE SCENE WITH RAMON NOVARRO, 51, STAR OF "BEN HUR"

Mary Pickford gathers famous film figures of 1920s



MATINEE IDOL Francis X. Bushman, 73, who played in 400 movies, gossips with Ethel Grandin.

In Hollywood last week memories of the 1920s came to life in a wistful reunion of the era's most famous stars in the era's most famous movie colony home. At Pickfair, bought 37 years ago when she was "America's Sweetheart," Mary Pickford, now 63, and her husband Buddy Rogers brought together some 200 show people who had made their name on the silent screen but had since drifted into separate and often obscure paths.

With no relish for the old parties which lasted until dawn, the guests gossiped quietly and all left by 8 p.m. Some, meeting for the first time in 40 years, recalled old exploits and asked what each was doing now ("Are you still swimming?" ZaSu Pitts asked Annette Kellerman). Often the answer was "I'm in TV." But sometimes it was just "I watch TV."

LATIN LOVER Antonio Moreno, 68, joins Mary → in a pose recalling days when they starred together.



CONTINUED



COMEDY TEAM, the Duncan Sisters, Rosetta (left) and Vivian, listen to a guest's joke. They became famous for their "Topsy and Eva" act played in vaudeville for two decades and in a 1927 movie.



CONVIVIAL THREESOME consists of William Boyd, 60, whose *Hopalong Cassidy* cowboy movies

can still be seen on television screens; Comic Jack Oakie, 52, and Character Actor Russell Simpson, 75.



EARLY BEAUTIES of the screen flank Comedian Harold Lloyd. Anna Q. Nilsson, 63 (left), was well known for her "captivating" profile. Annette Kellerman, 68, introduced the one-piece bathing suit.



SENTIMENTAL PAIR, Movie Columnist Hedda Hopper and Actress Marion Davies, 56, recall 1920s'

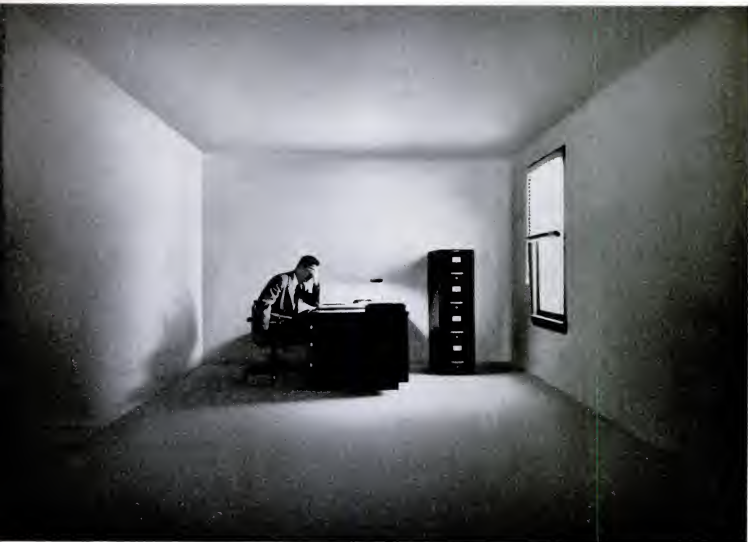
most fabulous parties, the ones given by Marion's friend, the late publisher, William Randolph Hearst.



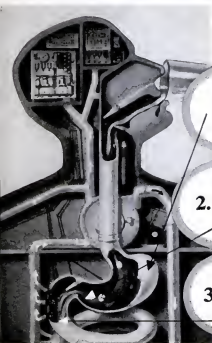
LEAVING PARTY, Novarro kisses Mary's hand as she stands beneath portrait of her when she was 24.

ALONE TOGETHER after party, Mary and Buddy rest for a moment before leaving for another party.





Headache? Cold Miseries? Muscular Aches?



1. Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

2. Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream twice as fast as aspirin. So . . .

3. Bufferin acts twice as fast as aspirin to relieve pain. And it won't upset your stomach as aspirin often does.

BUFFERIN[®]
acts twice as fast
as aspirin!

WON'T
UPSET
YOUR
STOMACH



A PRODUCT OF BRISTOL-MYERS

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



PADDLES AND THE POODLES

At a fair in Monrovia, Calif., Mr. and Mrs. Fenton Morrill won an infant duck as a prize and took it home to their three poodles. The dogs took an instant liking to the bird. Paddles, as the duck was named, acquired poodle habits. He ate dog food and greeted the postman with a quacking equivalent of a bark. One recent day the Morrills decided that

Paddles, now fully grown, should learn that he was really not a poodle but a duck. They took him to a reservoir and plucked him in. Twice he followed them back to the car. The third time they dashed away. A week later they went back and saw Paddles foraging happily with some other ducks. He gave no sign of recognizing the Morrills or the poodles.

I Picked the Lock on

DAVY JONES' LOCKER

1 "You're a slave to the clock 13 fathoms down in the murky blue depths of the Mediterranean," writes Don Elliott, an American friend of Canadian Club. "Off the French Riviera, I explored a sunken Greek argosy with Raymond Magrelli. After 15 minutes, Magrelli signalled me to surface. Just then I spotted a rare prize—one of the post-bellied earthenware jugs the Greeks called amphorae. To stay below was dangerous. But I wanted that jug.



2 "Don't overstay your limit," Georges Barnier had warned when we donned our flippers, 'lungs' and diving suits. Barnier had discovered the ancient wreck, but I had found the first perfectly preserved amphora. I hated to leave it, so I kept on working.



3 "Carried away by my own enthusiasm, ignoring the danger sign of drowsiness, I somehow managed to get my salvage to the top. 'A beauty!' Barnier cried. Encrusted with barnacles but still intact, the amphora had waited 20 centuries for me to recover it. Experts told us later that it dated back to 53 B.C.



4 "The amphora was empty, but Barnier assured me I wouldn't have liked the musty old wine it had contained. 'Here's something better,' he said, and served me Canadian Club.

5 "I have no souvenir of my discovery. The amphora went to the French National Museum. I still remember it, though—every time I enjoy Canadian Club."

Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon. Yet it

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