

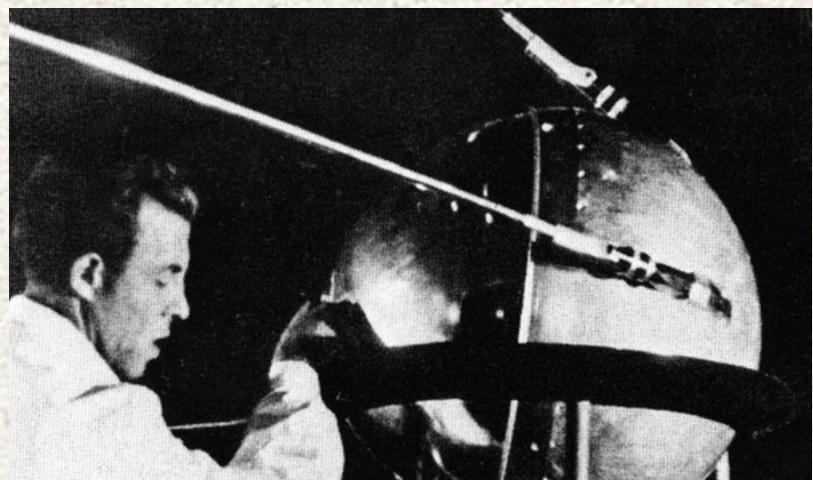
## 1957 A YEAR IN REVIEW

### SOVIET UNION LEADS THE RACE TO SPACE

As we near the end of 1957, it is important to look back throughout this year and hold an appreciation for the history that has been made. On October 4th, the Soviet Union launched Sputnik. This was a remarkable milestone and achievement, forever changing the course of human history.

Sputnik, or "fellow traveler" in Russian, is a 58-centimeter diameter sphere that orbits the earth once every 96 minutes, emitting radio signals that are detectable around the globe. This incredible achievement has inspired and sparked interest around the globe motivating the United States to accelerate its space program. However, the relevance of Sputnik is called into question when considering its usefulness to the Soviet Union. It can only be assumed that this was a strategic play from the Soviet Union to demonstrate their technological advances and assert dominance over the U.S.

As the world enters 1958, the legacy of Sputnik encapsulates the essence of human curiosity and boundless possibilities of space exploration. We cannot wait to see how the U.S. will retaliate as the space race continues. One can only imagine the future potential of space investigation. Many people wish to remain blissfully ignorant of what awaits us in space but it is hard not to imagine what we may find. There is always the possibility of uncovering valuable resources, gaining new knowledge, and even encountering extraterrestrial life.



### TROOPS WITHDRAW, TRADE FLOWS AGAIN

After 6 months of encouragement from the U.S., Soviet Union, and United Nations, March marked the withdrawal of military forces from Britain, France, and Israel at the Suez Canal. Promptly, Egypt has taken back control of the canal and reopened it to commercial shipping. This is extremely important for the health and prosperity of Egypt's economic climate as well as its population as it drastically reduces travel time and costs for ships

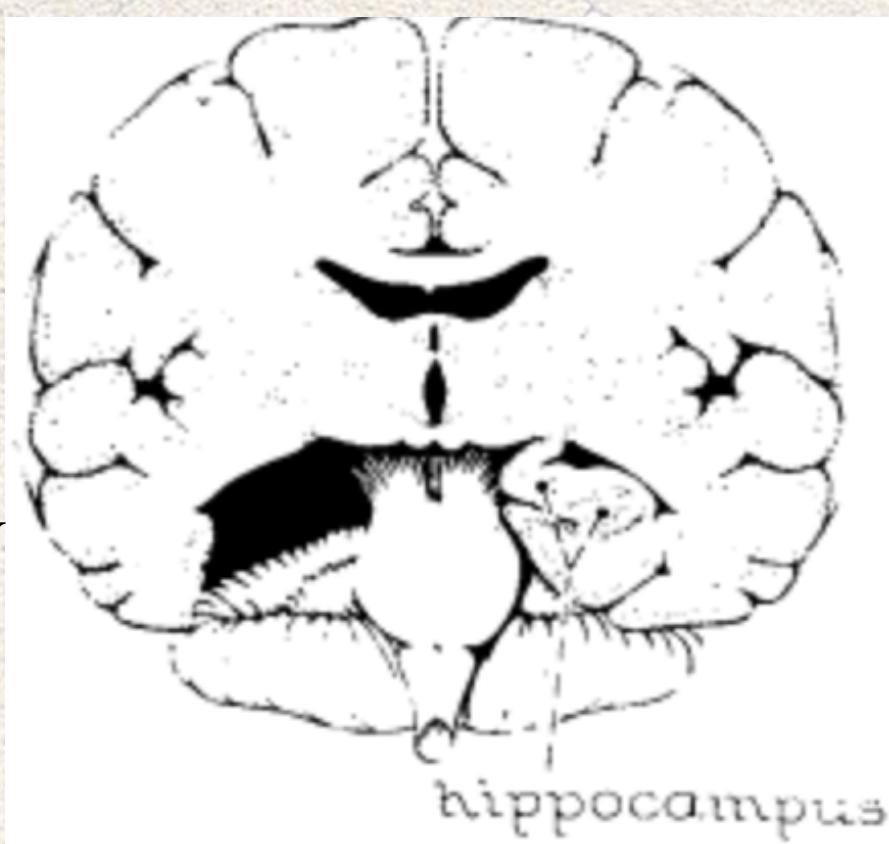
navigating between the Atlantic and Indian Oceans. Many have been eagerly awaiting this resolution and we see that the reopening of the canal represents the potential for global cooperation and economic prosperity.

### PSYCHOLOGY OR ANIMAL ABUSE?

Has research gone too far? Renowned Scientist Harry Harlow conducts his pilot study depriving monkeys of either nutrients or warmth. Many people are left wondering if this research should continue as it is unethical.

HOME OWNED		NABORS	SUPER MARKET
		TUESDAY - WEDNESDAY	
		SPECIALS	CLOSED ALL DAY MONDAY
ALL BRANDS WHITE		BREAD	REGULAR 1 LB. LOAF 15¢
ALL SOFT		DRINKS	6 BOTTLE CARTON 19¢
LARGE SIZE		FAB	BOX EACH 25¢
CONG		TISSUE 4 ROLLS FOR	19¢
ALL BRANDS CAN		BISCUITS CAN	10¢
PURE WHITE		SUGAR 10 LB. BAG	99¢
TUESDAY ONLY!			
FRESH LEAN GROUND	BEEF	POUND 35¢ 3 LBS.	\$1.00
WEDNESDAY ONLY!			
FRESH	FRYER BREASTS	POUND	49¢
FRESH	FRYER LEGS	POUND	39¢

## GROUND-BREAKING ADVANCE MENTS IN THE BRAIN



This year we've seen groundbreaking advancements in memory research. Many of us know someone who is affected by such memory impairments, whether it was induced surgically or just attained by aging. Understanding cases such as HM can provide insight into their experiences and challenges. Scoville and Milner conducted memory testing on nine individuals who had undergone surgery to remove parts of the brain. Memory research was necessary as the surgical removals from the medial temporal region resulted in memory loss for all patients. One case in particular exemplified these findings. Patient HM experienced profound amnesia post-surgery. HM could no longer create new memories of events or experiences yet he could recall memories from before the surgery. It is important to note that the more the medial temporal lobe was removed, the worse the memory problem became. Results reflected no changes to the person's personality or intelligence. This suggests that the front part of the medial temporal lobe is important for remembering recent experiences. Researchers found that the hippocampus and hippocampal gyrus were critical for normal memory function. These findings raise awareness about the intricacies and complexities of memory. With all that said, this research is important because it encourages people to adopt healthier habits that support cognitive function such as good sleep, mental stimulation, and eating healthy.

## A CONTROVERSIAL VERDICT

As we enter 1958 we see a substantial amount of distrust in the legal system after John Bodkin Adams was acquitted of all charges. The case, which had captivated the nation, centered on allegations that Adams had administered lethal doses of drugs to numerous elderly patients under his care. Despite suspicions of foul play and the deaths of over 160 patients and overwhelming evidence, Adams was found not guilty of murder. This verdict has left many citizens scared for the lives of their loved ones and themselves. If our justice system cannot keep us safe from serial killers, how are we supposed to have faith in our future?

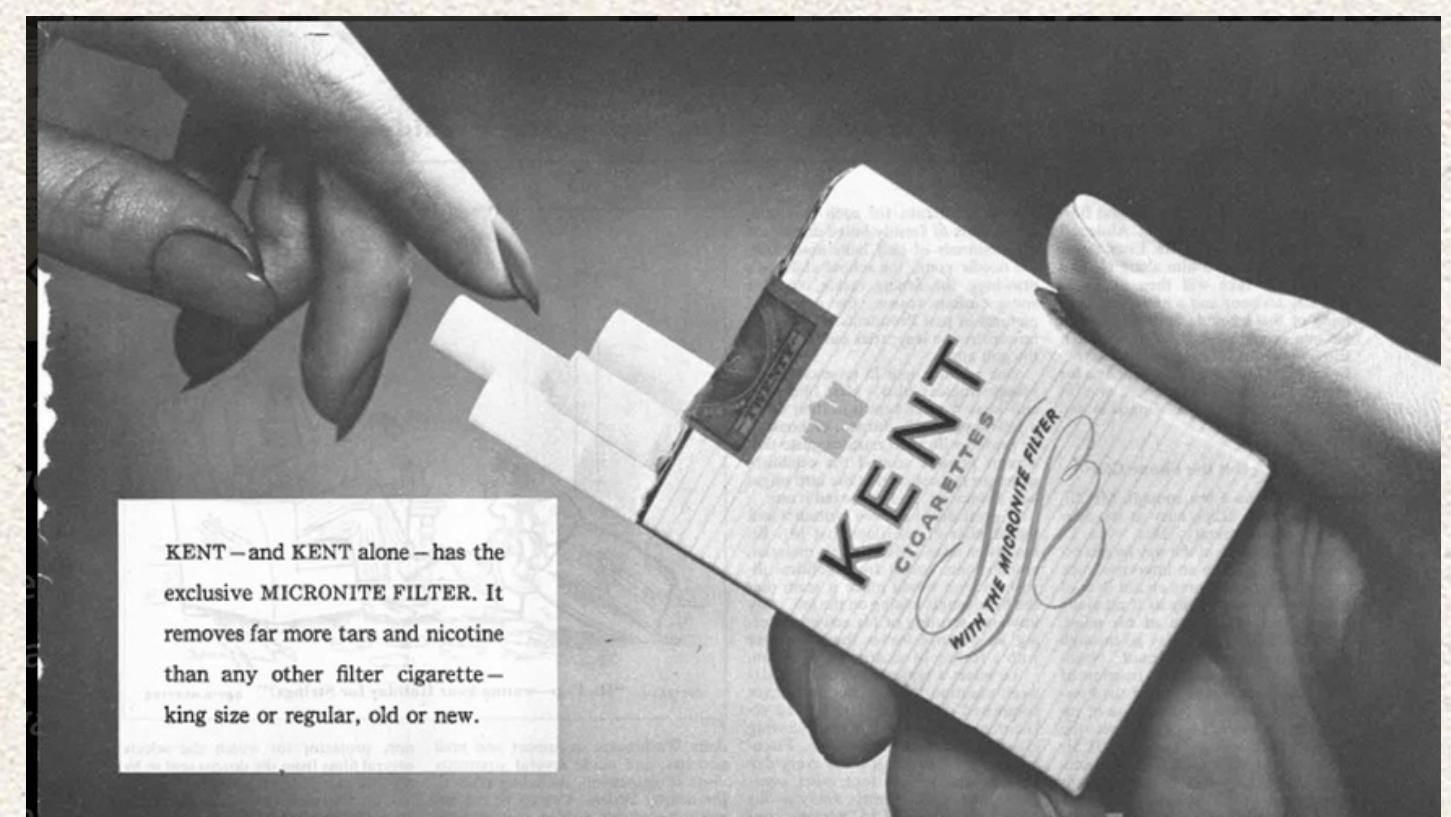
## USED CARS TOM SMITH

1956 CHEVROLET 2 DOOR Station Wagon, convenient powerglide and power a plenty V8 motor, excellent radio and heater, white wall tires and the original owner took care of it .....	<b>\$2295.</b>
1956 CHEVROLET, 4 dr. 210, tutone blue. Flash away V8 motor, gas saving straight drive, radio and heater. Shows 1 owner care ..	<b>\$1945.</b>
1956 CHEVROLET, 210 Sports Coupe. Radio, heater and white wall tires. Extra kick .....	<b>\$1995.</b>
954 FORD, 4 door. V8 custom. Tutone green and beige. Radio and heater. A nice clean car ..	<b>\$1095.</b>
954 CHEVROLET, 6100 tractor, radio and heater, good tires, good condition ..	<b>\$1195.</b>
951 FORD Victoria, radio, heater, and white wall tires. His car is very clean for the model .....	<b>\$595.</b>
1954 CHEVROLET, 1/2 ton pick-up. Extra clean ..	<b>\$845.</b>

1952 PLYMOUTH, 2 door Cranbrook. Radio and heater, a much better car than the low price indicates .. **\$395.**

TRUCKS  
1949 Stude 3/4 ton  
1953 Dodge 1 1/2 ton  
1954 GMC 2 ton  
We'll Wheel and Deal On These!

LOW GMAC PLAN TERMS  
MORE FOR YOUR MONEY AT  
**Tom Smith Chevrolet**  
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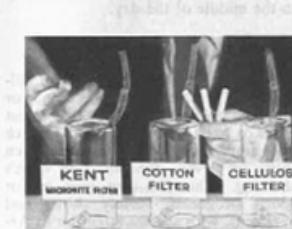


Smokers: Here's proof you can see...

# KENT

gives greater protection than any other cigarette

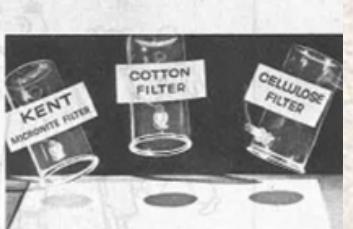
KENT—and only KENT—can show you this visual proof of greater protection—so important to at least 1 out of 3 smokers medical reports say is sensitive to tars and nicotine!



To show you conclusive proof of the greater effectiveness of KENT's Micronite Filter over other filter cigarettes—three special glasses, made with tubes through which smoke can be drawn, are set on a sheet of plain white paper.



Smoke from KENT is drawn into one glass; smoke from a cellulose-type filter cigarette into the second; smoke from a cellulose-type filter cigarette into the third. The smoke is drawn into the glasses just as it would enter your mouth.



When tar particles and nicotine have settled, see the stains left by irritants in the smoke of the other type of cigarette—see, too—scarcely a trace from KENT... Visual proof that KENT removes far more tars and nicotine!

Enjoy **KENT** with exclusive Micronite Filter

for the greatest protection you can get in any cigarette

"Kent" and "Micronite" are registered trademarks of P. Lorillard Company

# I READ IT SO YOU DON'T HAVE TO

## YOUR UNRESOLVED PSYCHOLOGICAL TENSION EXPLAINED



To begin with, This year Leon Festinger published a book called "Cognitive Dissonance" explaining his theory that individuals experience psychological discomfort when their beliefs, attitudes, or behaviors contradict each other. An example of this would be knowing that smoking is bad for your health and wanting to be healthy but still smoking. In this book, Festinger proposes that this discomfort will motivate people to change their beliefs or behaviors to align with each other. The idea of cognitive dissonance is connected to the idea that humans strive for harmony between their thoughts and their actions. When faced with information or situations that challenge a person's consistency they experience a state of psychological tension that can only be relieved by changing their beliefs or behaviors. Festinger proposes that the magnitude of cognitive dissonance is affected by the degree of importance, level of personal responsibility, and perceived control over the situation. To resolve or reduce this psychological tension people may change their beliefs and actions or they may seek new information to rationalize their conflicting beliefs and actions. To continue my example from before, those who know they shouldn't smoke but continue to may downplay the risks or convince themselves that they are treating themselves. This theory can be applied to various real-world scenarios, including decision-making, and persuasion attitude change. Festinger's work is crucial as it influences research in psychology, sociology, and other disciplines.



Throw a New Year's party!  
Have a ball!

## Plan lots of Coke for one and all

Three cheers for you! Your New Year's Eve party has everything guests like best... bright decorations, delicious food, plenty of ice-cold Coca-Cola. What a sparkling little lift Coke gives, what pleasure the good taste of Coke brings to the gathering! What a good idea... to put in an extra-big supply of Coke for the festivities, for a Happy New Year all through 1958.

HOW TO MAKE IT... A CANDLE-CROWNED PIE:  
Use a favorite pie recipe. Cut out small star-shaped openings in the top crust before baking. (A cookie cutter is handy for this.) When pie is ready to serve, stick a little wax candle into each opening; light up the candles and bring to the table! Then serve another round of Coke!

PATENT #2,417,745 U.S. PATENT OFFICE. © 1957 THE COCA-COLA COMPANY.



SIGN OF GOOD TASTE

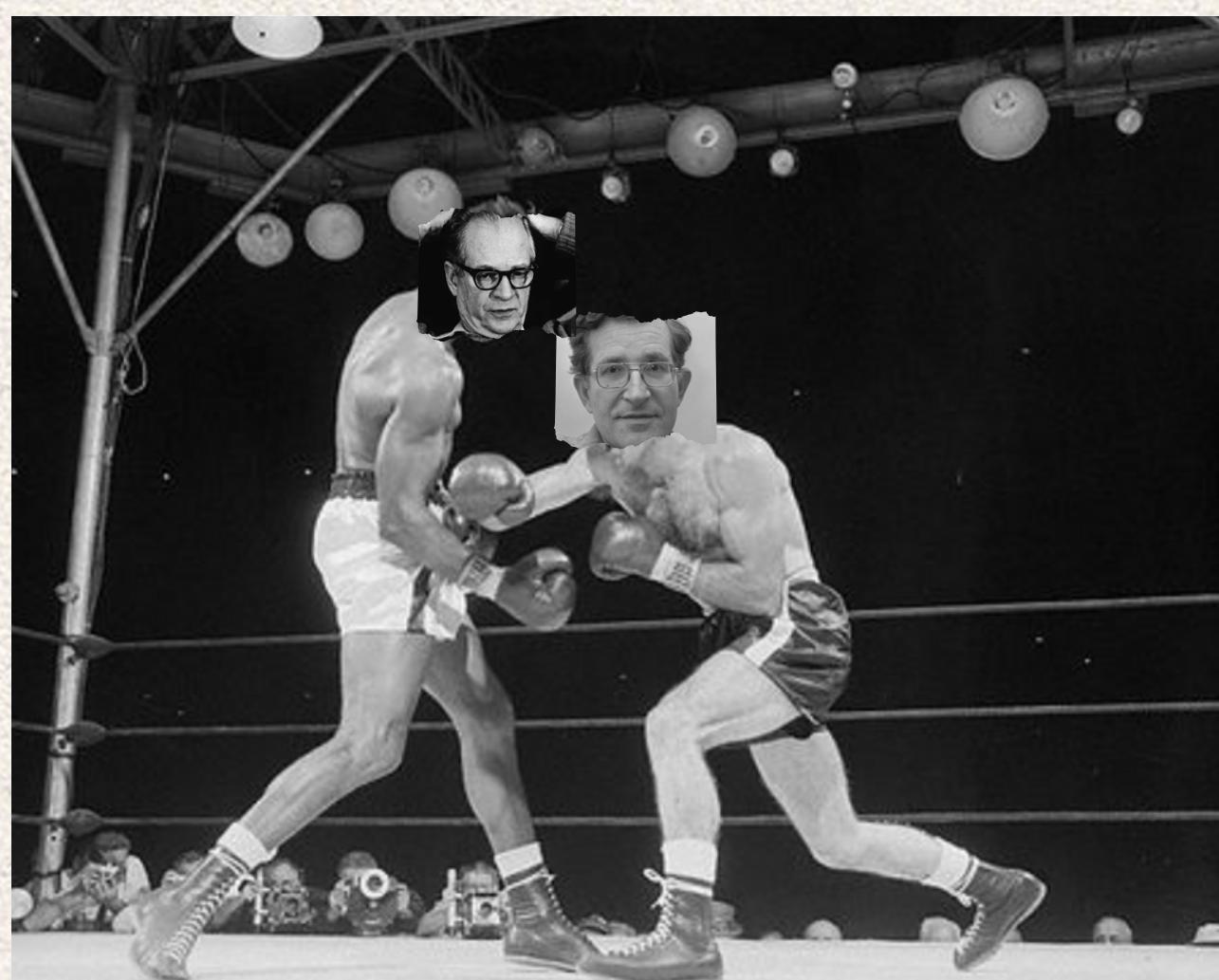
Bottled under authority of The Coca-Cola Company by

FLORENCE COCA-COLA BOTTLING COMPANY

## CHOMSKY VS SKINNER. YOU DECIDE

This year both B. F. Skinner and Noam Chomsky published their opposing views on language and communication. Skinner's book called "Verbal Behaviour" explores the principles of behaviorism as they apply to learning language and communication. If you are not already familiar with behaviorism it is a systematic approach that focuses on observable behaviors rather than thoughts or feelings to understand and explain the behavior of humans and animals. It suggests that all behaviors are learned through interactions with the environment and that individuals can be trained or conditioned to behave in certain ways. Skinner proposes that speech and language can be learned and understood through the same principles of stimulus and response that have been previously explored. He suggests that we learn to talk by getting rewards for using words in certain

ways. So, when we say something and it gets us what we want or makes something happen, we're more likely to say it again in the future. The book emphasizes the importance of environmental factors in shaping language development, suggesting that verbal behavior is primarily a product of conditioning processes rather than innate structures or mental representations. Noam Chomsky fundamentally disagrees with Skinner's research we see this through his book "Synaptic Structures". Chomsky believes that we learn a language by repeating what we hear from our environment. Chomsky believes we're born with a built-in ability to learn language and that this shapes how we understand and use it. Building on this idea, he wanted to figure out the basic rules that apply to all languages. As you can see we are faced with two very established psychologists who have opposite views on the same subject. I think it is important to incorporate what they both have to say and not discount one theory or the other. Both researchers have the potential to affect not just linguistics but also psychology, philosophy, and cognitive science. This work can lead to more effective teaching methods and interventions for individuals with language disorders or learning difficulties.



## **DOES YOUR ANXIETY ORIGINATE FROM YOUR PERSONALITY?**

Hans Eysenck published a book this year titled "A Dynamic Theory of Anxiety and Hysteria" which proposes the idea that these conditions may arise from an interaction between your genetics and environmental stresses. He also suggests that certain personality types may be more susceptible to these conditions.

**THIS WOMAN**  
*became*  
**THIS WOMAN**  
*with this*  
**REDUCING PLAN**

"I found a new and wonderful way to get and keep a more slender, attractive figure," says Miss Ann Johnson, pretty Los Angeles receptionist. "It's the STAUFFER HOME PLAN... a completely relaxing reducing method which not only improved my posture and beautified my carriage, but trimmed away hard-to-lose inches from my tummy, legs, hips and thighs. In two months the STAUFFER HOME PLAN of effortless exercise and caloric reduction enabled me to lose 28 pounds, bringing me from 156 to 128 pounds. I wore size 20 before I started with Stauffer, now I wear size 14! You, too, can have a lovelier figure if you'll devote minutes each day to the STAUFFER HOME REDUCING PLAN."

**STAUFFER**

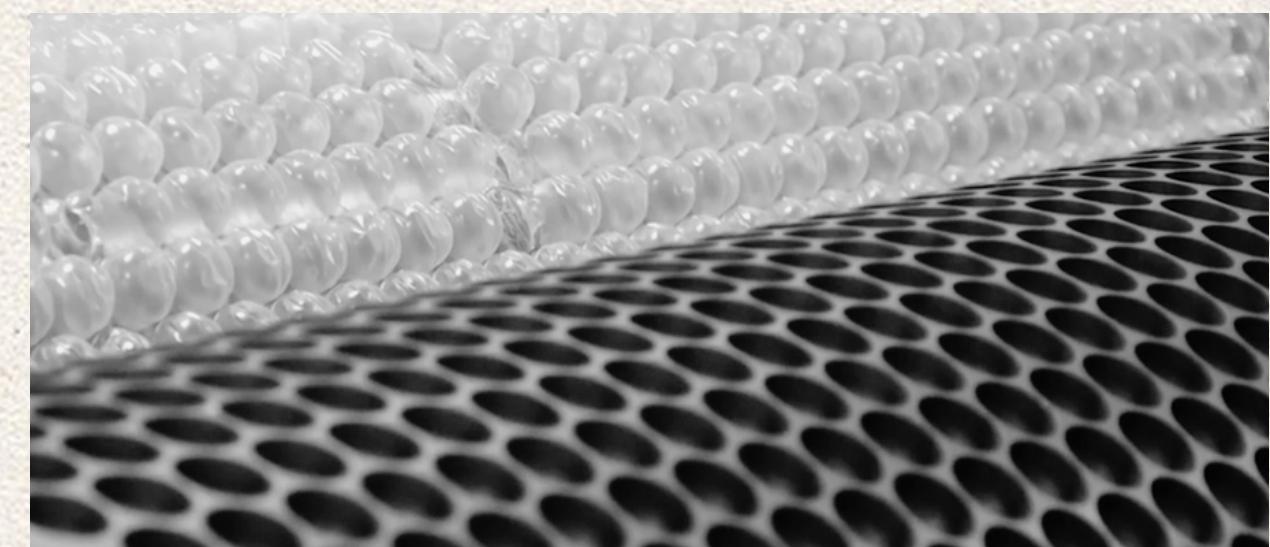
**FREE DEMONSTRATION.** A courteous, highly-trained Stauffer representative will show you this modern, completely relaxing reducing method in your home. You'll find the half hour pleasant and enjoyable. There is no obligation whatsoever.

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## **WALLPAPER OR 3D ART?**

Are your living spaces lacking depth and dimension? Well, we have the solution for you! Introducing New 3D Textured Wallpaper. Alfred Fielding and Marc Chavannes bring us a revolutionary product that transforms ordinary walls into captivating works of art. Not to mention, if you have clumsy children it acts as a great buffer between them and the hard wall. This wallpaper is lightweight yet also durable. It is easy to install and maintain. To purchase this textured wallpaper call **123-456-7891** for your nearest outlet store.

## **THE MIND OF**

### **A MASOCHIST**

Do you or someone you love find pleasure or sexual gratification from inflicting pain onto oneself? Good news, you are not alone. Psychologists have made revolutionary work discovering the complications and intricacies of the mind of a masochist. To learn more, check out Rudolph M. Loewenstein's work titled "A Contribution to the Psychoanalytic Theory of Masochism".

## **SCARED OF AN UNWANTED PREGNANCY? THE SOLUTION IS HERE**

This year marks the first Food and Drug Administration (FDA) approved birth control Pill. Although being marketed as a way to treat severe or painful periods, Enovid also stops ovulation. Now I know this may seem frightening, but the pill consists of synthetic estrogen and progestin which is safe and will not affect a woman's overall fertility! This drug was developed on the basis that scientists believed that family planning and fertility regulation were essential to assisting women's rights movements and improving their lives. This marks a historic leap forward in women's reproductive health granting them choice and autonomy over their body. If Enovid seems right for you, call your family practitioner.



## **CAUSATION OR CORRELATION: RETHINKING PSYCHOLOGY**

Lee J. Cronbach published his work "The Two Disciplines of Psychology" in the 12th volume of American Psychologist. Why should you care? This work sheds light on the two distinct disciplines within psychological sciences. To begin with, we have the most familiar type of psychology, experimental psychology. This discipline uses standardized and controlled experiments to manipulate variables and observe their effects on behavior. Experimental psychology allows researchers to establish causal relationships between variables by controlling irrelevant factors that impact what is being measured as well as isolating the variables of interest. When we think of psychology we typically think of experimental psychology because if you are like me, we participated in these studies while in our undergraduate degrees.

This next discipline is quite interesting because it calls into question the results and implications of many studies and will have you questioning what you know about psychology today. Correlational psychology aims to uncover relationships between variables without intervention, focusing on observing and analyzing naturally occurring phenomena. It is important to note the difference here, correlation does not equal causation. For example, we see the correlation between increases in ice cream sales and deaths by drowning. Consumption of ice cream is not what is causing this drowning, we see these increases because in the heat of summer, many people choose to eat ice cream and go swimming. With this knowledge, we can now critically evaluate what we see coming from the scientific community.



## **INTERESTED IN PERSONALITY PSYCHOLOGY?**

Are you a personality PSYCH-O? Do you like to introspect? Maybe you like to analyze your friends and family. This year Calvin S. Hall and Gardner Lindzey published "Theories of Personality" which is a comprehensive text that systematically analyzes and compares all known theories of personality psychology. This book spans 571 pages and includes various diagrams that help readers visualize these complex theories and concepts.

# Top 10 singles of 1957 according to retail sales

1. ALL SHOOK UP - ELVIS PRESLEY
2. LOVE LETTERS IN THE SAND - PAT BOONE
3. LITTLE DARLIN - THE DIAMONDS
4. YOUNG LOVE - TAB HUNTER
5. SO RARE - JIMMY DORSEY
6. DON'T FORBID ME - PAT BOONE
7. SINGING THE BLUES - GUY MITCHELL
8. YOUNG LOVE - SONNY JAMES
9. TOO MUCH - ELVIS PRESLEY
10. ROUND AND ROUND - PERRY COMO

## THE BEST OF THE PEANUTS 1957

FEB 4



JAN 3



JAN 27



MAY 3

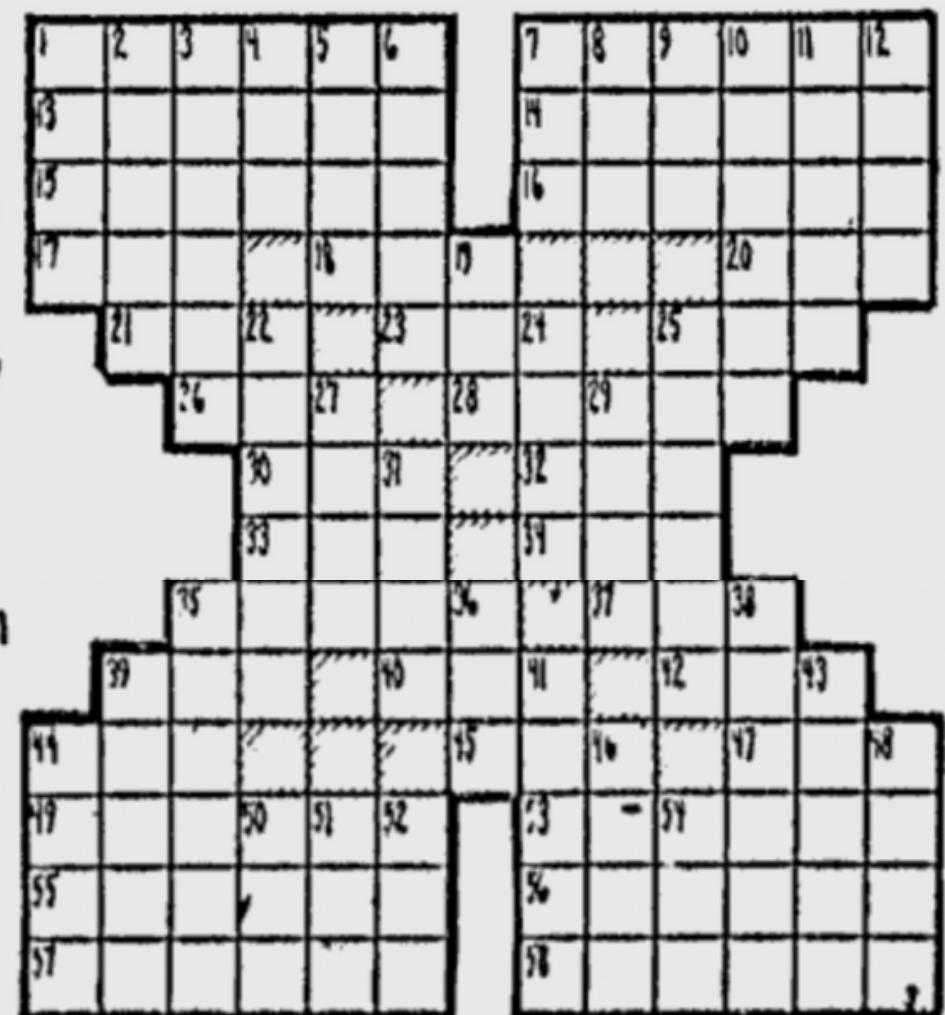


### Screen Actress

- |                           |                       |
|---------------------------|-----------------------|
| ACROSS                    | 4 Biblical name       |
| 1 Actress, — Krieger      | 5 Present month (ab.) |
| 7 She is in the —         | 6 Perfume             |
| 13 Dormant                | 7 Entangle            |
| 14 Beast                  | 8 Onager (comb. form) |
| 15 Sketcher               | 9 Vigor               |
| 16 "Love apple"           | 10 Likenesses         |
| 17 Scottish river         | 11 Consumed           |
| 18 Light knock            | 12 Blackthorn fruit   |
| 20 Driving command        | 19 Cooking utensil    |
| 21 Theatrical sign        | 22 Kitchen implement  |
| 23 Steal                  | 24 Unclothed          |
| 25 Oriental coln          | 25 Descends           |
| 26 Health resort          | 27 Prayer ending      |
| 28 Small pastries         | 29 Baltic gulf        |
| 30 Ostrich                | 31 Western state      |
| 32 River (Sp.)            | 33 Seine              |
| 34 Self-esteem            | 35 Punitive           |
| 35 Mimic                  | 37 Mimic              |
| 39 Courtesy title         | 40 She demon          |
| 42 Mariner's direction    | 44 Steamer (ab.)      |
| 45 Conger                 | 47 Greek letter       |
| 49 Biblical mountain      | 50 Scottish sheepfold |
| 53 Harass                 | 54 Leather thong      |
| 55 Open to public perusal | 56 Card game          |
| 57 Races                  | 58 Misfortunes        |
| 58 Misfortunes            | DOWN                  |
| 1 Pleased                 | 1                     |
| 2 Household gods          | 2                     |
| 3 Musteline mammals       | 3                     |

### Answer to Previous Puzzle

T	C	P	S	T	A	R	T	A	P	S
A	D	O	T	A	R	E	A	D	I	T
S	O	L	A	L	E	V	I	A	T	E
R	I	N	S	B	E	A	L	M	A	S
I	N	S	C	O	N	N	E	S	S	S
B	R	S	S	B	E	S	S	S	S	S
A	M	E	A	M	A	H	A	R	A	R
E	R	S	G	E	E	L	A	T	E	T
R	E	S	E	N	M	E	D	S	V	S
S	T	R	I	T	P	A	N	P	C	I
T	R	A	N	G	P	O	R	T	I	L



## TOP 10 MOVIES OF 1957

1. THE BRIDGE ON THE RIVER KWAI
2. SAYONARA
3. PEYTON PLACE
4. GUNFIGHT AT THE O.K. CORRAL
5. A FAREWELL TO ARMS
6. THE PRIDE AND THE PASSION
7. ISLAND IN THE SUN
8. JAILHOUSE ROCK
9. LES GIRLS
10. I WAS A TEENAGE WEREWOLF



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