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# Newsweek

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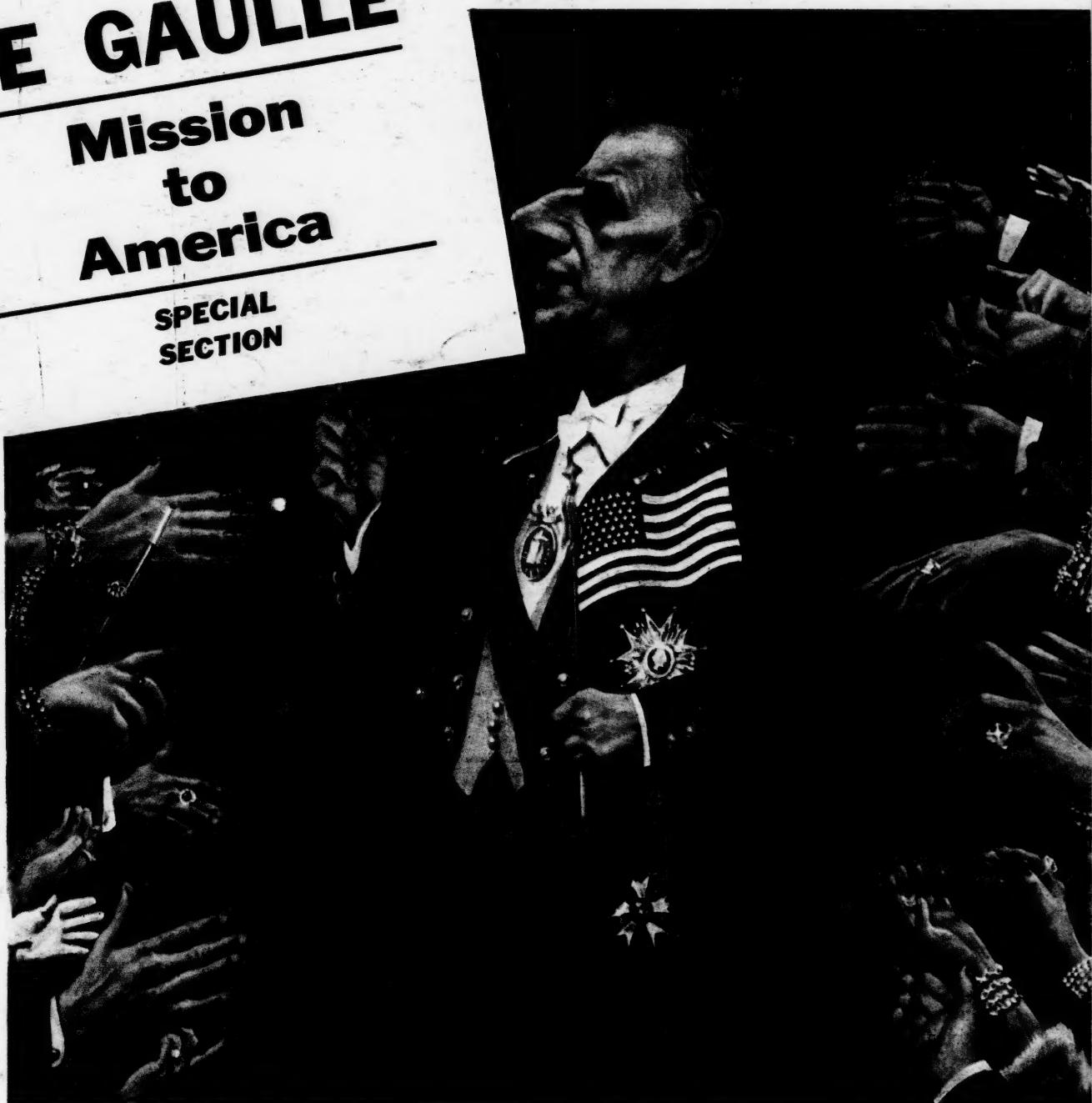
APRIL 25, 1960

[INDEX-PAGE 21]

## DE GAULLE

### Mission to America

SPECIAL  
SECTION



**MORE HELP FOR THE AGED?**

**WHAT THE CHANCES ARE NOW**

**SPECIAL NATIONAL REPORT**

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## A man's got a right to see his grandson in person!

And what grandfather, worthy of the name, can't dream up a good reason for doing it soon.

Fares are surprisingly low. For example, using American Airlines famous Royal Coachman 707 Jet, you can fly from Los Angeles to Chicago in 3 hours and 45 minutes for a fare of only \$88.30 plus tax . . . from Dallas to New York City in 3 hours and 10 minutes for \$73.55 plus tax. And there's a Pay Later Plan available.

It's such a clean, comfortable way to travel. And American Airlines stewardesses are trained at a unique college, the only one of its kind, to make sure you're as relaxed and well cared for as in your own living room.

American's Flagships are famous for their speed, comfort and dependability. To make reservations see your Travel Agent or call American Airlines, *first choice of experienced travelers*.



**AMERICAN AIRLINES • America's Leading Airline**

## Who owns America?

- Not the politicians. They are public servants, paid to serve the people.
- Not the rich. The corporations of America are owned by more than *twelve million* people.
- Not the labor unions even though some of their leaders act as though they did.

It is the *savers* who own America. By doing without things—by self-denial—they built homes and started stores, bought government bonds, invested money in American

industry—money which buys machines and provides jobs. Most of what their savings earn is taken away from them in taxes, but because it is in their character never to waste, they still save. If they ever stopped, there would be no new capital to create new jobs, no new machinery to make better jobs, no profitable enterprise whose taxes help keep America going. Yes, the *savers* keep America alive. Let's be sure the laws keep *savers* alive, too.



*Gradall® hydraulic excavator  
reshaping open irrigation ditch  
for installation of concrete pipe  
in Phoenix, Arizona.*

**WARNER & SWASEY**

Cleveland  
PRECISION  
MACHINERY  
SINCE 1880

**JUSTERINI**

Charles Dickens was an eminent patron of Justerini & Brooks who have been purveyors of fine wines and spirits for over two centuries. Today this celebrated house is famous for a standard of quality that has brought good cheer and good fellowship to every corner of the world. Try the famous J & B Rare Scotch, of flavour unsurpassed.

Pennies more in cost  
Worlds apart in quality

**J & B RARE SCOTCH WHISKY**  
"World's Finest" 86 Proof Blended Scotch Whisky

Imported by THE PADDINGTON CORP., 630 Fifth Avenue, New York 20

New all-inclusive Stereo...

THE HIGH-FIDELITY STEREO THEATRE "500"  
Provincial Model shown: \$550.00

Re-creates the world's finest music and TV entertainment with spectacular dimensional realism and "living presence"—no matter where you sit in the room. Combines superb 21" TV,\* FM/AM radio, complete stereo phonograph equipment, 6 speakers Diamond Stereo Pick-up and all the Magnavox innovations of electronic science in one all-inclusive home entertainment center. Magnavox Stereo from only \$79.90. TV from only \$188.80.

\*Diagonal measure

THE MAGNAVOX COMPANY  
FORT WAYNE, INDIANA

the magnificent  
**Magnavox**  
WORLD LEADER IN STEREOPHONIC HIGH FIDELITY AND QUALITY TELEVISION

## LETTERS

### Banning of the Books

The banning of two books they haven't read by the Miami school officials (EDUCATION, April 4) is the ultimate in frantic, irresponsible action. Educators are supposed to train their charges to be objective, certainly not to judge a book by one passage taken out of context.

Mrs. H. J. GERMIA  
Wauconda, Ill.

►I do not know whether to be more concerned with the morals of Miami students or with the ignorance of their educators.

ISAAC KLEIN  
Buffalo, N.Y.

►Dade County school superintendent Joe Hall, one of those who banned the books, has a Ph.D. In what? I suppose it is Education.

CHARLES A. STEEN  
Moab, Utah

✓Right.

►The problem of censoring books for youngsters isn't new. Back in 1644, Milton had this to say about it in his "Areopagitica": "Banish all objects of lust, shut up all youth into the severest discipline that can be exercised in any hermitage, ye cannot make them chaste that came not hither so."

HARRY CYLINDER  
Philadelphia, Pa.

►When our son brought home "Brave New World" as required reading, his father and I were shocked. We attempted to explain the difference between good literature and well-written

NEWSWEEK, April 25, 1960, Volume LV, No. 17. NEWSWEEK is published weekly by NEWSWEEK, INC., 350 Denison Ave., Dayton 1, Ohio. Printed in U.S.A. Second Class postage paid at Dayton, Ohio and at additional mailing offices.

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# Auxiliary Gas Turbines becoming a prime power source for industry



Helmut Schelp, chief engineer, AiResearch Manufacturing Division of Arizona, Phoenix, surrounded by typical gas turbines now in production

ranging in size from 30 to 850 hp. Clockwise from the top: GTC 85-28  
GTCP 105 • GTP 70-6 • GTP 30-1 • GTP 70-10 • GTU 85-2.

**AiResearch Gas Turbine Engines**, the most widely used power source for the starting, air conditioning, cooling and heating of jet aircraft, now are becoming a prime power source for industry.

Easier to maintain because of few moving parts, these lightweight gas turbine engines develop more horsepower per pound of weight and size than any other engine. Achieving their greatest efficiency

at maximum speeds, they run on almost any fuel and start immediately in any weather.

Present prime power applications of AiResearch gas turbines for industry: earthmoving equipment; small independent generator plants; marine use; helicopters and small conventional aircraft; emergency power plants; air conditioning, heating and refrigeration; atomic energy (closed cycle gas

turbine with atomic energy heat source).

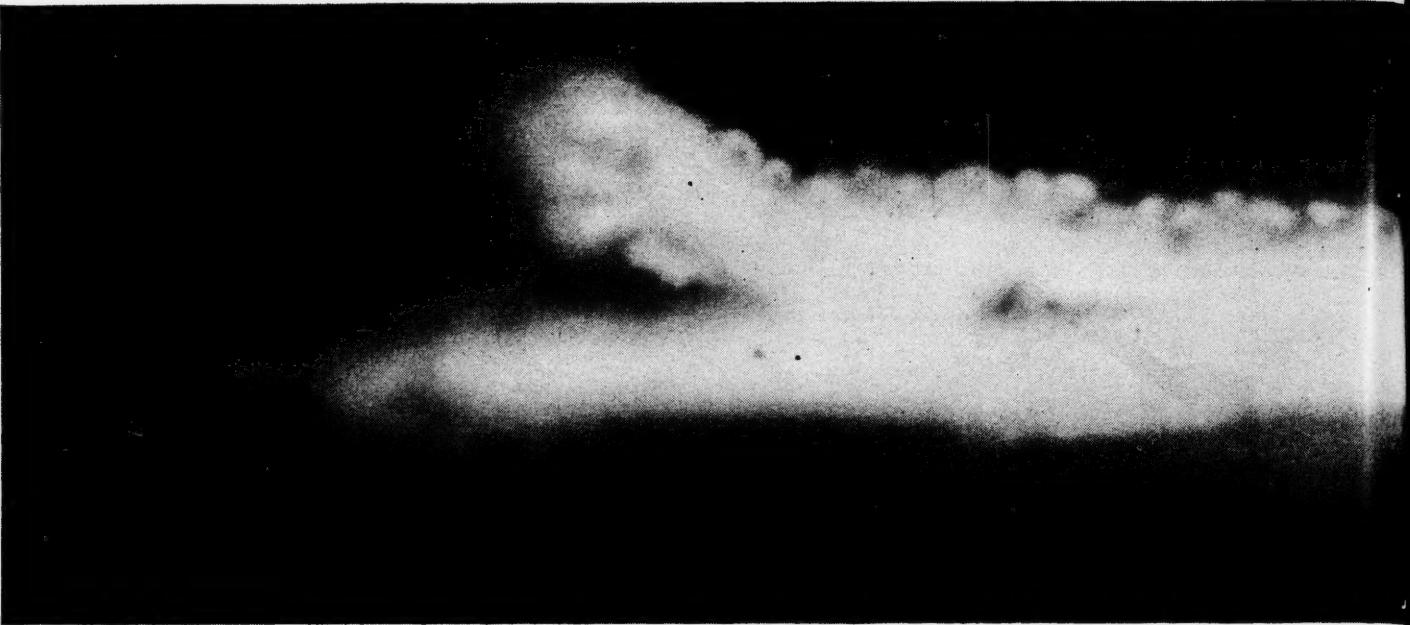
First to design and develop a successful small gas turbine engine, Garrett is the world's largest manufacturer of lightweight turbomachinery — having delivered more than 200,000 units, including 9000 gas turbines of all types ranging from 30 to 850 hp. Through its AiResearch Manufacturing Divisions, The Garrett Corporation is now offering this experience to all industry.

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**AiResearch Manufacturing Divisions**

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OTHER DIVISIONS AND SUBSIDIARIES: AIRESARCH INDUSTRIAL • AIRESARCH AVIATION SERVICE • GARRETT SUPPLY • AIR CRUISERS  
AIRSUPPLY-AERO ENGINEERING • GARRETT MANUFACTURING LIMITED • C. W. MARWEDEL • GARRETT INTERNATIONAL

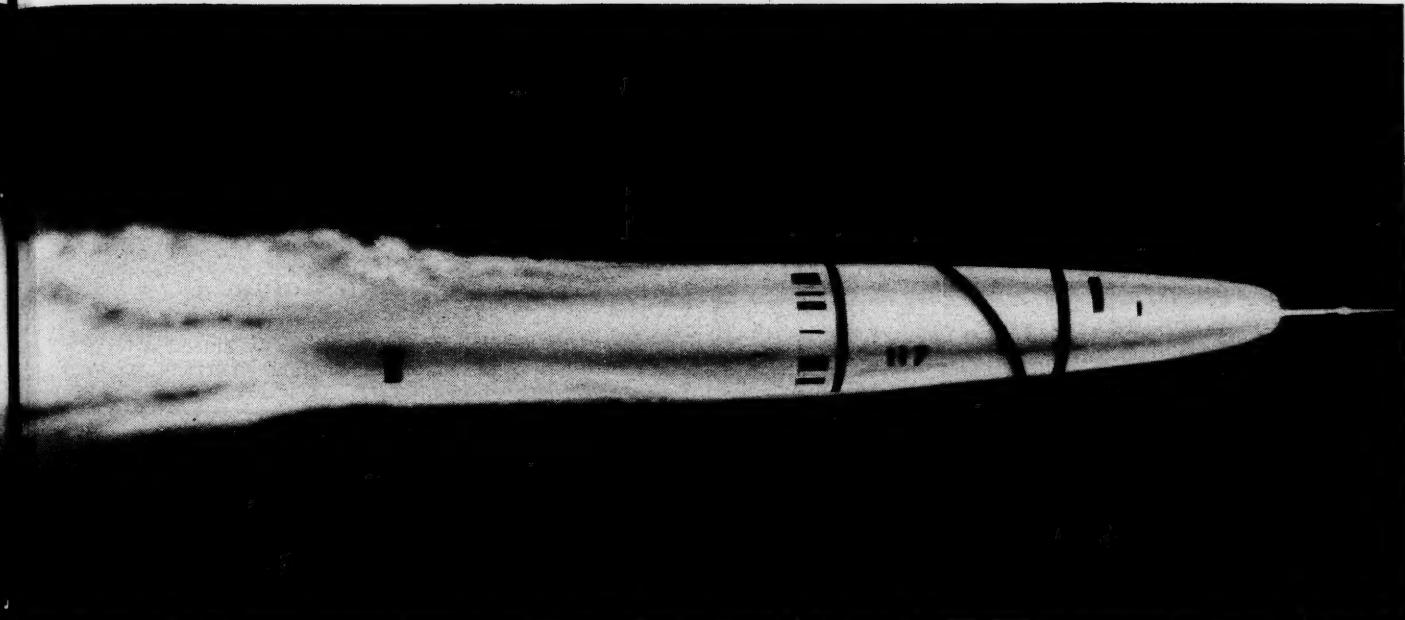


## Some things go farther

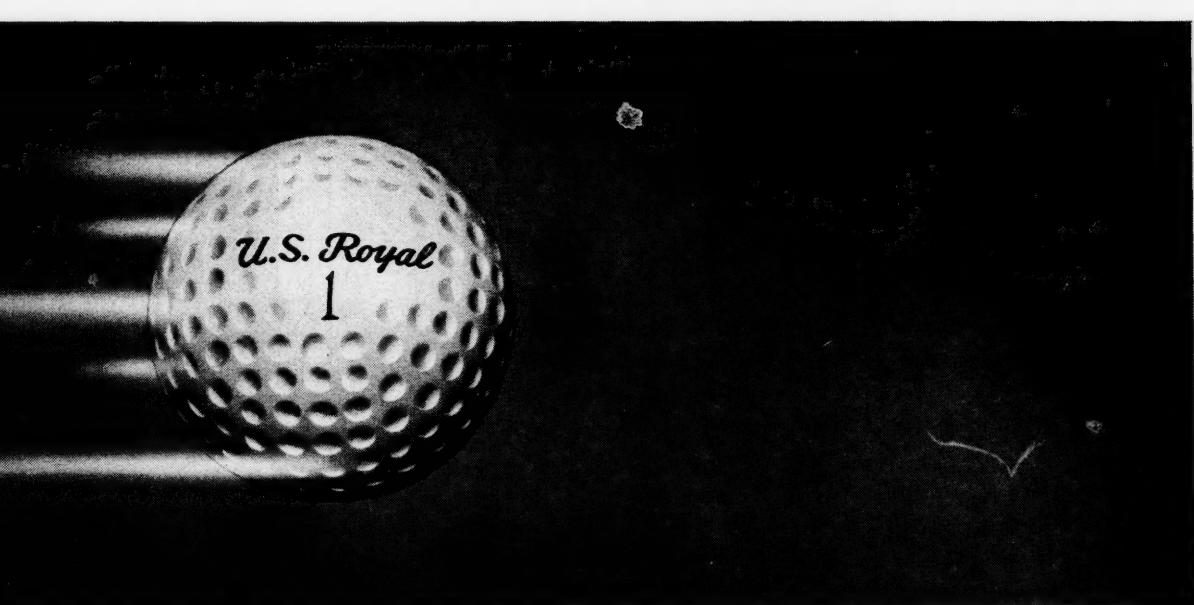


## ...but no other

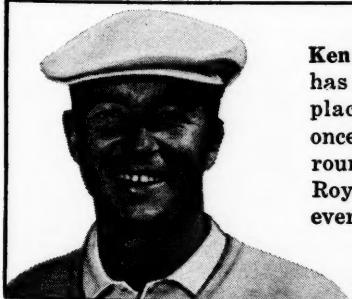
Some rockets, we concede, outrange the U.S. Royal Special. But you have the word of the world's largest golf ball manufacturer, based on advanced golf ball research, that no other golf ball goes farther off the tee. That no other golf ball is more accurate or more durable. That no other golf ball is whiter, or *stays* whiter, thanks to new "U.S." Ultra-White paint. U.S. Royals are available only at your professional's shop...see him before your next round!



than the U.S. ROYAL...



golf ball does!



Ken Venturi of the U.S. Royal Staff has won many major tournaments, placed high in countless others. He once shot 12 successive tournament rounds *under 69*. Ken plays the U.S. Royal Special exclusively, calls it "in every way, the best golf ball made."



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MODEL

\$65\*

Tropi-tex tailors 80-SPUN from the lightest 2-ply summer suiting ever woven . . . Dacron and rare wool . . . the fabric weighs less than 6 ounces to the yard. However, it is common knowledge that the less weight you have in the cloth, the more needlework is required to sew-in the shape. That is why Tropi-tex 80-SPUN is made with a wealth of extra tailoring and custom detail.

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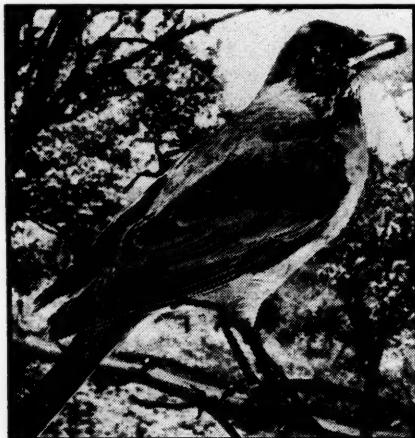
## LETTERS

trash. To our son, however, it was only a repeat lecture because we had gone through the same ritual when we found that "Tobacco Road" was on the list of recommended reading in his freshman high school. He was then 13.

V. M. PAINE  
Vienna, S.D.

## The Right Robin

You are on the right track, but still confused. The robin is indeed a sign of winter in England (LETTERS, April



Ewing Galloway  
Turdus migratorius in the U.S. . . .



Hosking—Audubon Society  
. . . England's Erithacus rubecula

4). That is the *Erithacus rubecula*. But the picture you printed is that of an American robin (*Turdus migratorius*) and this bird is a sign of spring in the Northern U.S.

JAMES C. FINUCANE  
Kingsport, Tenn.

►The English robin is only the size of a sparrow and chirps like one; his breast is a much more vivid scarlet.

Mrs. E. MARGARET CLARKE  
London, England

## Here's One Solution

Through carelessness about halitosis I am a 34-year-old bachelor, but I am interested in your discussions of wives with brains. Discussions such as yours should help to create new

Newsweek, April 25, 1960



*simmer in summer?*

*depressed by  
summer showers?*



*losing your status?*

If only for human dignity, sir... stay cool, calm, confident,  
correct, in a Summer Suit of *Raeford 2/80's\**



*the lightest,  
most luxurious  
2-ply tropical ever loomed!*

When heat threatens all that's human within... all that's stylish without... discover the fabric that's changing the climate of summer living. Raeford *2/80*\*! The matchless blend of Dacron† polyester and rarer-than-cashmere wool. Cool to the skin. Soft to the touch. Rich to the eye. So luxurious, you'll find it hard to believe that this is the lightest, the coolest of all 2-ply tropicals. Never a cheap summer suit look. Raeford *2/80*\* holds its press, throws off wrinkles overnight. And because *2/80*\* yarn is so slender, colors and patterns take on a smarter look never before achieved in a worsted fabric. Distinction is easily yours! You can buy a suit of Raeford *2/80*\* for as little as \$65, or upwards to \$135 depending on your preference in tailoring. And there are excellent slacks at about \$23; sport jackets at \$50. The authentic is identified by trademark (Raeford *2/80*\* ) on the labels of America's foremost suitmakers and men's clothiers.

Raeford Worsted Company, 261 Fifth Ave., N. Y. 16 • A Division of Burlington Industries



DUPONT FIBER \*TRADEMARK

**now—  
a new Corvair 2-door  
that cuts  
another \$54 off your  
fleet costs!**

The revolutionary Corvair—designed to save in more ways than any other compact car in America—now offers still another way to cut fleet costs. A new 2-door sedan, available in both standard and de luxe models, joins the line. And both new models list at a full \$54 less than the already low prices of the comparable 4-door Corvairs. So whether your operation calls for a 2-door or 4-door sedan, now you can put Corvair's remarkable economy to work whittling away at your fleet costs. Your dealer's got all the dollar-saving details, including those on the way Corvair's air cooling will

*erase antifreeze, radiator repair and other cooling system costs forever from your books:*

**SAVES ON GARAGE SPACE**—Takes 35 sq. ft. less space. In fact, the ratio is 7 Corvairs in the space required by 5 conventional cars.

**SAVES ON MAINTENANCE**—Advanced engineering simplifies Corvair's design, allows easy access for servicing. With Unipack power team, for instance, engine, transmission, clutch and differential can be quickly removed as a unit. Less downtime, lower maintenance costs.

**SAVES ON GAS**—Gets from 25 to 40% more miles on a gallon of regular than a conventional 6.

**SAVES ON REPLACEMENT PARTS**—Compact construction means fewer, less expensive parts. Air-cooled rear engine simplifies driveshaft and exhaust systems, eliminates liquid cooling system.

**SAVES ON PRICE**—Price, in fact, is the most practical thing of all about Corvair. Check your dealer on details.

**SAVES ON INSURANCE COSTS**—Discounts of from 10 to 15% are widely available on various types of liability, comprehensive and collision insurance. And Corvair's low weight lowers the license fee in most states, too.

**SAVES ON EXTRA EQUIPMENT**—Every Corvair comes equipped with a fold-down rear seat for extra cargo space—at no extra cost. And Corvair's effortless handling eliminates the need of power assists. . . . Chevrolet Division of General Motors, Detroit 2, Mich.

*For economical transportation—*

**CORVAIR**  
BY CHEVROLET





**T**his modern lamp shade may be the final touch . . . but the beginning touch-of-taste was made when your All-Steel furniture came.



**ALL-STEEL EQUIPMENT Inc., Aurora, Illinois**

Desks • Chairs • L-units • Credenzas • Tables  
Bookcases • Filing Cabinets • Storage Cabinets

*"Today probably 85% of the money men leave their families comes from life insurance!"*

KARSH, OTTAWA



A NORTHWESTERN MUTUAL POLICY OWNER Mr. Nugent has a total of 15 policies with this company. The first was purchased in 1923.

*A report of special interest  
to young men*

by CHARLES A. NUGENT  
Financial Vice President,  
Stokely-Van Camp, Inc.

WE HEAR much about the worth of life insurance as an investment. I have seen in my own experience how the cash values build up over the years,

thus providing a really sizable nest egg.

"However, I never forget—and I don't think anyone else should—that the original reason *most* men get life insurance is to protect growing families. I found the cost of this protection extremely low when I compared the actual cash value with the total premiums paid.

"It is estimated that Americans are

today spending 80% of income for living expenses, taxes and the like. This leaves 20% for estate building. Yet I have heard some authorities estimate that as much as 85% of all the money that men leave their families comes from life insurance.

"Here, then, is a most obvious reason why a young family man should make life insurance one of his first purchases."

**The NORTHWESTERN MUTUAL LIFE Insurance Company**

"BECAUSE THERE IS A DIFFERENCE"



*There is a difference!*

## Four reasons why you should consider Northwestern Mutual

SO MANY PEOPLE, from well-known business leaders to young men just starting out, find Northwestern Mutual has an outstanding combination of qualities to fit their needs . . .

1. **High earnings** are a matter of record. Latest available figures show the rate of return from Northwestern Mutual's investments to be above the average of the 14 other largest life insurance companies.

2. **Low operating expense** is another advantage for policy owners. Modern electronic equipment enables fewer Northwestern Mutual employees to give prompt, personal attention to more policy owners. The portion of premium income needed for operating expenses is *about half* of the average for the 14 other largest companies.

3. **Strict sharing of earnings and savings** with all policy owners. Dedicated to the "mutual" principle, Northwestern Mutual has a reputation as "the policy owners' company." Dividends increased *eight times in eight consecutive years*.

4. **Excellent agents aid in planning.** The percentage of Northwestern Mutual men selling over a million dollars of life insurance a year is *ten times greater* than the average of all life insurance agents. And almost half of all Northwestern Mutual policies are sold to old customers coming back for more.

Make it a point to meet your local Northwestern Mutual agent. He can be one of your most helpful friends. The Northwestern Mutual Life Insurance Company, Milwaukee, Wisconsin.



standards to protect these young wives from their children and to make use of their education in some untiring way. Work has been a solution for many.

ALBERT M. LILLIEFORS  
Lansing, Mich.

## Fight Over Disarmament

The proposal of total disarmament is one of the sanest things I've heard for a long time. Through disarmament we could attempt more to build up the mind, instead of emphasizing physical strength in military affairs.

DERORA BERNSTEIN  
New York City

►It's a lovely dream, but how do we make it work? Let's be realistic.

MICHAEL KEMPER  
Chicago, Ill.

►Nothing ventured, nothing gained.

DOROTHY JOHNSON  
Los Angeles, Calif.

►It's all or nothing. How can we take a chance on the Russians keeping their pledge in view of their past behavior?

JUNE GLEASON  
Denver, Colo.

## Mr. G vs. Mr. G

Thomas Gainsborough's painting of Mr. and Mrs. Robert Andrews, you say, sold for \$364,000, largest amount ever paid for an English painting (INTERNATIONAL, April 4). But I always understood that Gainsborough's "The Blue Boy" sold for \$800,000. Which painting holds the record?

SANDRA SCHLEKEWY  
Eden, S. D.

►"The Blue Boy" (see above) was sold in 1921 for a reputed \$875,000, a record for a private sale; it was bought from the Duke of Westminster



Bettmann Archive

"The Blue Boy": Still tops . . .

by Sir Joseph Duveen for Henry E. Huntington. Mr. and Mrs. Robert Andrews (below) brought \$364,000, highest paid for an English painting at a public auction. Gainsborough's "The Harvest Waggon" brought \$360,000 at public auction in 1928.

## College and the Draft

Concerning the draft—"Campus to Chaos" (Special NATIONAL Report, April 4)—many students would drop their objection to the draft if it would offer them something in return.

JOHN DUNLAP  
New York City

►Pardon me while I wipe away a tear for our poor underprivileged young men. It must be grim to spend the rest



. . . but Mr. and Mrs. Robert Andrews holds the public-auction record  
Newsweek, April 25, 1960



## What makes a newspaper great?



ROMER

Is Castro a Communist, or isn't he?

While many Americans are still trying to make sense out of the flamboyant Cuban's tirades, Upper

Midwest newspaper readers have had a running start over the rest of the nation in evaluating answers to that question—thanks to a remarkably accurate forecast of Caribbean events-to-come made just one year ago by a bouncy little Minneapolis Tribune reporter named Sam Romer.

Even before the victorious Castro visited the United States in April, 1959, Upper Midwest newspaper readers had known the facts behind the bearded revolutionary's expressed goals—as revealed in Sam's series, "Will the Communists Take Cuba?" The result of a 4-week tour of Caribbean trouble-spots, the series pointed with unwavering accuracy at Communist aims and

tactics in the area. Sam's fluent, if colloquial, Spanish and his canny evaluation of the pronouncements of government officials, nationalist leaders and underground partisans resulted in a story which jolted Minneapolis Tribune readers.

No less surprising to discerning Upper Midwesterners was the by-line on the series: Sam Romer is one of the most seasoned *labor* news reporters in the country. A one-time publicity trouble-shooter for the International Ladies' Garment Workers Union and former chief of the allied forces labor relations section in occupied Japan, Romer is equally at home interviewing strikers on a picket line or management behind polished desks, cutting through a maze of intricate labor

law or putting his finger on the occasional racketeer who insinuates himself into a union. (The latter activity once earned him a bomb-threat from a since-convicted hoodlum whom he had given "bad publicity".)

As his Caribbean report reveals, Sam Romer is far more than a specialist in a limited field. Like so many other specialists who staff the Minneapolis Star and Tribune, he is foremost a good, general reporter. Thorough going competence, knowledge and experience are cover-to-cover characteristics of these newspapers—qualities which help explain why they are read so closely, enjoyed so much and respected so widely throughout an entire region: America's 3½ state Upper Midwest.

**Minneapolis Star and Tribune**

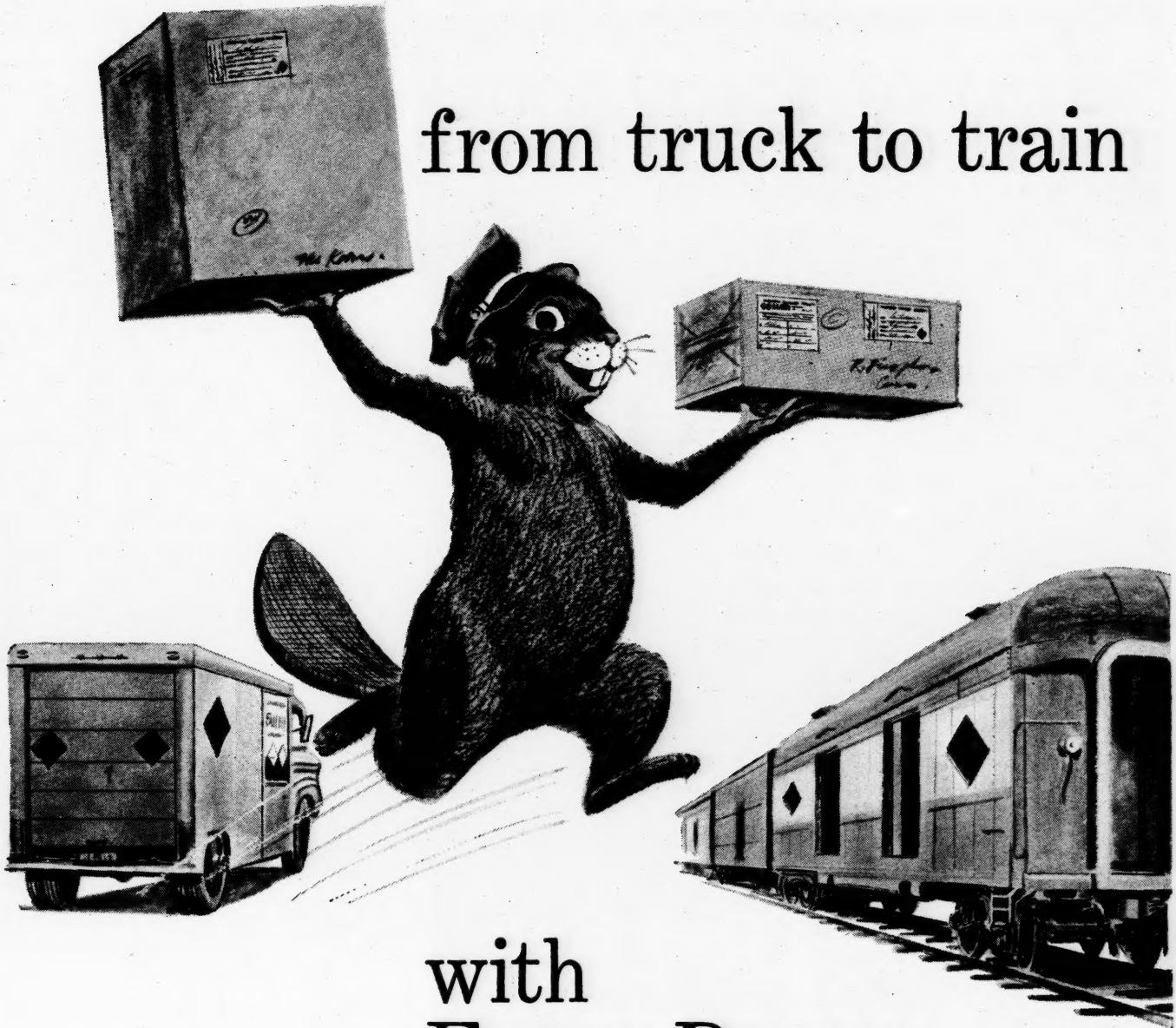
EVENING

MORNING & SUNDAY

**650,000 SUNDAY • 515,000 DAILY**

JOHN COWLES, President

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## from truck to train with Eager-Beaver responsibility!

Railway Express never limits you to one kind of transportation. We provide trucks to ship across *town*. Trucks and trains and planes to ship across the *nation*. Ships and planes to ship across the *world*. Count on Railway Express Eager-Beaver service for the kind of transportation that best suits your particular needs.

That's not the only advantage Railway Express offers you. For example:

- **Nationwide coverage to 23,000 communities in the U.S.**
- **International service to and from almost anywhere in the world**
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- **Door-to-door delivery at no extra charge (within authorized limits)**
- **Lower rates on certain shipment aggregations of 300 lbs. or more**
- **Special low rates on many other commodities**

Railway Express gives you service no other organization can match. And, with our long-range improvement plans well underway, we're able—and eager—to give your shipments the thorough service you want. Next time you ship, call Railway Express—and see!



**the finest Golf Ball ever made**

**MORE DISTANCE** because of Acushnet's new faster reacting DT thread.

**LASTING GLOSS** because of Acushnet's new scuff-resistant Polyurethane paint.

**BETTER FEEL** because of the new "power balance" with Acushnet's true liquid center.

**ABSOLUTE UNIFORMITY** because of Acushnet's exclusive system of manufacturing control and inspection.

These are the facts! — We can prove them, so can you. You will find that the new Titleist more than lives up to what we say of it. It is even better than previous Titleists, which for 11 years have been the top-heavy favorites of leading players in big-time competition. Tee up a new Titleist, hit it — you'll never again be satisfied with any other ball.



## **ACUSHNET Golf Balls**

**Sold Thru Golf Course Pro Shops Only**

### **LETTERS**

of your life living with the feeling that you ran out on the most important duty of an American citizen.

**J. R. WOLFERSBERGER**  
Cuyahoga Falls, Ohio

►All the draft offers a college graduate is a rifle, a cut in pay, and a costly delay in pursuing his career.

**JOHN A. KERR**  
State College, Pa.

►The young man owes this debt to his country.

**HARRY HITNER**  
Fort Myers, Fla.

►The draft is unfair to those of us who would rather go in business.

**JACK E. THOMAS**  
Greensboro, N.C.

►Oh! How my heart cries out for those poor draftees whose business careers are interrupted.

**V. PETERS**  
Tarrytown, N.Y.

►As a 21-year-old junior studying physics, I cannot help but consider the draft as a blockade which will stop my career unless I can successfully avoid it.

**STEPHEN R. COLBERG**  
Moscow, Idaho

►Find a wife, young man! The disappointments of a poor marriage will most likely not compare to those you will encounter in the Army.

**Pvt. ROBERT F. BARTH**  
Fort Lee, Va.

►What gets me is the wasted time spent in Reserves.

**MYRON WHITING**  
Angwin, Calif.

►You omit one promising way to solve the draft problem, and that is the ROTC, which gives draft exemption if in good standing and permits the graduate to enter on active duty for periods varying from six months to five years.

**Capt. WESLEY MILLER**  
Tallahassee, Fla.

►Though the ROTC is used at times to avoid the draft, at least the individual who uses it displays enough courage to make his future of his own choosing.

**Maj. JOHN H. WOOLNOUGH**  
Griffiss AFB, N.Y.

►Nearly half of the nation's draftees are rejected for either physical or mental defects. Would it not be possible for us to maintain the Selective Service System, yet free nearly half of the nation's potential draftees from uncertain futures and job setbacks, by informing them that they



## This is the music that dividends pay for

It may not sound like much now, but a few more lessons will help a great deal. Lessons paid for with dividends from stock or interest from bonds.

Income from investments has helped many families pay for some of the little extras that make for a pleasanter, more secure life together. For them it has meant enjoying an extra income while at the same time building for the future.

Here's how it works. When you acquire stock in a company, you're part owner of the company. If it prospers and grows, you may benefit two ways. By receiving dividends on your stock, and perhaps by having your holdings increase in value. When you own bonds, you're a creditor of a company which usually promises to pay a regular rate of interest.

All companies don't prosper, however, even in an expanding economy. Sometimes a company may not pay a dividend or interest, and security prices go down as well as up.

But you can reduce the risks of investing by following these simple rules:

*First*, invest only money you don't need for regular living expenses. It's a good idea, also, to have some savings for emergencies.

*Second*, never trust a tip or rumor. Instead, investigate. Get facts about a company before you invest in it.

*Third*, get advice from a reputable broker. Call on one of the 2,600 offices of Member Firms of the New York Stock Exchange.

*Own your share of American business*

### Members New York Stock Exchange

For offices of Members nearest you, look under New York Stock Exchange in the stock broker section of the "Yellow Pages."

Send the coupon below for the free booklet, "INVESTMENT FACTS." It's crammed with useful information about investing. It tells how you can invest with as little as \$40 every three months.

More than 12 million Americans own stock. Nearly half have incomes of \$5,000 to \$10,000 a year. If you think joining these millions might help you be a better provider for your family, send the coupon today.

SEND FOR FREE BOOKLET. Mail to a Member Firm of the Stock Exchange, or to the New York Stock Exchange, Dept. 6-M, P. O. Box 1070, New York 1, N. Y.  
Please send me, free, "INVESTMENT FACTS," listing over 300 stocks that have paid dividends every 3 months from 20 to 96 years.

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# Meet changing occupancy air conditioning

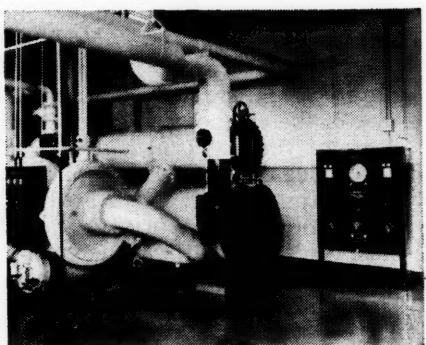


**True perimeter air conditioning!** The TRANE Wall-Line system provides a continuous link around the entire perimeter of the building. Space may be divided to meet chang-

ing requirements without affecting the system. Cost is low because fewer units are needed. Several adjoining offices are cooled by same unit. Also, fewer controls are required.

**Trane changes climates to order** in buses and trains, ships and planes; heats and cools factories and schools, hotels and homes. For human comfort or industrial processing—for any air condition—turn to TRANE.

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**Air Conditioning**—Chilled water for central air conditioning systems is provided by this rugged TRANE CenTraVac. Automatically paces itself to supply just the cooling needed. Steam or electric types.

# needs with this new system from Trane!

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WHEN YOU PLAN air conditioning for your building, you'll want to provide ideal comfort conditions for now, of course. But tomorrow's needs may differ widely from those you have today. New partitions, new space requirements, for example, may necessitate costly replacement and relocation of air conditioning units.

You can meet these changing needs with a new type of central air conditioning system from TRANE: it's called Wall-Line Air Conditioning. This system is more economical because fewer units are used to cool the area. Instead of individual air conditioning units in each room, one unit is installed in a twenty-foot bay, for example; this unit has lateral extensions that reach into the adjoining offices or areas. Conditioned air, under pressure, from the unit, is distributed through the extensions. And by linking additional units with extensions in adjoining bays or offices, a continuous blanket of

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**For any air condition, turn to**

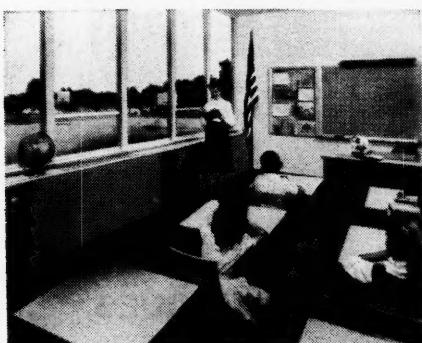
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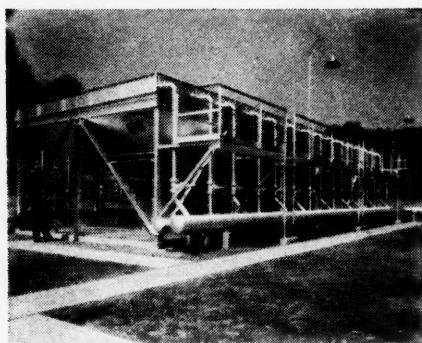
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today's  
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**LETTERS**

will be rejected when they're 18 or 19, and not be kept waiting until they're 23 or older?

KENNETH D. GOLDIN  
Princeton, N.J.

► My son, practically sightless in one eye, asked his draft board for an advance physical examination so he could accept an excellent opportunity after graduation, providing he can show reasonable proof that he will not be drafted. The board refused.

GEORGE L. LARNED  
Bedford Hills, N.Y.

► The best time to serve the nation is before entering college. By taking one of the six-month plans upon high-school graduation, the young man enters college with more maturity and can have most of his obligation fulfilled upon graduation. He might graduate later, but he will be way ahead of his 1-A classmates.

STEPHEN MITCHELL  
Fort Collins, Colo.

► Let us not forget that in order to enjoy the freedoms which we hold so dear we should be willing to give up some time to defend them. You don't get something for nothing.

THOMAS GNIBUS  
Homer City, Pa.

► General Hershey is right when he blames our softness. Who wants to serve in a spiritless Army? Or, who wants to be an officer over men who are forever checking their calendars for that glorious day when they'll finally get out?

JOHN KINYON  
Brookings, S.D.

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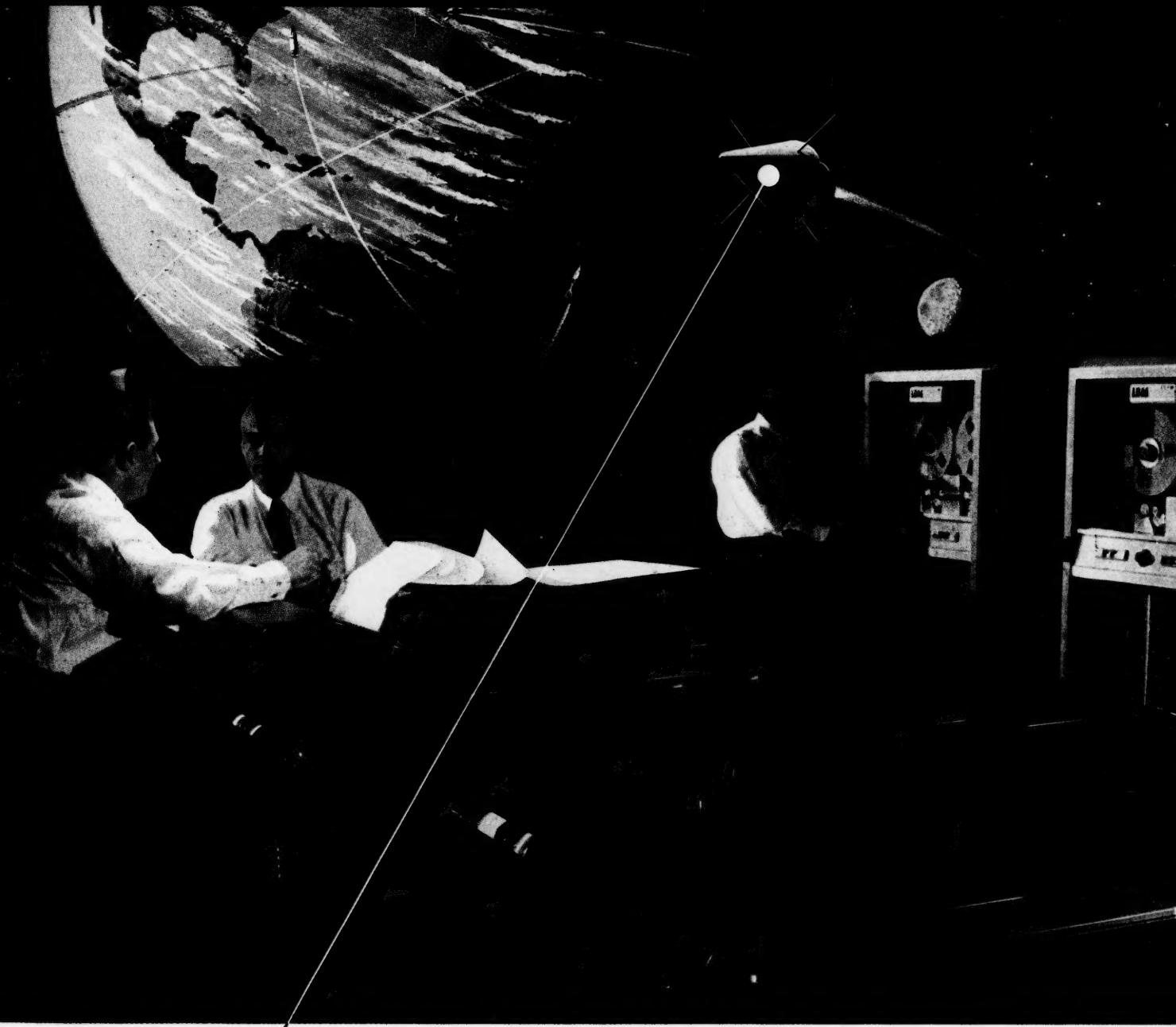
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NEWSWEEK—444 Madison Ave., New York 22, N.Y.



Pictured in Republic's computer center are Leon Lefton, Aaron Finerman and Conrad Hipkins.

## SPACE TRAFFIC CONTROL

At Republic . . . four new closely related "space/traffic" projects are being vigorously developed. ➤➤➤

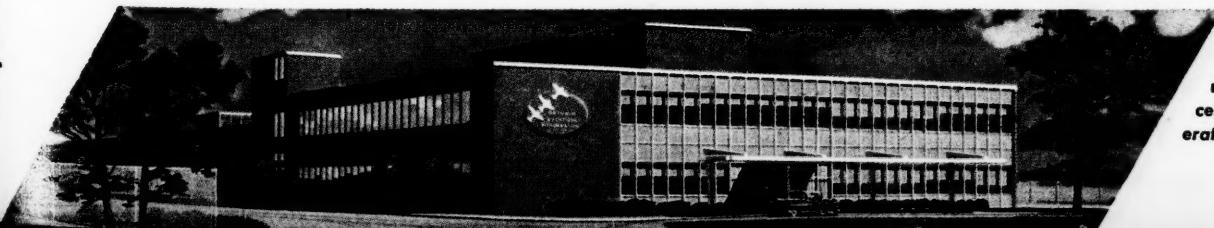
Goals of the projects include the perfecting of space trajectory computation to enable man to pre-determine a satellite's life orbit; developing a means of observing satellites at all times; control over course in orbit, and developing a means of assuring reliable communications for space systems.

To attain these ends, men and electronic computing systems, employing Republic's vast body of scientific data, are seeking to shed new light on the gravitational effects of planets, the braking effect of aerodynamic friction, use of propulsion during space journeys, the earth's imperfect sphere and the weighing and application of information received from the satellites themselves. The findings of these projects may well result in the greatest traffic control system ever known. Today's study and solution of tomorrow's space problems are symbols of Republic's far-seeing contribution to the space world of tomorrow. They are part of Republic's multi-million dollar exploration into the realm of advanced aircraft, missiles and space travel.

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Republic's 14 million dollar research and development center, scheduled for operation this year.



You can pay a barrel of money for a new station wagon and still not get half the "extras"

Dodge Dart offers Extra strength and space with Dart's all-welded Unibody construction. (No squeaks, rattles or rust.) Extra convenience with Dart's one-piece tailgate with roll-down rear window. (No clumsy liftgate to wrestle.) Extra fun with Dart's rear-facing "Observation Lounge." (No climbing over second-seat passengers.) Extra expensive? Of course not! Dart is in the low-price field!\*

## Dart: low cost investment in family living!



Many families consider the Dart station wagon the best investment they've ever made. They like Dart's low price—it leaves money for other family activities. They appreciate Dart's gas-saving economy also—it's easy on family budgets. And Dart wagons are so smart and roomy and inviting, you'll find yourself

inventing excuses to take the wheel. So if a station wagon is the answer to your family's way of life, you can't find a better or more satisfying buy than Dodge Dart. Thousands of families *just like yours* have already made the move. Why not join them this week—by visiting your nearby Dodge Dealer?

\*Dodge Dart is priced model for model with other low-price cars

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PIONEER	Fairlane 500	Belvedere	Bel Air
PHOENIX	Galaxie	Fury	Impala

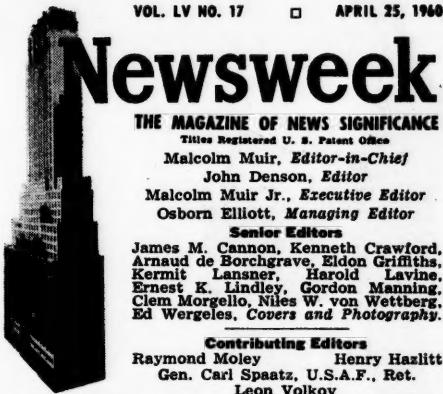
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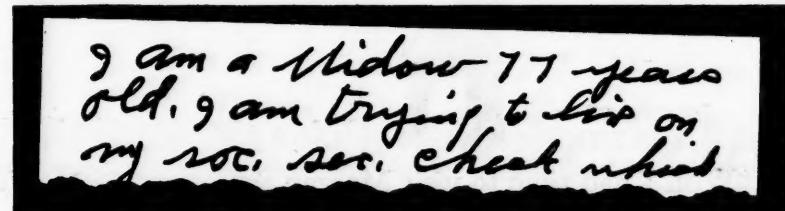
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## Top of the Week

✓ ✓ **Adlai's and Nelson's Half-Open-Door Policy.** Could they still be the nominees? A look at the mathematics, and a peek in the political chemistry lab. Page 29. What about the others? WASHINGTON TRENDS tells why Humphrey's troubles are mounting, page 27. And the signs of anti-Catholicism in West Virginia. Page 30.

✓ ✓ **Ike Chooses the Hard Sell.** Leon Volkov probes the conflicting advice the President is getting on his trip to Russia—and the kind of reception he can expect. Page 32.



✓ ✓ **More Help for the Aged? The Answer's Yes.** Why Congress is yielding now, how badly do the old folks need help. Pages 33-36.

✓ ✓ **De Gaulle Comes to the U.S.** A six-page Special Section on the extraordinary man who governs France and his vital mission here. Pages 39-46.

✓ ✓ **What's Ahead for the Economy?** Autos are up, steel is down; retail sales are up, output is down—etc., etc., etc. BUSINESS TRENDS takes an authoritative reading on the confusing movements of the weather vanes. Page 79.

✓ ✓ **Talking Business With 'The Men Who.'** NEWSWEEK'S Hobart Rowen analyzes the economic views of all the leading Presidential candidates for this week's SPOTLIGHT ON BUSINESS. Pages 89-94.

✓ ✓ **Unraveling an Enigma—What Does Today's College Student Believe?** His views on life, love, jobs, cheating, chastity, politics. A provocative survey, page 104.

## — The Index —

THE AMERICAS . . . . .	63	MOVIES . . . . .	114	Periscope Features
BOOKS . . . . .	116	MUSIC . . . . .	98	THE PERISCOPE . . . . .
BUSINESS . . . . .	81	NATIONAL AFFAIRS	29	WASHINGTON
Spotlight— Candidates' Views on Business . . . . .	89	Special Report— Help for Aged? . . . . .	33	TRENDS . . . . .
DANCE . . . . .	106	NEWSMAKERS . . . . .	66	BUSINESS TRENDS . . . . .
EDUCATION . . . . .	104	PRESS . . . . .	68	Signed Opinion
INTERNATIONAL . . . . .	51	PRISONS TODAY . . . . .	108	BUSINESS TIDES, Henry Hazlitt . . . . .
Special Section— de Gaulle's Trip . . . . .	39	RELIGION . . . . .	100	PERSPECTIVE, Raymond Moley . . . . .
LETTERS . . . . .	2	SPACE AND ATOM . . . . .	75	WASHINGTON TIDES, Ernest K. Lindley . . . . .
MEDICINE . . . . .	70	SPORTS . . . . .	96	IKE'S STRATEGY, Leon Volkov . . . . .
		THEATER . . . . .	100	
		TRANSITION . . . . .	77	
		TV-RADIO . . . . .	103	

**THE COVER:** To U.S. and Canadian hostesses, Charles de Gaulle could have been a prize catch. But as depicted on the cover by NEWSWEEK artist, Bob Engle, France's President will look past the hostesses' outstretched hands, concentrate on business with President Eisenhower. For a six-page Special Section, see page 39.





1. "Wish I had time to visit Morgan & Price on this swing around the territory."



2. "They've just taken inventory and may be ready to place another order."



3. "But I've got appointments I can't break. And they're in the wrong direction."



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# The Periscope

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## Periscoping the Nation

May Day Blowup for Havana?

Coming Up: Ike's Memoirs

A Real 'Death Ray' at Last?

Doctor's Orders for Pope John

### Ahead of the News

**STATE DEPARTMENT** — Will Castro sever relations with the U.S. soon? This is highly possible — maybe on May Day. Another possibility for May Day, when 1.5 million highly volatile Cubans will be on the streets: A violent showdown between Castro and the growing opposition to his regime. Still another possibility, according to well-placed diplomats: That Castro will unveil a number of Red-built MIG jet fighters said to have arrived on a Czech freighter recently.

**MIAMI, FLA.** — Refugees arriving here from Cuba refer to Miami as "our West Berlin."

**HAVANA** — Cuba's once potent foreign minister Raúl Roa, who has been "ill" for six weeks, is on the skids and will be replaced soon. This from top diplomatic sources here. One big reason: Roa's failure to line up support for Castro's proposed conference of underdeveloped nations.

### Headlines to Come

**SENATE CLOAKROOM** — Jack Kennedy won't turn the other cheek if Hubert Humphrey attacks him in West Virginia as he did in Wisconsin: Kennedy aides have compiled a record showing the Minnesota senator missed key votes on labor reform, unemployment compensation, additional money for the blind and aged on relief, increased welfare grants to the states, and efforts to close Federal tax loopholes.

**WHITE HOUSE** — Ike, who has been vague about whether he'll write his Presidential memoirs, now tells friends he will definitely do just that. Other retirement plans: A quiet life of painting, golf, and talk with old friends, as a full-time resident of Gettysburg, Pa.

**CAPITOL HILL** — Despite all the continuing Democratic thunder that Ike has been pinching pennies in his Defense budget, the House Appropriations Committee plans to vote just about the exact sum asked by the Administration. That's \$41 billion.

**DEMOCRATIC HEADQUARTERS** — Rep. Chester Bowles, the egghead author and adman, has strong party backing for the post of platform committee chairman at the Democratic convention. Bowles, a onetime governor of Connecticut and former Ambassador to India, is now foreign-policy adviser to Jack Kennedy.

### The Inside Story

**EMBASSY ROW** — Red-faced Russians have tried to keep it quiet but THE PERISCOPE now learns that each member of the Soviet team toted 5 pounds of sugar to the Winter Olympics at Squaw Valley. Why? Khrushchev's intelligence boys warned of a possible shortage of the sweet stuff because of sticky U.S.-Cuban relations.

**WHITE HOUSE** — As now planned, the Presidential party going to Russia in June (see page 32) will not include the Eisenhower grandchildren. When Khrushchev was in the U.S. last September he personally invited them to come along. Their father, Maj. John Eisenhower, doesn't want them to cut short their school year.

**BOSTON** — Here's why Sen. Jack Kennedy's sisters will stay out of West Virginia: Kennedy strategists feel they're too glamorous for a state that has 12 per cent of its population on relief.

### Behind the News

**GOP HEADQUARTERS** — Gov. John E. Davis of North Dakota, who is running for the Senate seat of the late William Langer, dropped by here the other day, and made this request: "Keep Benson out." He got the assurance he wanted—that no visit to North Dakota is slated for the Agriculture Secretary before the June 28 election in which Davis meets Rep. Quentin Burdick.

**EDGEWOOD, MD.** — As a purely defensive measure, the Army will spend \$32 million for brand-new, 115-millimeter, chemical-warfare rockets that can be fired, 45 at a time, from a

# The Periscope

tube launcher. The gas used can vary from deadly nerve gas to the type which paralyzes the enemy for a limited number of hours.

**DAYTON, OHIO**—A terrifying "death ray" space weapon is under study by the Air Force here. Called Ados, the futuristic killer would use high-energy protons or electrons to wipe out personnel aboard enemy space vehicles.

**WHITE HOUSE**—Election year or no, Ike tells intimates he'll make liberal use of the veto if Congress tries to jam through what he considers bad legislation during the rush to close. He says he's determined to stop "the big spenders."

**BUDGET BUREAU**—Here's Director Maurice Stans' definition of his job: "Budgeting is the science of distributing dissatisfaction uniformly."

## Periscoping the World®

### Intelligence File

**PARIS**—Even though France has successfully exploded two A-bombs, look for Premier Michel Debré to be placed on the griddle by hostile National Assembly members. Their main complaint: The administration's failure to develop a way to deliver the bomb in case of war. The Mirage IV, France's A-bomb-carrying bomber, won't be ready before 1963 and by then it will be almost obsolete. "We're building an atomic punch," says one deputy privately, "but we still have to trust the Post Office to deliver it."

**LUANDA, ANGOLA**—Although Portuguese authorities insist all is quiet in this South African territory, THE PERISCOPE learns that close to 500 natives have been arrested for taking part in recent political demonstrations. Expect the situation to get critical after neighboring Belgian Congo becomes independent on June 30.

**NEW DELHI**—What will Indian Prime Minister Nehru discuss with de Gaulle when they meet in Paris next month? High on Nehru's list is the question of Algeria. India won't recognize the rebel provisional government but Nehru seems to believe he can get de Gaulle to negotiate a truce with the FLN leaders.

### Diplomatic Pouch

**ROME**—Pope John has been advised by his doctors to slow down. He is not ill, but his heavy pre-Easter workload has taken its toll on his seemingly inexhaustible stamina.

**LONDON**—Queen Elizabeth will pay her first visit to India since she became Queen this fall or early next spring. Prime Minister Nehru will bring the invitation with him when he comes here for the Commonwealth meeting next month. Stopovers in Pakistan and Ceylon are also likely.

**SHANGHAI**—At a generally overlooked academic conference of topflight Red Chinese mathematicians in Peking last month, party bosses handed down this fiat to the delegates: Drop

your concern with theoretical mathematics and concentrate on problems of missiles, space vehicles, atomic weapons, and ultrasonic flight.

**ROME**—Take all measures you can to stir up anti-French violence in Algeria, and internationalize the fight if possible. That's the substance of the unsurprising latest directive from international Communist headquarters in Prague to all Red parties in Northern Africa and Europe.

### Where Are They Now?

**PARIS**—French "elder statesman" and former President (1947-54), Vincent Auriol, who paved the way for General de Gaulle's comeback two years ago (see page 39) by getting his assurance that it would be by constitutional, not military, means, is now on a short, private visit to the U.S. He and his wife, Michelle, live in an attractive apartment overlooking the Seine here, also have a small cottage 400 miles to the south in Muret. Now 75, Auriol keeps his hand in politics by lecturing and writing. While not anti-Gaullist, Auriol is disillusioned about the general's conservative economic and social policies. He enjoys sailboating with son, Paul, and daughter-in-law, Jacqueline, the record-holding aviatrix.

**LE HAVRE, FRANCE**—René Coty, last President of France's Fourth Republic, who two years ago next month summoned General de Gaulle to power to avoid a civil war, lives quietly in an antique-furnished, five-room apartment overlooking the harbor here. Now 78, a widower, and in robust health, he studiously avoids local and national politics. Except for his usual early morning walks along the waterfront, he is rarely seen in public. Coty spends most of his time in his apartment writing his memoirs, which will not be published until after his death, or with his collection of rare books, classical records (he prefers Brahms, Beethoven, and Ravel), and paintings (Braque is his favorite).

For Periscoping Press, page 68; TV-Radio, page 103.

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## Washington Trends

### Trouble for Humphrey?

Hard-running Hubert Humphrey may add another setback to his Wisconsin loss before the West Virginia primary on May 10.

Exactly one week earlier, he confronts Oregon's maverick Sen. Wayne Morse in the District of Columbia primary. The betting is that Humphrey will be soundly beaten. Reasons:

- Morse, as a busy member of the Senate District of Columbia Committee, is virtually a Washington city father.
- Morse has the support of powerful Negro and labor groups (70% of the Washington population is Negro).
- Morse has been campaigning through Washington like a candidate for alderman.

Only nine convention delegates are at stake, but it can do Humphrey no good to take on Jack Kennedy again as a two-time loser.

### Foreign Aid—Cutting Deep

Administration officials are gravely worried about Democratic plans to cut the President's foreign-aid program.

Ike asked for \$4.2 billion and probably will get not much less than \$4 billion in the first round—the authorization measure.

But when it comes time for voting appropriations, the funds may be cut as low as \$2.5 billion.

That's what Rep. Otto Passman of Louisiana, strong-minded chairman of the House appropriations subcommittee on foreign aid, makes it plain that he is shooting for.

The Administration, trying to fend off the ax, hopes to demonstrate that anything under \$3.5 billion will imperil national security.

### Tracking the Road Agents

Look for headlines in the coming weeks over scandals in the \$65 billion, 41,000-mile Federal highway program.

John A. Blatnik, Minnesota Democrat, who heads a House subcommittee which has been investigating the program, says his sleuths struck

paydirt in these rich veins of investigation:

- High "consultant" fees paid to relatives.
- Irregularities in the acquisition of rights-of-way.
- Use of substandard materials.

First in the witness chair: The contractor—as well as state and Federal officials involved—for a 9-mile stretch of road near Tulsa, Okla.

Blatnik says the full investigation may take years, and be as big and messy as the labor-rackets investigation.

### Bait-Cutting in the Senate

A U.S.-Canada proposal to set a 6-mile limit on territorial waters—now before the 88-nation law-of-the-sea conference in Geneva—irks congressmen from the Northwest.

Washington's Sen. Warren Magnuson and Rep. Tom Pelly are protesting a provision that would eventually bar U.S. fishermen from fishing grounds off British Columbia.

With the help of other senators and representatives from the Northwest, they will fight the arrangement.

They want a separate U.S.-Canada agreement that would save the Northwest a \$2 million-a-year catch—or compensate the states involved.

Result: The Senate may delay ratifying the Geneva agreement, if indeed it is approved by the conference.

### After Trujillo, What?

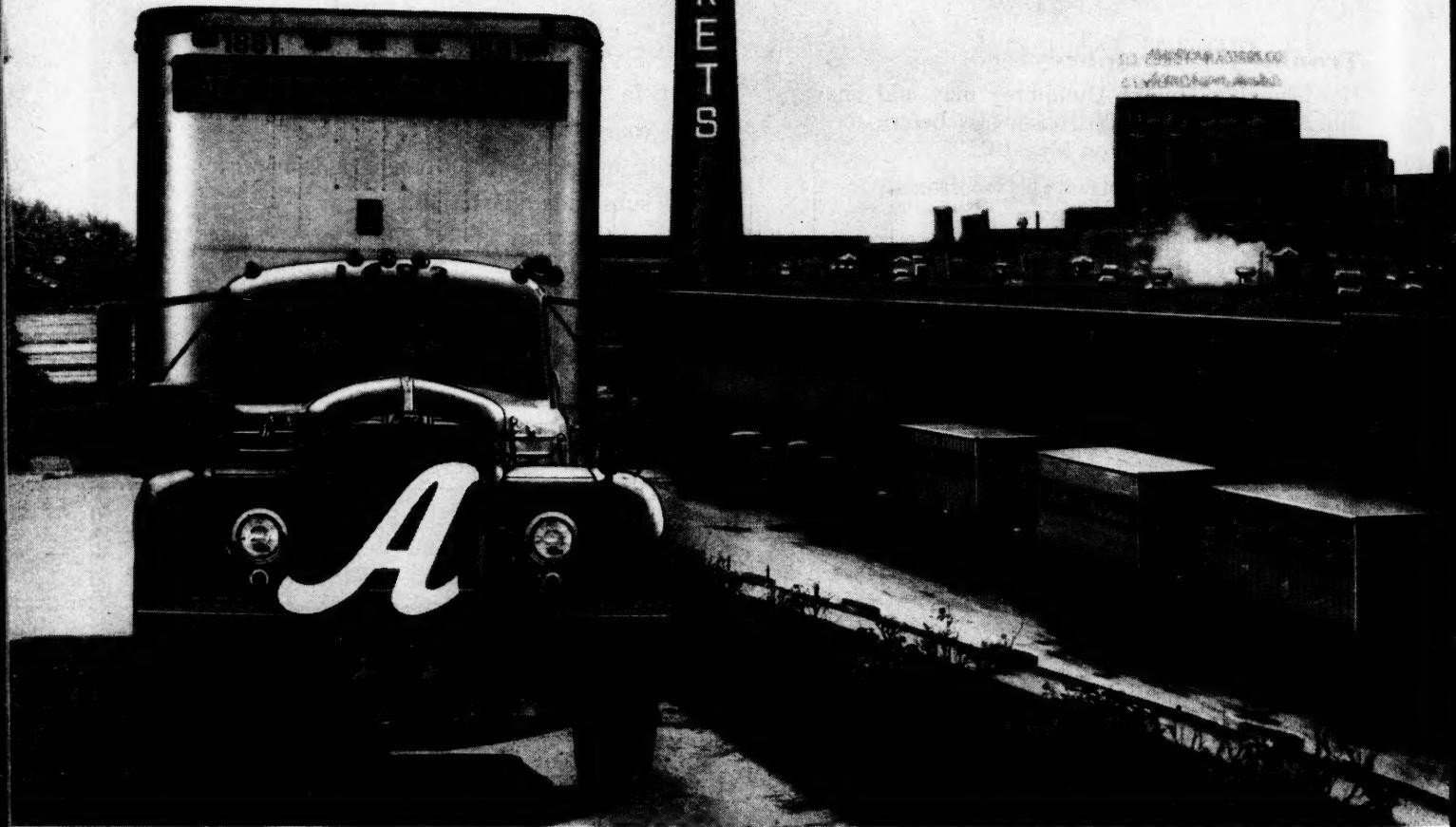
Congressional leaders have already been alerted to the chance of another Caribbean headache before the Cuban one is cured.

State Department sources give dictator Trujillo no more than a few more months as ruler of the Dominican Republic.

Few will mourn his fall, but officials are already worrying about who will be his successor. Their big fear: Another Castro.

*For Business Trends, see page 79.*

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Ready to roll day or night are 150 Mack Thermodyne-powered tractors of the American Stores East Coast fleet. This unit is one of 20 operating out of their No. 1 warehouse in Philadelphia. This supermarket chain relies heavily on Macks for on-time delivery... for creating a favorable impression with their attractive appearance.

## Acme Markets rely on their 150 Macks for delivery on time, every time

Delivering the goods for American Stores Company, whose Acme Markets form a leading East Coast grocery chain, are 150 Mack tractors.

Acme's Macks work night and day hauling up to 60,000-lb. gross to the company's 820-store chain of supermarkets. These Mack tractors assure on-time delivery every time, while permitting Acme to operate with fewer, more centrally-located warehouses.

Thanks to Mack Thermodyne® engine power and Balanced Design—the exclusive Mack practice of manufacturing all its major components that enables Macks to work as smooth-running, integrated units—Acme's Mack tractors cost far less to maintain and operate. Like all Macks, they outperform other trucks in heavy-duty service and outlast them, too.

Before purchasing a new unit, contact your Mack branch or distributor. Let

him show you why only Mack can meet your needs when it comes to performance, economy and long life. Mack Trucks, Inc., Plainfield, New Jersey. Mack Trucks of Canada, Ltd., Toronto, Ontario.

IT'S PART OF THE LANGUAGE...  
BUILT LIKE A

 **Mack**

# Newsweek

THE MAGAZINE OF NEWS SIGNIFICANCE

April 25, 1960

## NATIONAL AFFAIRS

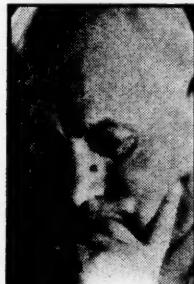
Is NIKITA KHRUSHCHEV a sick man? Many Western diplomats are convinced that he is, and Edward Weintal, Newsweek's diplomatic correspondent, reports a story that has diplomatic corridors buzzing all over the world:

Some Western diplomats—as well as some on the other side of the Iron Curtain—will not be surprised if, before very long, Khrushchev is too sick to run the Soviet Government.

On his recent visit to France, the Soviet Premier (who was 66 on Easter Sunday) con-

founded those who saw him at close range. French President Charles de Gaulle and other French officials had expected K to be his usual ebullient and aggressive self; instead he seemed listless—at times even unsure of himself.

The best Western diagnosis is that K is suffering from a chronic liver ailment and hypertension (high blood pressure). It is known that he is taking regular doses of reserpine, a tranquilizing drug that lowers blood pressure, but also often causes mental depression as a side effect.



## Campaign '60: Half-Open-Door Policy

Sure as God made little apples—and big, apple-polishing Presidential candidates, too—in politics, the door is always ajar. Politicians like it that way; it makes it easier to get in and out of tricky situations. But you've always got to be careful, lest someone slam that door smack in your face.

Thus, last December, when New York's Gov. Nelson Rockefeller formally withdrew from the Republican Presidential race, he didn't quite close the door on the nomination. Ever since, he has carefully avoided endorsing Richard Nixon by name; and when asked if he might accept a convention "draft," he has ducked the question. In similar fashion, Adlai Stevenson, while disclaiming his candidacy, has not ruled out a Democratic draft.

To the many die-hard Stevensonians and to the many die-hard Rockefeller boosters alike, mathematics alone clearly seemed to rule out the 1960 nomination. For Stevenson, the mathematics add up to this: Two defeats plus four eager opponents minus one working organization equals no third nomination. For Rockefeller, the mathematics provide a net result that looks even worse. Nixon has commitments, as of now, for more than the 666 delegates he needs to win the nomination; and

Nixon has the personal endorsement of President Eisenhower himself. And yet . . . and yet . . .

"It's mathematically impossible for Rockefeller to win," mused a never-say-die Rockefeller booster last week. "But these things don't work just on mathematical formulas; there's chemistry involved, too."

In both political laboratories last week, the test tubes were bubbling with

some interesting chemical experiments. Through the half-open doors, this much could be seen:

►In Dr. Rockefeller's lab, some were writing major political speeches for his forthcoming trips to Pennsylvania, North Dakota, and Chicago; others were measuring the impact of a Denver Post editorial calling on Republicans to draft Rockefeller; and still others were eagerly analyzing Nixon's slippage in the polls (latest Gallup: Kennedy 53 per cent; Nixon 47 per cent).

►In Dr. Stevenson's lab, they were also cooking up major political addresses, refining each into that magical blend of wit, lofty purpose, and polished phrase that is Adlai's and Adlai's alone (see next page).

However, the more interesting developments seemed to be taking place behind the Rockefeller door. Since Nixon began slipping in popularity in recent weeks, there have been a few tremors among some of his loyal supporters. They have not been switching sides—far from it; but a few, at least, have been having second thoughts about their prior commitments to Nixon. As one Rockefeller supporter put it: "Beads of perspiration have been forming on their brows."

And this has bolstered Rockefeller's current strategy. Rockefeller cannot push



Conrad—Denver Post  
... All Clear ... !!

openly for the nomination or compete with Nixon for delegates. That would almost certainly cause the door to be slammed on him. All that he can do now is watch, and wait.

The sudden outbreak of dump-Nixon-draft-Rockefeller talk was enough to bring some of Nixon's supporters up in alarm. But Nixon himself remained a calm center in the growing storm. For him, political crisis is no novelty; and he is still convinced that he can win not only the nomination, but the election as well. It was only natural, Nixon says, that the polls would favor the Democratic candidates, for they are the ones who are stirring up public interest with their primary fights.

And Rockefeller? "When the time comes," Nixon told an intimate recently, "I am certain that Rockefeller will do what he said when he withdrew from the nominating race, and support the party's nominee."

To anyone who didn't know Nixon, such talk might sound like complacency. But when it comes to concocting formulas for getting elected to office, Richard Nixon is no amateur.

#### DEMOCRATS:

#### Would Adlai, Gladly?

Robed in scarlet (representing his honorary doctor of civil-law degree from Oxford), Adlai E. Stevenson opened his speech at the University of Virginia last week with a characteristic quip.

"As we came in wearing these . . . robes," said the former Illinois governor, "I heard an irreverent character say: 'Why, I thought it was going to be a lecture and not a bullfight'."

Then, turning from quips to serious politics, Stevenson opened the broadest and most slashing attack yet delivered against the Administration in the 1960 Presidential campaign.

Just back from a nine-week tour of South America, Stevenson stabbed questions at Republicans in general and President Eisenhower in particular: Why has the U.S. lost military superiority to Russia? Why does the richest nation in the world has ever known wallow in "self-indulgence" instead of meeting the Soviet challenge (see page 89)?

"These have been tranquil, comfortable years, but the great decisions have been postponed," said Stevenson, and proceeded to pin the blame where he thought it belonged: On the President.

Stevenson characterized the President as "a benign chief magistrate who countenances little criticism and comforts the people with good news or none."

Nor did Vice President Richard Nixon escape. In a frankly political thrust, Stevenson observed that Democrats this year "will no doubt be accused . . . if



Newsweek photo by Ed Wergeles, ghost by Bob Engle

**Stevenson: The lively ghost walks again**

Mr. Nixon again lets himself go, of something just short of treason."

Before making his speech, Stevenson had—for the umpteenth time—assured reporters that he is not a candidate for the Democratic Presidential nomination. But those who listened at Charlottesville had little doubt that Stevenson was back in the race.

All along, it has been the main contention of Stevenson's supporters that he is the party's big man—the seasoned statesman best able to face the opposition on the big issues. Certainly his speech last week seemed shrewdly designed to further that notion. (One veteran Washington correspondent wrote that it made some of the other Democratic hopefuls look "small bore by comparison.") And in coming weeks Stevenson will speak again, in New York, Washington, and Chicago. Few will be surprised if, after these speeches, Adlai E. Stevenson looks even more like a candidate—than he does already.

#### Five-Point Gain

In its latest sampling of Democratic voters, the Gallup poll shows Sen. John F. Kennedy has built up his lead to 39 per cent (from last month's 34)—and at the expense of his leading rivals for the Presidential nomination. Adlai Stevenson slipped to 21 per cent (from 23) and Sen. Lyndon B. Johnson to 11 per cent (from 15).

Improved, but still far back, ran Sen. Hubert Humphrey, up to 7 per cent (from 5).

#### Boiling Up:

First it was Wisconsin, now it's West Virginia that could be a turning point in the race for the Democratic Presidential nomination. From the scene, Newsweek's Senior Editor Harold Lavine reports on how Hubert Humphrey and Jack Kennedy are faring.

No one wanted it to happen. In fact, Hubert Humphrey's campaign workers were warned they would be fired instantly if they so much as raised the question. Yet, this week, the same anti-Catholic prejudice that cost Alfred E. Smith the state in November 1928 was boiling up in West Virginia.

Even as Catholic Sen. John F. Kennedy came back into the state to stump for votes in the May 10 primary, anti-Catholic leaflets were flowing in from outside West Virginia's borders. Some samples:

► "Before I would vote for a Catholic for President, I would vote for a Negro Communist . . ."—from a leaflet published by "The Arnold Poll."

► "The Protestants should review history and realize what their forefathers went through . . . and fight like demons to protect our American ways"—from a leaflet signed "Joe Gorman."

In a state that is only 5 per cent Catholic, local Protestant ministers are also speaking out from the pulpit against a Catholic President. Last week, even Dr. Norman Vincent Peale, pastor of the Marble Collegiate Church in New York, stopped in Charleston to make a speech and wondered aloud to reporters whether Kennedy's "first loyalty" would be to the United States.

To West Virginians, that doubt is the key issue in this campaign. Their attitude is: "Maybe, if Kennedy becomes President, he'll disregard the Pope; but why take a chance?" But how their doubts affect votes, nobody yet knows.

**One in Four:** The only concrete statistics come from Louis J. Harris, the New York pollster who has been conducting private surveys for Kennedy. Harris just polled three districts—including part of Huntington and several coal towns—and everywhere he went the result was the same: About 25 per cent of Humphrey's supporters said they were for Humphrey for one reason and one reason only—Kennedy's religion.

However accurate these figures, the religious question by this week had become large enough to give both camps the jitters.

Humphrey wants to win in West Virginia, naturally, but not on the issue of

Kennedy's Catholicism. At the weekend, Humphrey issued a special statement: "I have repeatedly said that I didn't think any man should be voted against because of his religious affiliation—or voted for just because of his choice of church."

At this stage of the campaign, the religious issue overshadows the "stop-Kennedy" drive. Actually, there is nothing planned or organized about this drive; the supporters of Lyndon Johnson, Stuart Symington, and Adlai Stevenson are simply gravitating toward Humphrey as the only man who can stop Kennedy in West Virginia.

**Lewis Speaks:** As if Kennedy didn't have enough troubles, the venerable John L. Lewis moved against him last week. Lewis is a hero to most of West Virginia's 40,000 coal miners, and he quietly passed the word through local officials of the United Mine Workers that he wants Kennedy beaten.\*

All in all, it was a discouraging week for Kennedy, with everything suggesting that Humphrey would win. But the West Virginia political story could turn out to be far more complex. The anti-Catholic prejudice, widespread though it may be, is not die-hard. Many Protestants who say they're against Kennedy because he is a Catholic also say they're willing to listen to arguments. And there is the possibility of a reaction: West Virginians, like most Americans, are fair-minded. If the anti-Kennedy propaganda becomes outrageous, Kennedy may start picking up a sympathy vote. It's possible that Kennedy could wake up on May 11 and find himself politically battered and bruised—but far from beaten.

## They Still Like Daley

When the city of Chicago was rocked by the worst police scandals in its history (NEWSWEEK, Feb. 1), the political enemies of Mayor Richard J. Daley thought they had been handed a splendid tool for loosening Daley's iron-fisted grip on the Illinois Democratic organization. Reformers, Republicans, most of Chicago's newspapers, and some Democrats hurled charges of bossism and corruption at City Hall and gleefully predicted that the political era of Dick Daley would soon come to an end.

The spreading scandals also became a lively issue in the campaign oratory that preceded the Democratic primary. With all the public clamor, two anti-machine candidates for governor, former Democratic National Chairman Stephen A. Mitchell and State Treasurer Joseph D. Lohman, thought they might be able to beat Daley's hand-picked candidate, former County Judge Otto Kerner, and, as one Illinois Democratic leader said: "If

Kerner loses, Daley is on the way out."

Last week, Illinois voters went to the polls. The result: Daley won hands down. Kerner took nearly 80 per cent of the Democratic vote in Chicago, and swamped Mitchell and Lohman downstate by 636,000 to their combined 404,000. When the counting of ballots was all over, Chicagoans agreed that Daley, far from being hurt by the police scandals, was more powerful than ever as a king-maker in the Democratic Party. ►In the Republican primary, Gov. William G. Stratton won nomination for a third term by an estimated margin of 150,000 over State Sen. Hayes Robertson. Thus it will be Stratton vs. Kerner in November.

lightened the task of cleaning up after the floods. With scattered exceptions—the Mississippi River in southeastern Missouri and the Ohio in southern Illinois—the waters had subsided.

But it was still an April-style spring and, predictably, unpredictable. Showers and thunderstorms struck in the Midwest, the Northeast, the Southwest, the Far West. Twisters cut through the hamlet of Sunnyside in the Texas Panhandle, killing three persons, and through Fort Smith, Ark., injuring two more. A gully-washing downpour in eastern Oklahoma swept a car and driver off a low bridge over a creek in Nowata County.

If anybody still doubted that spring had arrived, he had only to study the



In lacy bloom, cherry trees were Washington's inevitable sign of spring

### THE WEATHER:

## Predictably Zany

Spring burst with belated enthusiasm over much of the winter-wearied nation last week. Washington, which had been shiveringly celebrating Cherry Blossom Festival, finally got cherry blossoms—and 91-degree temperature. Along New York's Fifth Avenue, warmed to 82.2 degrees by the tardy sun, wan white-collar types peeled off their coats and noted, happily, that half of their number were of a different gender.

Out in the Great Plains, where melting snows sent rivers boiling over their banks in recent weeks, the fair skies

case of Gary Marshall, 29, of Lansing, Mich., who succumbed to the soft air near St. Charles, Ill., parked his trailer-load of new autos, picked out a racy green one for himself, and vowed off to call on friends in the vicinity. Marshall's spring came to an early end, nipped in its bud by the FBI.

### THE FPC:

## 'No Pleasure Trip'

On the face of it, the whole thing was preposterous. Apparently ignoring the months-long dust-up over payola and favored-friends-in-government, the chairman of the Federal Power Commission

\*In 1940, Lewis told his miners to vote against Franklin D. Roosevelt. Roosevelt won West Virginia by 495,662 to 372,414.

and two commissioners had flown off to Shreveport, La., in the private plane of a gas company with \$45 million in rate cases pending before the FPC.

"Aerola" is what West Virginia Rep. Ken Hechler, a Democrat, called it.

But last week, the trip to Shreveport began to look a little different. For one thing, FPC chairman Jerome Kuykendall had checked with Arkansas's Oren Harris, chairman of the House committee that has been investigating the regulatory agencies. Would it be all right to fly down on United Gas Pipe Line's private plane? Under the circumstances, said Harris, it would.

The circumstances: FPC Commissioner John Hussey had died, and his colleagues wanted to attend the funeral. While headlines shrieked, Harris said: "Anyone who makes anything out of this is pretty small." Kuykendall added sadly: "It was no pleasure trip."

## Ike's Strategy

### The Hard Sell Wins

*President Eisenhower's trip to Russia is more than a month off, but planning, on both sides, is already intense. Leon Volkov, NEWSWEEK's Contributing Editor on Soviet Affairs, reports:*

When President Eisenhower goes to Russia, should he seize the opportunity to expound his views on the cold war, to use hard-sell arguments for the Western position? Or should he just make the usual ceremonial visit as a friendly symbol of freedom and democracy, confining himself to soft-sell methods? Seeking the answers recently, his advisers were split.

The State Department favored the hard sell, White House aides the soft.

The contention of the hard-sell school is that Vice President Nixon's disputatious method during his trip to Russia last August was surprisingly successful. His speeches and his arguments with Khrushchev, witnessed by many Russians and carried to many more by radio and television, left a mark on Soviet public opinion. It was the first time the Western case had been heard by most Russians. It may not have convinced them, but at least it gave them pause.

**Autograph Hunters:** Moreover, it made Nixon not only a well-known but a popular figure in the Soviet Union. Interpreters at the U.S. exhibition in Moscow frequently heard one Russian quoting Nixon to another in discussions after the Vice President's visit. To Soviet athletes at Squaw Valley, Nixon was a familiar world figure whose autograph they eagerly sought.

While none of the President's advisers suggest that he get into the kind of kitchen argument Nixon had with Khrushchev at the Moscow exhibition, the State Department experts point out that Nixon's forthrightness was effective and that the President need not be squeamish about treading on Khrushchev's toes if and when bluntness seems indicated.

The position of the soft-sell White House school is that the President shouldn't step out of character to engage in squabbles that would be undignified for the head of the American state. Furthermore, they argued, Mr. Eisenhower is at his best when he is doing what comes most naturally to him, which is being amiable and charming.

The President himself has resolved the argument. He has decided his Russian visit will be no social event narrowly circumscribed by protocol, but an occasion

to present himself and the American point of view directly to the Russian people. The hard sell, in short, has won out.

When the President leaves for Moscow on June 10, the summit conference will be over; and many issues between East and West still will be unsettled, and possibly even intensified. Mr. Eisenhower means to state the American case publicly and repeatedly on these issues while he is inside Russia. To that end, he will make four major addresses that are to be carried on television and radio throughout Russia. Moreover, Mr. Eisenhower plans to have an American translate his words into Russian as he speaks—to make sure that his points are not blunted or his meaning changed in any way.

**Helping Hands:** His principal advisers in preparing his speeches and making his plans will be Ambassador Llewellyn E. Thompson, who is now in the U.S. for consultation, and Charles (Chip) Bohlen, the State Department's foremost authority on Soviet affairs. Bohlen will make a reconnaissance trip to Moscow before the President's visit. He may also accompany the President to the summit and later to Russia.

Planners are finding Khrushchev and his associates highly cooperative. The Russians, up to now, have interposed no objection to anything the President's representatives have suggested. There has been none of the customary haggling over details. The Russians have even made helpful suggestions of their own about ways of exposing the President to the most people under the most favorable circumstances. They will give him not only the best they have in radio and television networks, but also in press coverage and facilities for meeting and speaking to Russians face to face.

**K Is Willing:** Khrushchev, in fact, is making no effort to hide his enthusiasm about Mr. Eisenhower's coming visit. The President's status in the Soviet Union is unique. The Russian people remember him gratefully as the general commanding the forces that helped them beat Hitler. They think of him now as the West's foremost man of peace and good will. The President is the one important Westerner whom Nikita Khrushchev and his propagandists have never attacked; on the contrary, they have consistently praised him.

Khrushchev, obviously, wants to bask in the reflection of Mr. Eisenhower's great prestige. Some of Khrushchev's domestic programs (e.g., the virgin-lands scheme) have brought him criticism at home, and he wants to draw attention to his successes in his foreign policies. One of his biggest foreign-policy successes, Khrushchev calculates, is the personal association he has established with President Eisenhower—and he plans to make the most of it.



Bohlen and the boss: A briefing by an expert on Russia

## SPECIAL NATIONAL REPORT

Dear Sir!  
Please use your efforts to  
pass the Grand Bill. The cost of  
Medical care is beyond our  
means to pay for. Thank you

I am a widow 77 years  
old. I am trying to live on  
my Soc. Sec. Check which  
is \$2.00 a month. I have  
to make house payments, taxes  
and insurance. Dr. bill and  
medicine out of that. which  
leaves me very little to  
live on.

Dear Sir.  
I am retired on social security, I have trouble with  
my health, and also have Poria in my mouth, the  
Dentist told me if I had it taken care of, I may  
lose all my bottom teeth, but I have no money for  
either Doctor or Dentist so I will have to lose my  
teeth or maybe my life on account of my health  
will you please vote yes for the FORAND Bill HR 4700

My Dear Congressman  
This is just a reminder from one of your  
constituents relative to Grand Bill HR 4700.  
The legislation is a must to an American  
of 67 years who cannot afford to retire  
as his wife's Mother and Father, nearing  
their 80's, are still alive and need care.  
It is essential for me to keep working on  
the event of any serious illness.

Dear Sir  
As a pensioner writing in reference  
to the Grand Bill (H.R.) 4700, my  
wife and I feel it would be con-  
sidered a Godsend to others as well  
as ourselves.  
We hope & pray such a bill can  
be passed so people like ourselves  
can live without the constant  
fear of becoming a financial  
burden to children due to illness

AMERICA'S senior citizens, whose votes are as good  
as anyone's, and—en bloc—a lot better than most,  
are up in arms.

For 25 years, the nation's oldsters have been urging  
the addition of a medical-aid plan to the tax benefit  
formula of the old-age pension system.

Always in the past Congress has resisted. But in  
this election year a new generation of old folk is mak-  
ing its demands irresistible, opposition is crumbling.

Karen Salisbury of NEWSWEEK'S Washington bureau  
tells the social-security story in this Special Report:

## Grandpa's Uncle

To some 14 million Americans, the Social Security Admin-  
istration is a bureaucratic breed unto itself. In less than 25  
years (its 25th birthday will be Aug. 14), social security  
seems to have endeared itself to millions of its constituents as  
a friend in need and an adviser to the careworn, as well.  
Among the affectionate terms in which correspondents—some  
20,000 a year—commonly address it are: "Kind Sir," "Dear  
Life Saver," "Dear Friend." By the thousands, they ask it  
such confidential questions as usually are reserved for oracles  
of troubled domesticity like Mary Haworth and Ann Landers:  
"Shall I get married, or would it be smarter to stay a  
widow?" "I am older than my husband; do you think I  
need tell anyone?" "Where is my husband? The furnace  
is broke and so am I."

Actually, the Dear Friend of so many of the nation's older  
citizens is an impersonal giant that counts heavily on electronic  
brains to supplement its 24,000 human assistants in 584 offices  
throughout the United States. Together, they are charged  
with the world's most monumental bookkeeping and check-  
writing chore. Their new, \$27 million headquarters of gray  
brick and glass, nestled in a corner of an 81-acre tract of Bal-  
timore's outskirts, houses employment records of some 130  
million men and women, working and retired. Gleaming red  
and blue calculators tot the benefits for those who turn 65, for  
widows with children, for persons totally disabled at age 50  
or beyond. Other machines consolidate data that could build  
a tower of file cards 39 miles high. But they record it now on  
rolls of electronic tape, each one of which has the capacity  
of twenty standard filing cabinet drawers.

### THE GREAT GREEN BONANZA

What, exactly, does this benign behemoth do? It gobbles  
up \$675 million a month from 75 million employed Americans  
and their employers, whose surnames range alphabetically  
from the single letter "A" to Zywcinski, and it spews out  
in return 14 million pale green checks totaling \$775 million  
every 30 days to 10.2 million men and women over 65;  
1.2 million women over 62; 2.1 million widows with minor  
children, and 500,000 disabled workers, 50 or older, plus  
their dependents. (In general terms, the disparity between  
income and output is made up by interest on the Social  
Security Administration's accumulated funds and the  
contributions of those who die without heirs before they can  
realize their benefits.)

How good a friend, really, is "Dear Friend" to its pension-  
ers? Many of those who write to Baltimore headquarters seem  
happy enough about the present situation, with maximum  
pensions of \$120 a month for a single beneficiary, and \$181.50  
for a couple. But there are thousands more who aren't the

least bit complacent, and usually they address their burning letters not to "Dear Friend" in Baltimore, but to "Dear Senator" or "Dear Congressman" in Washington. The "Dear" is a formality.

The seething discontent with present conditions is nowhere more striking than in St. Petersburg, Fla., home of the nation's largest concentration of old-age pensioners, who comprise some 20 per cent of St. Petersburg's population (now estimated at 175,000).

**Serene Town?** Lazing on the tip of a peninsula that pokes gently out into the Gulf of Mexico, St. Pete is a serene town of pink and white stucco buildings, palm-lined avenues, luxuriant live oaks and banyan trees, well-sprinkled lawns of St. Augustine grass, and low hibiscus hedges, aflame with red blossoms.

At the Senior Citizens Center Club down at Municipal Pier, by the yacht harbor, the atmosphere seems especially

from the affectionate letters that social security, itself, enjoys opening; and it is arriving in volume that overwhelms expressions on every other issue, including civil rights. Most of it is directed to the question of medical aid to the aged, and it has made that the hottest election-year issue in Washington. The letters, sometimes pleading, sometimes bitter, recite case after case of oldsters whose pensions are critically depleted by medical bills, or of others who neglect needed medical care in order to meet the rent.

"We don't have the medical attention like we should because of the high cost of doctors and medicine," a 72-year-old pensioner wrote his congressman from Safety Harbor, Fla.

"I am a retired schoolteacher—\$130 per month—and with a hospital bill over \$900," an elderly man from Elkins, W. Va., complained.

A Wichita, Kans., couple wrote: "To

but some of the objections persist, without effective rebuttal. It is true, for example, that oldsters (who can vote) benefit more than minor orphans (who cannot vote). And it is true that the arbitrary limit of \$100 per month on earned income for anyone drawing social security either constricts initiative or eliminates the pension. It is true, too, that the old-age-insurance trust fund (\$20.5 billion in government securities; \$1 billion in cash) showed a deficit for the past two years. But its trustees assure Congress that there will be no more deficits in the foreseeable future.

**Overflowing:** This week the Congressional hoppers were brimful with more bills in the general social-security field than ever before—some 500 out of 15,000-odd measures on all subjects pending in the current session.

Among the proposals given fair chance of success were one that would remove age qualification (50) for total disability pensions and another that would increase benefits to widows and orphans. Still others under consideration would modify, or eliminate altogether, the restriction on earned income for pensioners—and help scotch the frequent argument that, under social security, sloth begins at 65.

But no other issue compared, in general interest or ferocious advocacy, with the question of medical aid.

Thousands of the letters piling up in Congressional offices obviously were inspired as part of an organized campaign—they had form texts, differed only in signatures, and were commonly considered the handiwork of such strong advocates of medi-

cal help as Walter Reuther, head of the United Auto Workers (see BUSINESS TIDES, page 95). But tens of thousands more seemed to be spontaneous, heartfelt, vote-controlling. Last week, after months of backing and filling, the Democratic leaders of Congress made the decision to throw their full support behind a medical-care program for the aged under the social-security system.

**Breakthrough:** The last massive dam against medical aid gave way when House Speaker Sam Rayburn yielded to the tremendous pressure of his Democratic colleagues seeking re-election, and the threat that Republicans might steal a march on them.

The big question now was: What form would the legislation take, and what would happen to it when it got beyond Congress?

The focal point of all the nationwide agitation has been the Forand bill, intro-



Ewing Galloway

St. Petersburg: Behind the game of dominoes was grumbling discontent

carefree. The club (membership: 4,200; dues: \$3 a year; qualifications: being 65, if you are male, or 62, if you are female) gives six dances a week to the music of an orchestra composed of its own members, and offers shuffleboard, cards, reading, picnicking, and general sociability. But even at the Senior Citizens Club, the appearance of contentment is deceptive. Always, by the time the band eases into "Goodnight Sweetheart" of a balmy Florida evening, much of the talk has turned to the need for more social-security benefits, particularly medical aid.

And what happens in placid St. Pete, the Riviera of the social-security set, is amplified tens of times in New York, Pennsylvania, Ohio, and southern California, where a great preponderance of pensioners live.

The mail that congressmen are getting from dissatisfied old-age-insurance recipients these days is nearly a lexicon away

make it short, Dear Senator, life for us is becoming more harder as the cost of living is increasing and the pensions are decreasing in buying power. Medical care is neglected for reason of not having the means of paying for it . . ."

To be sure, there is nothing new about controversy over social security, or any of its aspects or potentials. Ever since President Franklin D. Roosevelt rammed it through a tractable Congress in 1935, it has been a favorite subject for political dispute, as well as economic and philosophical argument.

From the start, its foes have contended that it tended to destroy individual initiative and family responsibility; that it was the stealthy footfall of creeping socialism; that it was politically loaded to give the aged more than orphans; that it was actuarially unsound.

By and large, it has been accepted even by its enemies in many of its facets,

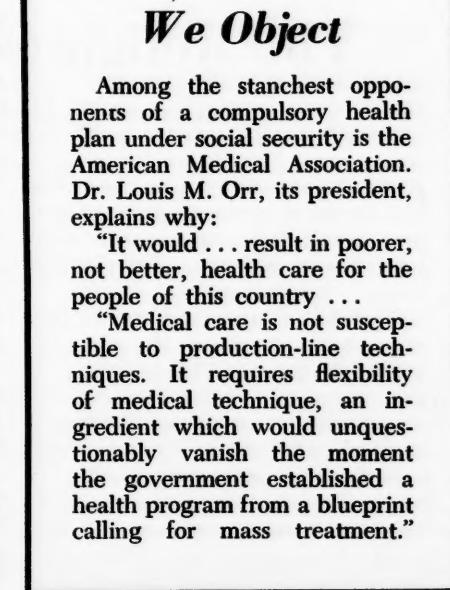
duced by Democratic Rep. Aime Forand of Rhode Island, and, until last week, energetically opposed by Rayburn and the Democratic-controlled House Ways and Means Committee, as well as the White House. The bill would provide hospital and surgical payments for the aged from social-security funds, to be supported by an increase of one-fourth of 1 per cent in the social-security tax.

In its place, Secretary of Health, Education, and Welfare Arthur Flemming, with the behind-scenes support of Vice President Richard Nixon, has been working on an optional health-insurance plan under which Federal and state governments would contribute to insurance underwritten by private companies. President Eisenhower has been and still is cool to any form of health insurance.

**The Platform:** But since Speaker Sam Rayburn has embraced medical aid in principle, the prospect is that the Democrats will push through a bill that incorporates health insurance in social security.

The final details of their plan are still to be worked out, but Rayburn favors a bill that would provide hospital care under social security without raising the rate of social-security taxes. The Democrats believe this could be done by raising the wage base on which social security is collected from \$4,800 to \$6,000. Thus, at the present rate (3 per cent), an employee would pay up to \$36 more yearly in social-security taxes. His higher payments would, of course, be matched by his employer as they are under the present schedule.

As the Democrats figure it, these higher payments would be enough to cover care for senior citizens in hospitals,



## We Object

Among the stanchest opponents of a compulsory health plan under social security is the American Medical Association. Dr. Louis M. Orr, its president, explains why:

"It would . . . result in poorer, not better, health care for the people of this country . . ."

"Medical care is not susceptible to production-line techniques. It requires flexibility of medical technique, an ingredient which would unquestionably vanish the moment the government established a health program from a blueprint calling for mass treatment."

nursing homes, and other institutions. As of now, however, the Democrats do not expect to try to broaden social security to cover doctors' bills.

With Democratic Congressional leaders actively pushing medical aid, it is almost certain that some bill will pass both the House and Senate.

Would President Eisenhower veto any such bill? Almost certainly it would be overridden with heavy support from both parties; and it would make a nice talking point for the Democrats in a Presidential election year: "The Republicans are against old folks."

Basically, there is nothing very new about the agitation to include some sort of medical-aid plan in social security. It

was a Republican, the late Mayor Fiorello La Guardia of New York City, testifying before a Senate committee fourteen years ago this month, who called compulsory health insurance "the most important legislation ever before the United States Congress." At that time a Washington news service reported accurately: "It is doubtful whether Congress is ready to vote on a system of health insurance . . ."

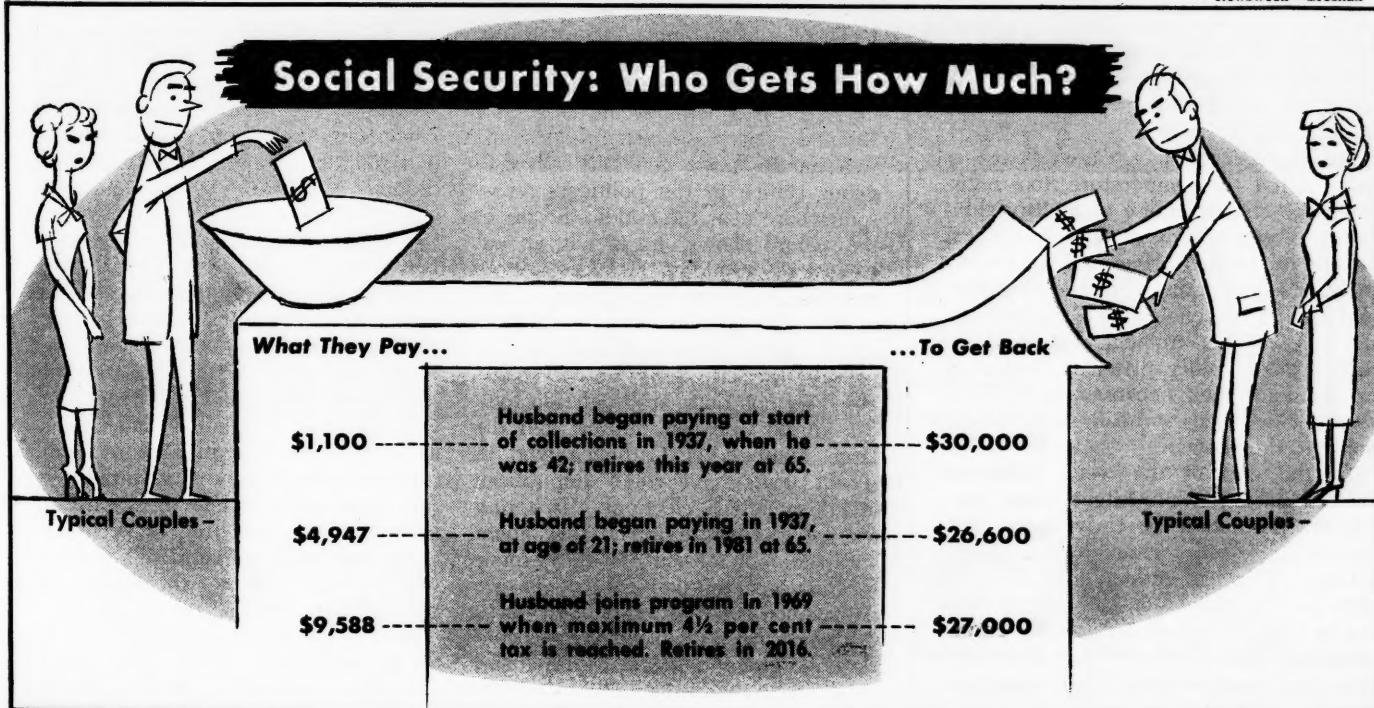
**Interested Bystander:** Now that Congress finally appears ready to vote, the Social Security Administration, itself, though it has kept discreetly out of the fight over what direction medical aid for the aged should take, confirms the need for it in some form.

Administration experts say that the average pensioner, who is 69 and married, is barely scraping along on \$122 a month, even though he owns his small (\$8,000) home, and has savings of \$1,500. During each year, one in three such couples will have one member in the hospital for an average stay of 22 days, at a cost of \$500 to \$700, not counting doctors' bills.

The Health Information Foundation of New York City backs up the social-security findings. It reports that the average medical expense for persons 65 or older is \$177 a year. And it finds that, although 43 per cent of the aged have some form of medical insurance, it is both expensive and inadequate. Private insurance, it is estimated, pays less than 15 per cent of medical bills for the aged. Social security's old-age pension system, as now constituted, pays only an ultimate health bill—a lump sum of \$200 to \$255 for burial expenses.

Commissioner W.L. Mitchell, the

Newsweek—Bresnan



thoughtful boss of social security, who served as deputy commissioner for thirteen years until his promotion last year, and has seen the storm clouds come and go, sums up the immediate problem this way: "The important thing is to make sure the needy are able to get medical care without sacrificing personal dignity, and without pauperizing themselves. This is a necessary objective."

But Mitchell, a soft-spoken, gray-haired man of 59 who has made a career of government service, likes to look beyond today's storms no matter how violent they may be, and prepare for the storms of tomorrow. And tomorrow worries him as much as today.

"Looking ahead," he says, "I think it will be absolutely necessary to increase taxes and benefits."

"One of the things that concerns me deeply is the rising proportion of non-productive groups in our society—the rising cost of welfare . . . placed on fewer and fewer people. We have got to do something about it."

#### JAILS:

### 'Like Poof'

In soggy South Central Louisiana, an April day gets hot enough to roast a turnkey. So Paul Stelly, second-string city jailer at Lafayette, La., 120 miles west of New Orleans, plunged thankfully into the shower one day last week alongside the jail's bullpen on the third floor of City Hall. He reckoned without the cunning of one Raymond Cora, 31, and a man who, lacking brawn, has long since learned to use his wits to keep his 4-foot, 98-pound frame in red beans and rice.

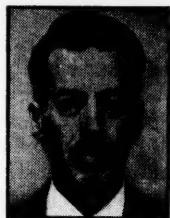
Cora's successful tour of the swamp country as a midget wrestler (billing: Tiny Tim) had been interrupted by a bit of a beef about a \$3 board bill. As a result he was boarding, free of charge, in Lafayette's bullpen.

**Easy Out:** Midget Cora's man-size brain noted the temperature, too, registered the cheerful noise of Stelly's ablutions, spotted Stelly's pants lying just outside the bullpen. His small but sinewy wrestler's arm gathered in the trousers—and Stelly's key chain. With the keys, he slid out of the bullpen, unnoticed by half a dozen other prisoners, locked it up again and then, because a man with a short stride needs a head start, locked Stelly in the shower.

At the end of the week Lafayette Police Chief Donlon Ritchey was confidently predicting an early arrest, but one of Tiny Tim's former bullpen mates, a Cajun who has undoubtedly seen the little people at work in the bayous, was not so sure. "Me, I t'ink this Tiny Tim is magician, yeah," he said. "One minoot he is on floor real peaceful. Next minoot he vanish in thin air like poof."

## The Religious Issue

by Ernest K. Lindley



COMMENTS received on the blunt appraisal of the religious issue in the Presidential campaign, set forth here five weeks ago, prompt these further observations:

**1—**While Catholics don't always—or probably even usually—unite behind Catholic candidates, there is a special and quite understandable reason why they would be inclined to support an otherwise acceptable Catholic candidate for President. This is the desire to abolish a taboo, the unwritten barrier to the election of a Catholic to the highest office. People who feel unjustly discriminated against—especially in a way that seems to question their loyalty to the U.S. and its institutions—may reasonably be expected to join in trying to remove the discrimination.

**2—**Kennedy is in an especially favorable position to benefit from this grievance. He is well-educated, of good family, well-informed about national and world affairs, personally attractive. He has a first-rate mind. He lacks two of Al Smith's assets: Experience as governor, and four victories in the state with the most electoral votes. But he has none of Smith's handicaps—unless his Catholicism is one. Moreover, no acute major issue now before the nation is closely interlocked with the "religious issue." In 1928 there was one: Prohibition. On most of the perennial issues which arouse fears among many non-Catholics that a Catholic President might be hog-tied by church dogma, Kennedy has declared his position.

Kennedy has a generally advantageous stance in the political arena—somewhere near the middle. So far as the record shows, he is not an extremist on anything. He does not repel the sorts of independents and modern Republicans who would have voted against such a Catholic as, let us say, the late Sen. Joe McCarthy. He does not raise any high ideological hurdle between himself and the large numbers of Catholics who in recent years have voted Republican in Presidential elections. Excepting the extreme conservatives, they could vote for him without doing violence to their general political beliefs. Finally, since 1928, more states in which Catholics are a minority have elected Catholic governors and senators and

generally these have served without enraging their Protestant constituents. It is not unreasonable to suppose that there is less fear of a Catholic in the White House now than there was when Al Smith ran.

**3—**The Wisconsin primary and the reaction to it, as reported in Newsweek's LISTENING POST survey last week, tend to confirm the conclusion set forth here five weeks ago: That, while Kennedy's religion cuts both ways, it is, in practical political terms, a net asset. It will depreciate somewhat as an asset if Protestants react to Catholic support of Kennedy by combining against him. But it is likely to remain a net asset. Even a bad defeat for Kennedy in West Virginia would not prove otherwise. That state is too small and untypical to serve as a cross section of national opinion. And Kennedy is running there not just against Humphrey but also against the organized efforts of the backers of Johnson, Symington, and Stevenson.

**4—**The religious issue cannot be eliminated from this Presidential campaign. Although Kennedy on his record and experience does not have an overriding claim on the Democratic Presidential nomination, his rejection by the convention would be attributed by some of his supporters to his religion. Their sense of grievance might be assuaged by his nomination for Vice President, especially if first place should go to a candidate with the seniority and prestige of Adlai Stevenson. It is a practical certainty that if Kennedy is not on the Democratic national ticket, another Catholic will be nominated for Vice President in an effort to mollify Catholic voters.

**5—**The religious issue will remain in American politics, at least until a Catholic serves as President. The taboo will be shattered, if not this year, almost certainly in the rather near future. How the first Catholic President conducts himself will determine whether the religious issue fades away or is revived in a more acute form. He would be a very stupid person if he did not lean backward to prove that he was free of ecclesiastical influence, unbound by dogma where it overlaps into the domain of public affairs, and an ardent defender of religious freedom and of the strictest separation of church from state.

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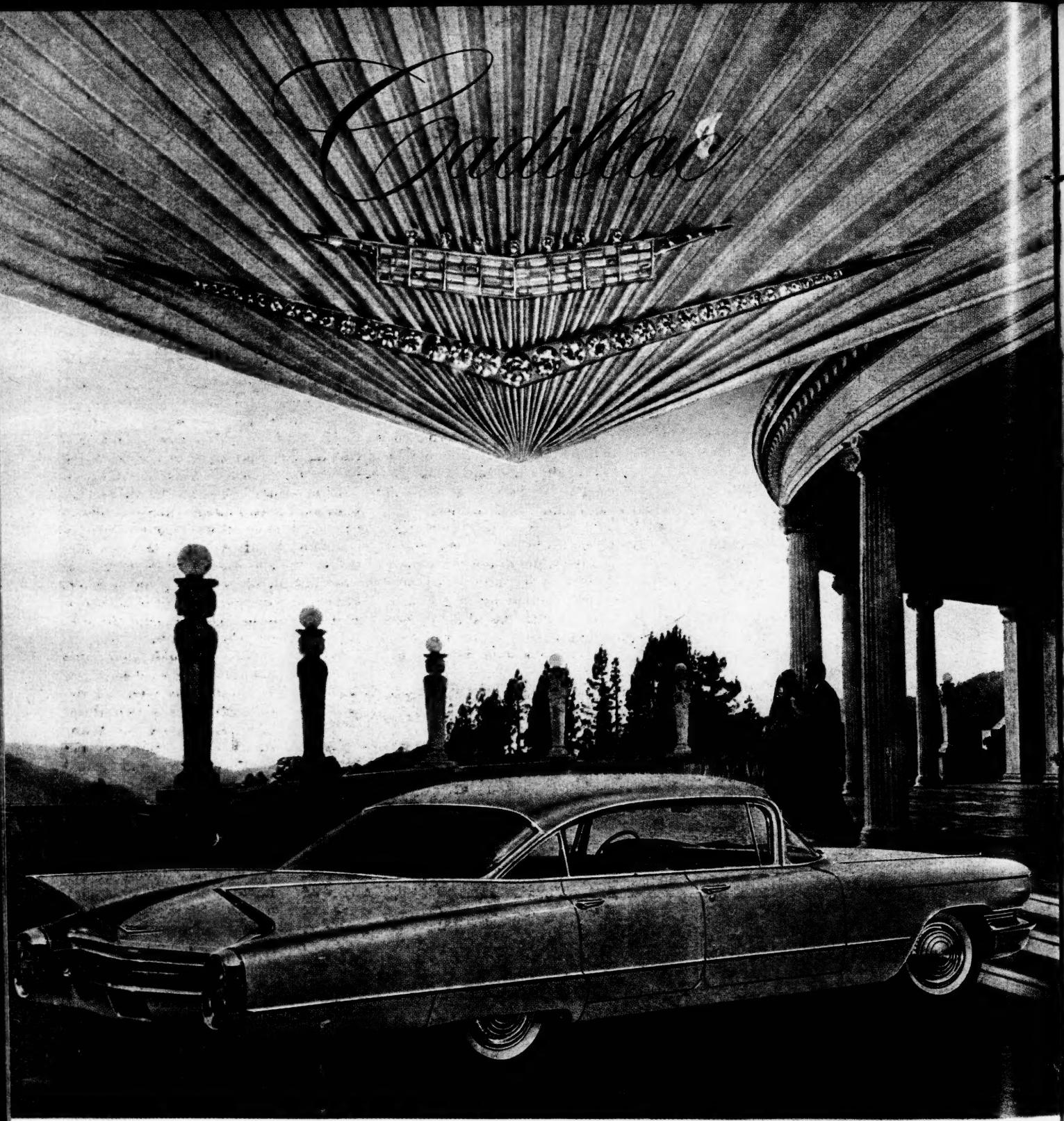
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# DE GAULLE—MISSION TO AMERICA

"I will come when I have something to say."

For almost two years, the extraordinary man who governs France had used such words to turn down repeated invitations to visit the U.S. Charles de Gaulle was never really at a loss for something to say, of course—indeed, he has reflected on the world's problems as long and as deeply as almost any man alive—but he wanted to be sure that what he said would carry the full weight of a resurgent France.

This week, when de Gaulle finally arrives in the United States, diplomats and governors from New York to San Francisco will welcome him with the lavishness that democracies reserve for visiting monarchs (see below). But the crux of his visit will come when he goes to the White House on Friday, for de Gaulle has plenty of things to say to the President of the U.S. and he knows he will be heard.

True, it is scarcely a month since he conferred with Mr. Eisenhower in Paris. Yet de Gaulle's already towering stature has increased even since then. Here is a man who proved more than a match for Nikita Khrushchev, won the acclaim of the Queen of England, and exploded a militarily workable atomic bomb. Internationally, he regards himself as the equal of any other man.

With these successes behind him, de Gaulle feels entitled to make some specific requests of his American ally:

►For the right to join the U.S. and Britain in major policy decisions.  
►For the right to get Western nuclear weapons. France will not stop atomic tests (an underground shot is scheduled in the fall) until it gets up-to-date weapons—or until the big powers dismantle their atomic stockpiles.  
►For the right to speak for the interests of Continental Europe, and that means no summit compromise on Berlin and no weakening of the Common Market.

►For full Western support of its self-determination policy in Algeria. America's "neutrality" only has encouraged the FLN rebels to raise their demands, and United Nations "interference" is so aggravating that de Gaulle ignored

an invitation to U.N. headquarters.

Beyond such specifics lies de Gaulle's sense of the difference between what he calls "episodes" like the Berlin dispute and the "permanent trends" of history. In the long run, he will tell President Eisenhower, these are the things that matter:

1—A community of interest binds all Europeans together, including the Russians, even though there now may be no alternative to continuing the present division. "You have your Germans, and we have ours," he told Khrushchev. "You don't want unification on our terms and we don't want it on yours. Let us then leave things as they are and relax tensions through disarmament, summit meetings, and cultural exchanges."

2—It is the European mission to raise the Afro-Asian world out of "its depths of misery." Following Britain's example, de Gaulle turned the French colonies into the French Community. Now he is pushing a plan which has already been unofficially approved by Khrushchev: Any financial savings gained from dis-

armament progress should be turned over to a joint East-West aid fund for Afro-Asia.

3—Communism is doomed to disappear. As for the European satellites, de Gaulle bluntly told Khrushchev: "You know that the peoples of Eastern Europe are merely waiting for a chance to turn against you." And even in Asia, the French leader thinks, China went Communist largely for "the chance to centralize and industrialize itself . . . after which the Chinese will bury Communism."

De Gaulle will naturally get a sympathetic hearing in Washington, both as a commanding figure in the Western Alliance and as Mr. Eisenhower's old comrade in arms. But there are differences between the two nations—the U.S. has to balance French claims against those of Germany, South America, and, for that matter, the anti-French Arabs. It will not hand out atomic weapons, and it wants France to pay more heed to NATO. Nor is it anxious to join any joint-aid program with the Communists.

Birnback

When it comes to working out such differences, the details are left to deputies who lack the authority of the two Presidents. Last week, the Western Foreign Ministers met in Washington and ended by announcing "satisfaction with the useful progress achieved." Yet they showed no signs at all of having resolved their divisions. In fact, the ministers admitted that the initiative of the summit lies with Nikita Khrushchev. This is not at all what the President of France has in mind. He feels he has a mission to persuade America that the fortunes of history "belong to the man who is ready to seize them." For instance, Charles de Gaulle.

## The Man

"From the very moment that President de Gaulle's plane touches down at the Washington airport," said a Washington hostess one day last week, "all society will be divided into two sets—the ins and the outs."

The "ins" will be those who have received an invitation to any of the very few public functions at which the lofty and adamantine President of France will be the honored

guest during his seven-day stay in the U.S.; the "outs" will be the hundreds—and thousands—who applied for those invitations and did not get them.

Those in U.S. society who were on the "outs," however—and those in Canada, too, where de Gaulle goes first—felt no particular embarrassment. From the beginning, the abstemious President had shrank away from the bejeweled hands that sought to pull him into gilded parties and ballrooms. "So much so," explained an attractive young woman at the French Embassy in Ottawa, "that there have been absolutely no private invitations for General de Gaulle."

The only private reception that de Gaulle will attend in his four-day tour of Canada will be one at which he himself is host: The reception he will give for the French *haut monde* of Canada. In Washington, the last big formal dance

of the season will be staged on the Saturday on which de Gaulle will be in the city, but he will not attend (instead, he will be guest of honor at a dinner given by Vice President Richard Nixon). In New York will be held the one big social affair of the visit that de Gaulle will attend—a dinner sponsored by the city's seven French-American societies and for which 1,965 tickets at \$30 apiece were snapped up almost instantly. That same night a much more lavish affair, the \$150-a-ticket "April in Paris" ball, will also take place in New York, but de Gaulle won't go.

Unlike Russia's Nikita S. Khrushchev, who complained during the early part of his visit last year that the State Department was keeping him from meeting the average American-in-the-street, de Gaulle made it clear from the very start that he was coming to "do business—not

shake hands." He actually told Washington that he wanted to be "kept busy" on official business. As a result, the average American—and Canadian—will have to be fast on his feet to get a glimpse of the general. Except for a sightseeing tour of San Francisco, a nighttime parade down New Orleans' Canal Street, and a ticker-tape parade in New York City, the French President will stay behind closed doors throughout his seven-day stay.

**Aristocrat:** All this is entirely in character for Charles de Gaulle. He is lofty, he is austere—and he does not have the common touch. "In Paris, he has never even once ridden in a Metro," a close de Gaulle associate remarked recently.

His loftiness was utterly clear to the State Department in the earliest stages of planning for his visit. De Gaulle's advisers insisted, understandably, on a bed long enough for his 6-foot 4-inch frame. The State Department obliged by removing the normal-size bed from the best bedroom at Blair House and ordering a replacement from the Truman Boyles Mattress Co. of Alexandria, Va., whose slogan is "King Size Beds at Factory Prices." The company supplied a bed, length 6 feet 10 inches. Then the department decided that Madame de Gaulle's regular-length bed, in the same room, spoiled the symmetry, so it went back to Truman Boyles and got a king (or queen) size bed for Madame de Gaulle as well. Both beds have covers of gold-embroidered white satin.

His long bed will be one of the few real indulgences de Gaulle will permit himself during his U.S. visit. Other tips given to the Blair House staff on how to please their guests:

►On Food: No sauces of any kind. Grilled steak, fish, or chicken to be served whenever possible.

►On Drink: No hard liquor of any kind. No cocktails. Fruit or vegetable juice at receptions; chablis with fish; claret with meat; champagne for dessert and toasts; nonsparkling mineral water when making speeches.

►On Servants: Install push buttons in Blair House so the servants can be summoned that way. (Normally, Blair House servants are summoned by phone.)

De Gaulle's austerity is neither a pose nor a way of life he deliberately adopted; it has been the heart of his character since he was a boy. He was born (Charles André Marie Joseph de Gaulle) on Nov. 22, 1890, in the city of Lille (population: 200,000), 140 miles northeast of Paris.

"My father was a thoughtful, cultivated, traditional man, imbued with a feeling for the dignity of France," de Gaulle once wrote, offering a deep insight into his own character. "He made me aware of her history ... As a young native of Lille living in Paris, nothing

## Timetable for a Red-Carpet Tour

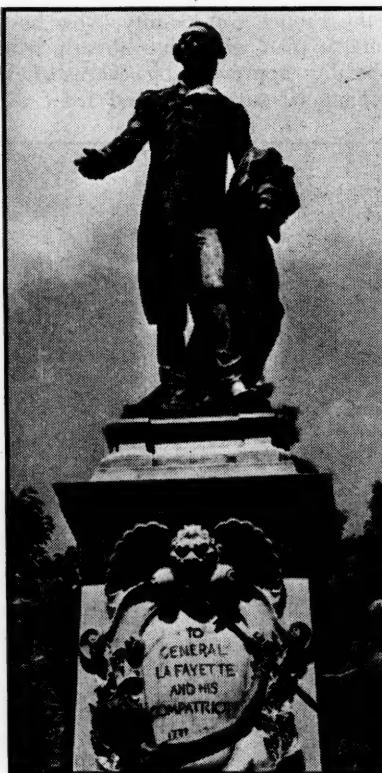
**April 18.** De Gaulle arrives at Ottawa's Uplands Airport at 6 p.m., to be greeted by a 21-gun salute and a contingent of the Royal Canadian Mounted Police. Four days in Canada, visiting also Quebec, Montreal, and Toronto.

**April 22.** Arrives at Washington, D.C., National Airport. Next morning, he lays a wreath at the statue of the Marquis de Lafayette, with Mr. Eisenhower accompanying him at the ceremony. Dinner that evening with Vice President Nixon. After church services Sunday, for which he has requested privacy, de Gaulle goes to Gettysburg for a day with Mr. Eisenhower. Returns to Washington Monday morning for a final visit with the President.

**April 26.** In New York, for 22 hours only. A ticker-tape parade up Broadway; a 21-gun salute at City Hall; an official luncheon at the Hotel Astor (host: Mayor Robert F. Wagner); a reception for French citizens of New York; dinner at the Waldorf-Astoria. The visit coincides with the spectacular "April in Paris" ball at the Hotel Astor. Madame de Gaulle is the ball's honorary co-chairman, but she and the general will be too busy to attend.

**April 27.** To San Francisco. A city reception; a tour of the San Francisco harbor; a sight-seeing tour and a visit to an electronics plant; a private talk with Governor Brown.

**April 28.** New Orleans. Reviews military parade before the St. Louis Cathedral. Participates in nighttime parade up Canal Street. Next morn-



Ewing Galloway

ing, lays wreath at Bienville Monument; receives keys to the city. Boards the city yacht The Good Neighbor for a trip around the harbor and up the Mississippi. (De Gaulle specifically asked that his program keep him busy every minute—he has only two "rest" periods of two hours each, both dedicated to French political affairs.)

**April 29.** Leaves New Orleans for French Guiana. Then back to Paris.

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At Lille  
Age 9



**THE STUDENT**  
At Stanislas school, Paris  
Age 19



**THE SOLDIER**  
On maneuvers  
Age 47



**THE LEADER**  
Aboard a destroyer  
Age 53

struck me more than the symbols of our glories: Night falling over Notre Dame, the majesty of evening at Versailles, the Arc de Triomphe in the sun, conquered colors shuddering in the vault of the Invalides . . ."

In his biography, de Gaulle takes less than the first six pages to get himself all the way from his earliest childhood up to 1933 and the rise of Hitler, but in that short space he gives two more insights to his character:

► "As an adolescent, the fate of France, whether as the subject of history or as the stake in public life, interested me above everything . . ."

► "When I joined the army [he entered St. Cyr Military Academy in 1909], it was one of the greatest things in the world. Beneath all the criticisms and insults which were lavished on it, it was looking forward with serenity . . . to the approaching days when everything would depend on it . . ."

There it was, from his earliest youth: France and the army.

De Gaulle served with distinction during World War I—wounded three times, decorated, finally captured and held by the Germans for 33 months (despite five tries to escape).

**Blitzkrieg:** But World War I taught de Gaulle one great lesson that any future war would be a war of mobility, to be fought—on the ground—principally by tanks. He became an expert on tanks, and wrote a number of books (one used as a German text) and articles expounding his theories. To a between-wars France, infected with the "Maginot Line" theory of defensive warfare, de Gaulle's words were empty.

A sad and bitter de Gaulle saw the Nazi tanks override the Maginot Line, but he did not give up hope. He fled to England to organize the Free French forces there; his rallying cry became: "France has lost a battle. But France has not lost the war."

And even at the absolute nadir of allied fortunes (in June 1942, after the fall of Tobruk), de Gaulle was able to

exhort himself—as he says in his memoirs—from the depths of despair:

"A truce to doubts! Looking into the gulf into which the country has fallen, I am her son, calling her, holding the light for her, showing her the way of rescue . . . I can hear France now, answering me. In the depths of the abyss she is rising up again, she is on the march, she is climbing the slope. Ah! mother, such as we are, we are here to serve you."

**Irritations:** De Gaulle had no doubt that France could not remain conquered, that she would rise again as a great power—and he never hesitated to press this view on other allied leaders. "France is not actually herself unless she is in the first rank," he insisted, managing in turn to irritate both Franklin D. Roosevelt and Winston Churchill. But both men realized de Gaulle's enormous force. Churchill, at one time, was reported to have remarked that of all the crosses he had to bear during the war, the heaviest was the Cross of Lorraine; but afterward Churchill added:

"Always, even when he was behaving worse, he seemed to express the person-

ality of France—the great nation with all its pride, authority, and ambition."

It was that "pride, authority, and ambition" that carried de Gaulle through. He landed on French soil, back from England, in August of 1944 and marched triumphantly to Paris. He became head of the Provisional Government of the French Republic; in November of 1945 he was named President-Premier, and he ruled until Jan. 20, 1946—when the Communists blocked his military appropriations program. De Gaulle resigned, retiring to his home, La Boissière, in the tiny village of Colombey-les-Deux-Eglises (population: 350).

**Sanctuary:** A white-stone building with brown tiles standing in a modest-size park near the woods, La Boissière was de Gaulle's spiritual as well as physical sanctuary for the next twelve years. It still is the one place in the world where he can find seclusion ("Propriété Privée. Défense d'Entrer," says a wooden sign on the tall walls, and not even the local police inspector—in charge of de Gaulle's security—is allowed in the house while the President is there). Between



**Victory:** The general on the Champs-Elysées, in liberated Paris

Associated Press

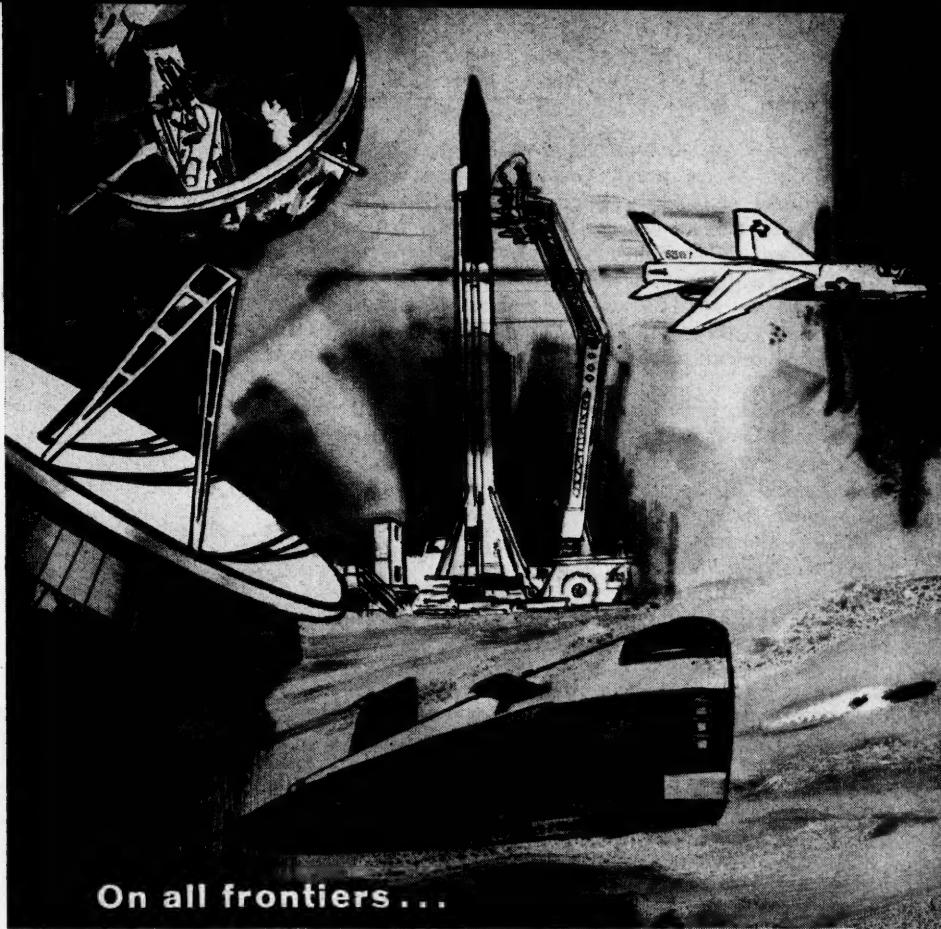
1946 and 1958, de Gaulle never left La Boissiere except to drive to Paris once or twice a month in his black Citroën to consult with his advisers. He worked, where he still works, in an office in a tower of his house, whose windows give him a lovely, quiet view of the park and the woods beyond. On his table lie a leather folder embossed with the Cross of Lorraine; an old-fashioned inkwell, and a small vase of flowers (his favorites are long-stemmed roses) that his wife changes every day. A photograph shows his grandson, and in a corner of the room is an ancient wood-and-leather trunk labeled "Angleterre." De Gaulle explains to visitors: "Louis XIV used to file the reports which he received about England in this box. I just keep my souvenirs in it."

**Vigil:** During his years in the wilderness, de Gaulle sometimes despaired. "History is passing me by," he used to say. But deep down his self-assurance still burned like a beacon. "I am waiting for the call," he would say. "When France calls, I will obey."

The call came during the bloody Algerian riots of May 1958. And Charles de Gaulle heeded the call, convinced, like the vast majority of his countrymen, that he was the only man in France who could control the army, who could hope to bring any solution to the Algerian problem. In power de Gaulle has neither ended the Algerian war (600,000 French troops are still engaged) nor made any appreciable progress toward a political solution (the rebel FLN last week was calling for foreign volunteers "regardless of nationality" to step up the fight for independence). But de Gaulle has got the problem off dead center by offering the Algerians "self-determination." And when the French colons and the French Army objected to this whole solution in last January's Algiers insurrection, de Gaulle broke the colons—and the army. No other Frenchman could possibly have done that.

**Revivals:** De Gaulle, meanwhile, has presided over, and in large measure inspired, a nationwide renaissance in France. In place of precarious Cabinets, toppling every few months, he has given France a new constitution with the most powerful executive in Europe. Stability has been assured, and both bureaucrats and businessmen enabled to plan ahead. As a result, the French economy is booming as never before, faster than West Germany, faster even than Russia. In 1959, French steel output topped 15 million tons for the first time in history. Auto production topped 1 million units for the first time; France's gold and dollar reserves stood at nearly \$2 billion—up from almost nothing in 1958.

Everything—including the birth rate—is up in France, and going higher. Consumer prices went up 5 per cent last year



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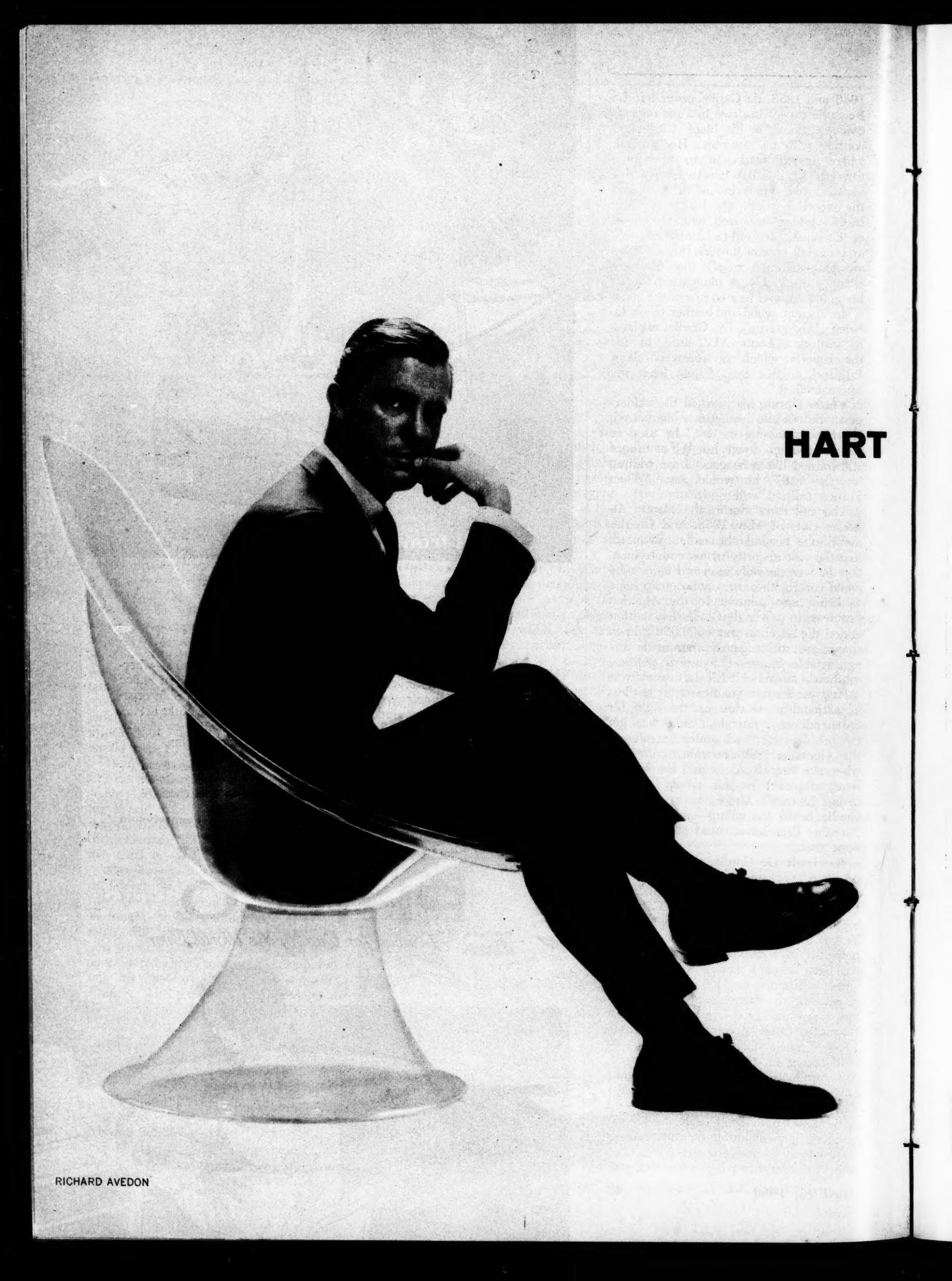
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but wages went up 6; grain crops were up 18 per cent over 1958.

The confidence that de Gaulle has inspired in his countrymen has impelled them to plan ambitiously for their nation's future. His firm belief in France's enduring greatness has given new meaning to spectacular projects like the highway tunnel now being cut through Mont Blanc (*NEWSWEEK*, Sept. 14, 1959), the mass production of jet Caravelle liners (soon to be in service on U.S. airlines), and the completion in an amazing twelve months of the final stages of France's first nuclear bomb.

**Mr. France:** The explosion of de Gaulle's bomb, puny as it is by U.S. and Russian standards, provided a nuclear exclamation mark behind his assertion of France's greatness. Yet to Americans, who will see him this week for the first

Eisenhower reminded de Gaulle that France wasn't living up to its NATO commitments; President de Gaulle told President Eisenhower that the U.S. wasn't giving France the support he thought it deserved in Algeria. "Their interview was supposed to last an hour," said one observer at the time, "but long before the hour was up, they had nothing left to say."

Since then, the two Presidents have made up. This week, if de Gaulle stays true to the French style of greeting, they may even embrace. Between them there is—as there always has been—the loyal comradeship of two old soldiers who have fought the same wars together, and today have joined their nations in the same grand alliance. To put it quite simply, the Frenchmen and Americans are basically on the same side.



Paris-Match

Charles and Yvonne de Gaulle: In public, aloofness; in privacy, tenderness

time since 1945, the only real personification of the New France is the erect figure of the old soldier himself. Tall, heavy, unyielding, unbending, there is nothing about his big feet or his big hands that Americans will find to love. The long nose is a cartoonist's delight; the gray eyes are icy and controlled. Out of uniform de Gaulle always wears severe double-breasted suits, dark navy blue or oxford grays; always a white shirt; always a somber tie, dark gray or blue. The French President loves children, but with adults, he cannot relax.

At their last meeting, the two Presidents got along like a pair of icebergs. Mr. Eisenhower had just returned from his journey through Southeast Asia and was bubbling with enthusiasm; de Gaulle had stayed at home, brooding over his exclusion from the atomic club. Mr.

## His Lady

When Nikita Khrushchev visited the U.S., his plump and jolly wife, Nina, made a pleasant impression on many Americans. Those who have watched Madame de Gaulle closely ever since she and her husband moved to the Elysée Palace in 1959 are convinced that Tante Yvonne—as France's First Lady is called—will make an even bigger hit in America.

NEWSWEEK'S Paris bureau chief Lionel Durand reports:

Fifty thousand Frenchmen were gathered in the sun-drenched public square of Calais one morning last fall, but hardly anyone saw it happen. President Charles de Gaulle had just spoken in front of

Town Hall, and now was acknowledging the surging cheers of the crowd.

Suddenly, he wheeled and summoned an aide to his side. Whispering, he pointed to his wife, who stood several steps behind him, out of sight. "Put her here," de Gaulle commanded.

Tante Yvonne was quickly placed in the exact spot which her husband had picked out for her in full view of the crowd. The cheers swelled to a roar as she smiled at the people of the city where she was born 59 years before. Bending down to get close to her ear, as his cheeks flushed with the pleasure of this gift to her, her husband said proudly: "Eh bien, voilà Calais!"

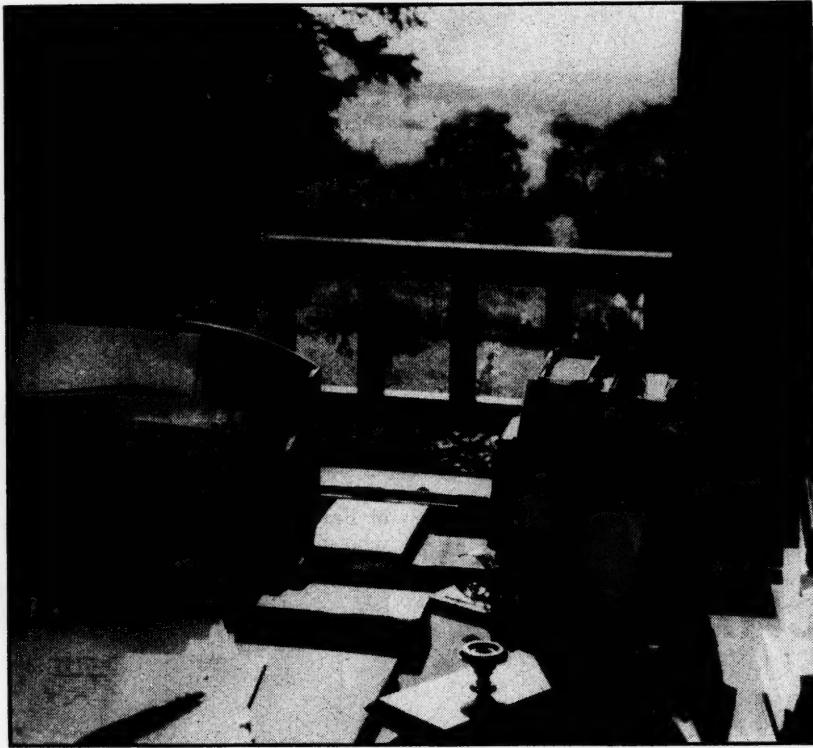
**Shy:** The warmth and tenderness that exist between Charles and Yvonne de Gaulle are seldom seen in public. When photographers are around, the two seem to draw apart, as if fearing to appear too affectionate (see page 45).

Yet warmth and tenderness have characterized their relationships from the very first. On Nov. 11, 1920—the second anniversary of Armistice Day—they met in a *salon de thé* at Calais, where the orchestra was playing an old-fashioned tune (even then) called "Anniversary Waltz," and he spilled a cup of tea in her lap. As he fumbled with a handkerchief and words of apology, she smiled. Five months later they were married.

Today, after 40 years of marriage, Tante Yvonne is a plump, dark-haired woman of medium size with deep gray eyes and a remarkably youthful, pretty face. As First Lady of France, she will soon be called upon to act as the official hostess for the most powerful men in the world—during the East-West summit meeting in Paris. To help her she has a household staff of 140, and an annual housekeeper's budget of \$140,000. Each day, *Madame la Présidente* must lend her personal touch to the busy official lunches in the green-walled dining room or at state dinners in the grand ballroom. Only on Thursdays is lunch a family affair with son Philippe, a Navy flier, daughter Elizabeth, whose husband Col. Alain de Boissieu serves in Algeria, and her four grandchildren.

**Homebody:** Yet for all her official duties, Tante Yvonne remains a modest and retiring housewife. She still goes out to buy fruit for her husband's table and personally changes the flowers in every room. "My ideal wardrobe," she once remarked, "is two black dresses; one on my back and one in the wash."

Yvonne de Gaulle, in fact, has one strong feature in common with her American hostess, Mamie Eisenhower—she has never felt the need to share more of her husband's public life than was absolutely essential. For despite his increasing claim to political fame, she wants to be Madame de Gaulle first, and First Lady of France second.



## A Warrior-Philosopher's Thoughts

Besides being soldier and statesman, President Charles de Gaulle considers himself a philosopher. From his private desk (photo), his often profound, sometimes sentimental thoughts have been set forth in his memoirs (the third volume\* appeared in the U.S. last week). Some of de Gaulle's observations:

► **On France:** "The emotional side of me tends to imagine France, like the princess in the fairy stories or the Madonna in the frescoes, as dedicated to an exalted and exceptional destiny ... In short, France cannot be France without greatness."

► **On America:** "To what power, to what wealth can America's be compared? ... [This nation's] economy, based on apparently unlimited resources, [produces] enormous quantities of consumer goods ... The United States is assured of being the most prosperous nation for some time. Then, too, it is the strongest!"

► **On China and Russia:** "No doubt Soviet Russia, in spite of having aided Communism to take root in China, recognizes that nothing can change the fact that she is Russia, a white nation of Europe ... richly endowed with land, mines, factories, and wealth, face to face with the yellow masses of China, numberless and impoverished, indestructible and

ambitious ... casting their eyes about them on the open spaces over which they must one day spread."

► **On a Third World War:** "Who can say that if the opportunity arises, the United States and Russia, while each deciding not to launch its missiles at the main enemy so that it should itself be spared, will not crush the others? It is possible to imagine that on some awful day Western Europe should be wiped out from Moscow and Central Europe from Washington. And who can say that the two rivals ... will not unite?"

► **On Disarmament:** "France believes that peace can only be attained if the general fear of sudden annihilation is first removed ... She wishes above all that stocks of nuclear weapons be destroyed ... that rockets and aircraft capable of carrying them ... be placed under surveillance."

► **On Nature:** "... On our little property—I have walked around it fifteen thousand times—the trees, stripped by the cold, rarely fail to turn green again, and the flowers my wife has planted bloom once more each spring ... The buds ... remind me that ever since it has existed on earth, life wages a battle it has never lost. Then I feel a secret solace passing through me. Since everything eternally begins anew, what I have done will sooner or later be a source of new ardor after I have gone."

\*"Salvation." 346 pages. Simon & Schuster. \$6.

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by C



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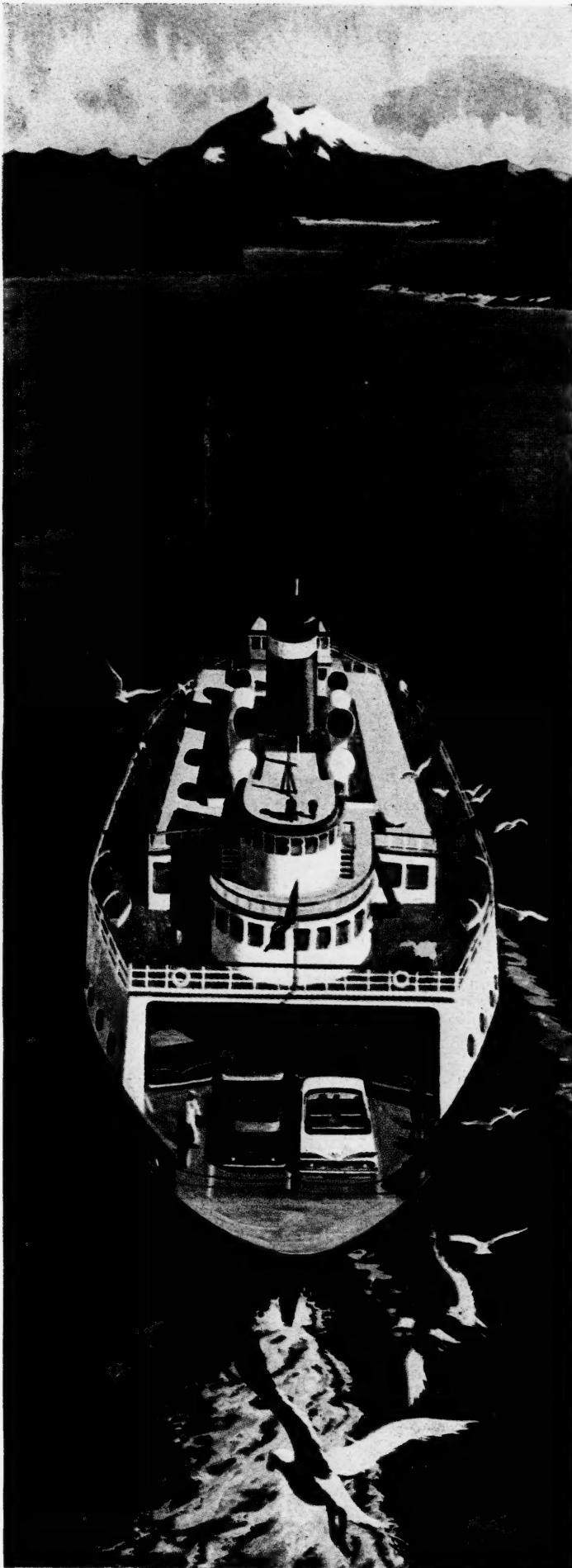
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# A STEP BACKWARD, A LOOK AHEAD

As the ancient story goes, an acquaintance once asked J.P. Morgan what it would cost to maintain a yacht. The financier's cruelly accurate answer has become a classic: "If you have to ask that, you can't afford it."

Just such a problem has been nagging the British Government in the five years since it decided that the price of greatness in the atom age is to build its own long-range nuclear missiles. Last week, after counting the cost, Britain decided it no longer could afford it.

Britain's entry in the long-range missile race was the 2,500-mile armed Blue Streak IRBM. Blue Streak, the British argued, would ensure that the Royal Air Force could destroy Moscow, if necessary alone. Like Bomber Command's H-bomber force, it would guarantee Britain's atomic independence.

Last week, in a major change of Western military plans, Defense Minister Harold Watkinson got up in the House of Commons and announced that the Blue Streak project was dead. Even before its first scheduled test-firing, it had been made obsolescent by the fantastic pace of military technology.

Though the announcement had appeared inevitable (*NEWSWEEK*, March 14), it touched off an uproar. Amid cries of "resign," the Labor Party demanded an investigation of the government's "incredible" wastefulness. Tory backbencher Frederick Farey-Jones grumbled that the move would put Britain "in pawn to the United States."

**Mobility:** Despite the outcry, Prime Minister Macmillan's government had good reasons to cancel the Blue Streak. Not only was its cost running nearly twice as high as the original estimate (some \$25 for every individual Briton), but the liquid-fuel rocket was vulnerable to attack because it required fixed launching pads. Instead, said Watkinson, Britain would start buying mobile American missiles, specifically (1) the Polaris, a 1,500-mile, solid-fuel rocket, available next year, capable of being launched from a submarine or a flatcar, and (2) the Skybolt, expected by the end of 1962, a 1,000-mile missile capable of being fired from Britain's 200 V-bombers.

Was this the humiliating end of Britain's deterrent—and a lesson for Charles de Gaulle in his efforts to build a French deterrent? In actual fact, there was no question of the British giving up their atomic sovereignty. Britain will retain full control of any missiles it buys from the U.S. and will arm them with British-built warheads. Some reports even had it that Britain was scrapping its own missile program not only because of its disarma-

ment hopes and budget troubles but because it was on the verge of achieving a far better deterrent: An electronic defense system capable of detecting an enemy missile thousands of miles away and either exploding its warhead or turning it back toward its launching site.

More significant was the British step toward Allied "interdependence." Not only were they willing to rely on the U.S. for production of their future rockets, they were talking of a "composite Western deterrent," to be developed in collaboration with France and Germany. Indeed, Britain was proposing to give NATO the secrets of Blue Streak's guidance mechanism to improve a joint Anglo-

perfect squelch: "Madam, you are as unlikely to come into contact with the one as with the other."

Last week the 25 women M.P.'s now in the Commons were attacked by one of their own kind. Lady Hylton-Foster, wife of Sir Harry Hylton-Foster, prestigious Speaker of the House of Commons, told a gossip columnist: "Women just don't have enough education to become politicians. Many [male] M.P.'s who have had no education have done extremely well but they have bothered to find things for themselves and read up what they don't know. Women don't."

Twittering with indignation, lady M.P.'s pressed Laborite Emrys Hughes



Franco-German Polaris force. The Blue Streak, they were saying, might never carry the Union Jack to the moon, but it quite likely will help Britons, Frenchmen, and Germans reach outer space together.

## Sir Harry the Fearless

In Britain, women Members of Parliament have long been tolerated in the House of Commons, but never really accepted. Indeed, the male M.P.'s attitude toward female politicians was summed up around the turn of the century by no less a person than Sir Winston Churchill, then the proud bearer of a scraggly mustache. Churchill had been harried for some minutes by a politically minded lady who concluded her remarks by saying: "I care for neither your mustache nor your political opinions." Churchill's

to inquire if these remarks did not constitute a breach of privilege. "Duty requires me to be a judge in my wife's cause, which is my own," said Sir Harry uneasily, "but I cannot . . . allow myself to create a wrong precedent." Precedent duly consulted, Sir Harry ruled that his lady had not insulted women M.P.'s. Would he take up the question in private? Sir Harry either could not, or would not, say.

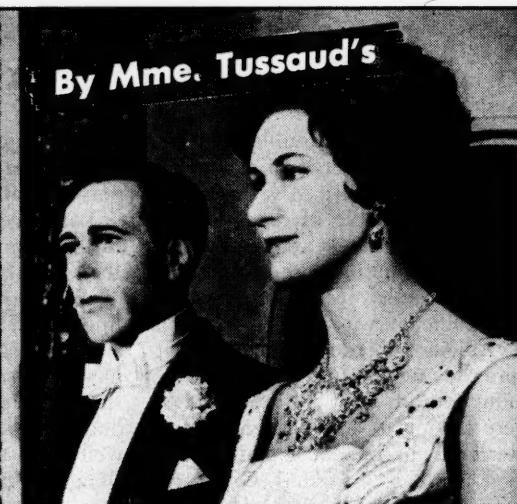
## Troubled Princess

"If anything good has happened to her since she announced her engagement, it certainly isn't being reported in the press."

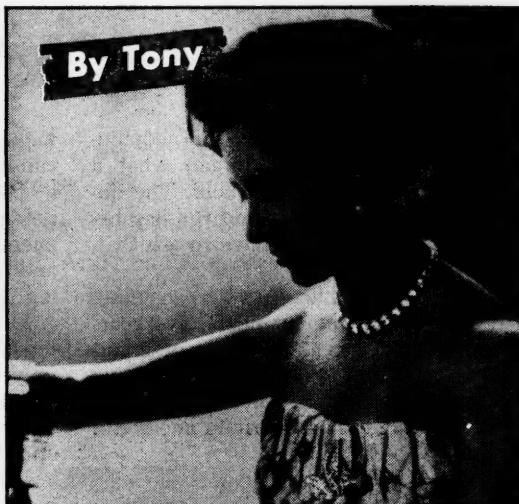
That was the way one gossip columnist described Princess Margaret's troubles last week—and, unfortunately, it



Camera Press-Pix



By Mme. Tussaud's



By Tony

Portraits of a bride-to-be: A bronze statue, a wax image, and her fiancé's photograph

seemed to sum them up just right.

The week started with the release of photos showing a statue of the Princess by the late Sir Jacob Epstein. "Simply horrid!" said an outraged matron over tea at Simpson's. "A bloody mess," added a regular in a Fleet Street pub. Only the sculptor's widow defended it as "very dignified."

Margaret herself, who had posed for the statue in eight two-hour sittings two years ago, kept a dignified silence. She maintained it while another furor broke out at Mme. Tussaud's waxworks. Margaret's figure had been given a new bouffant hair-do ("Inspid," said one lady visitor), and a pasty-looking statue of her fiancé, Antony Armstrong-Jones, had been placed alongside. In real life, Armstrong-Jones stands just under 5 feet 5 (compared with Margaret's 5 foot 1 inch). At Mme. Tussaud's, however, Tony has risen to 5 feet 8½ inches. ("Hardly a proper likeness," was one patron's comment.)

**Top Topics:** Loud and lively as were these dust-ups, none was so intense as the great debate raging in British pubs and clubs over Armstrong-Jones himself. Rarely in the history of royal marriages, in fact, had there been such frank public discussions of the qualifications of a bridegroom-to-be.

The eyebrow-lifting started when Jeremy Fry, the 35-year-old manufacturer whom Armstrong-Jones had nominated as best man, announced he was withdrawing. The reason given was "jaundice," but gossip columnists noted that Fry had been convicted on a "minor offense" in 1952. Putting two and two together, the gossips broadly hinted that King Olaf of Norway and King Gustaf Adolf and Queen Louise of Sweden had refused to attend the marriage because they didn't want anything to do with Armstrong-Jones. Court officials in both Oslo and Stockholm denied this, but by this time all Britain was asking: What

kind of a chap is this Armstrong-Jones?

Even his best friends would like to know the answer to that, reports NEWSWEEK'S London bureau. One acquaintance says: "Tony's friends are from Chelsea, Fleet Street, and Bohemia. His tastes are artistic, bordering on the raffish. He's also a brilliantly funny talker."

Fellow photographer John French commented: "Tony jumps around the studio with his tripod as though he's on a Pogo stick. He's after the bones of his sitters—pushing people into shapes to capture their characters."

"He could put swank into a dish mop," said another photographer friend.

The picture that emerges is of a blazingly unconventional young man, ambitious to the point where old friends sometimes could be forgotten (yet often remembered in quixotic ways); Bohemian in habits, though fastidious in his photographic work; seldom dwelling on the serious. To those who know him best, Armstrong-Jones seems just the match for the fun-loving Margaret—"an unconventional bridegroom for an unconventional Princess," was the way one debutante put it—though other, older Britons are not quite so sure.

**Rosy:** Regardless of who says what, this much is certain: Margaret appears deeply in love with her photographer. What's more, her big sister, Elizabeth, is determined that the young couple will have roses all the way on their wedding day—May 6. In fact, nearly 1 million blooms will decorate the bridal archways stretching from floodlit Buckingham Palace to Westminster Abbey. The Mall, London's main professional thoroughfare, will be decked out with 70 tall masts, each carrying a large white banner bearing the red rose monogram "MA"—for Margaret and Antony.

Like her sister, the Princess will reinstate the word "obey" in her Anglican marriage vows. But there the resemblance ends. Elizabeth's marriage to

Prince Philip in austerity-ridden 1947 cost only \$5,600. Dressing up London for Margaret's big day will cost \$56,000—a fair price, most Britons feel, if Mr. and Mrs. Jones live happily ever after.

#### RUSSIA:

### Street Where K Lives

It was the biggest American invasion of the Soviet Union since Vice President Nixon opened the U.S. exhibition in Moscow (NEWSWEEK, Aug. 3, 1959). Seven heavily laden KLM planes landed at Moscow airport last week unloading 72 tons of equipment and 70 performers.

Headed by tenor Edward Mulhare (who will alternate with Michael Evans as Professor Higgins—see page 67) and Lola Fisher (Eliza Doolittle), the performers were the cast of "My Fair Lady"—"Mai Fer Ledi" to Muscovites. At standard prices of 65 rubles (\$6.50—twice the cost of the best seats at the Bolshoi Ballet), the company will play three weeks in Moscow, three weeks in Leningrad, and one week in Kiev and Minsk. Already the Moscow box office has been swamped with applications for the 2,000 tickets available nightly.

Will the Russians understand the American lyrics and Shavian witticisms? A member of the Soviet Ministry of Culture responded to the question testily: "Do you think we are peasants?"

#### SOUTH AFRICA:

### Deceptive Calm

Two .22-caliber bullets were still lodged in his skull, yet with amazing strength, South Africa's 58-year-old Prime Minister Hendrik F. Verwoerd last week fought his way back from the brink of death and reasserted his control over his embattled land.

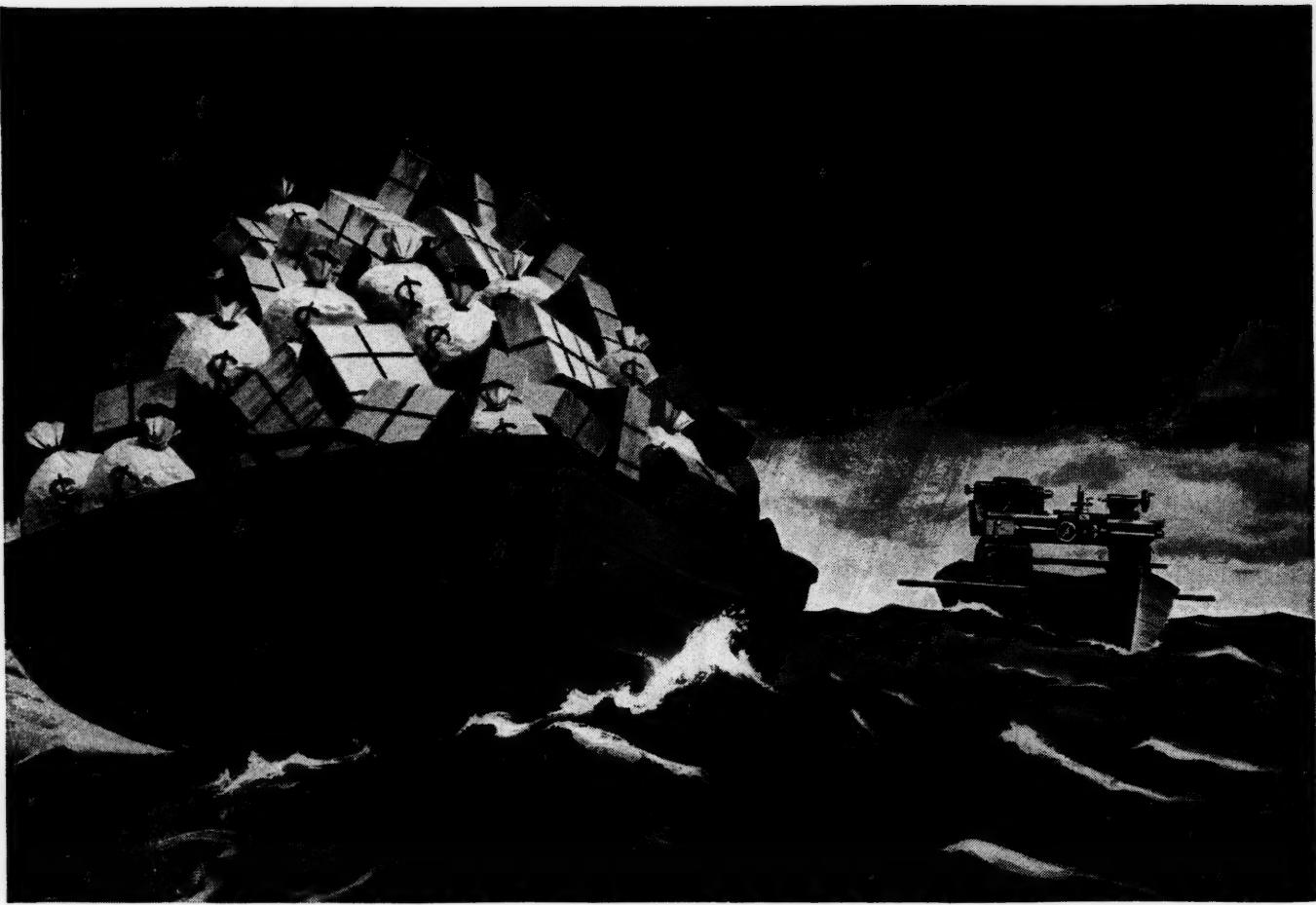
Verwoerd's recovery, coming so quickly



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Injuries from foreign competition have reached such proportions that 50 American companies are moving their production of machine tools to foreign countries—in order to survive. But the most powerful defense that any industry has against the onslaught of foreign competition is the *offense of increased efficiency of operation*.

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after the attack of David Pratt (Newsweek, April 18), seemed to provide his dismayed people with a short breathing spell. But the calm was deceptive, and this week the struggle of black versus white moved on to another battlefield: South Africa's \$6 billion national economy. At issue: Whether 3.2 million South African whites can continue to extract work from the country's 10 million blacks, who keep the country's farms and factories running.

**Black Man's Burden:** The extent of South Africa's dependence on its black labor force is staggering. Out of a total national work force of 2.4 million, 2 million are black. In mining, 500,000 Africans work alongside only 67,000 whites. In manufacturing, the ratio is 500,000 blacks to 200,000 whites; in construction, 100,000 Africans to 22,000 whites. To till South Africa's farmlands, 750,000 Africans work under the guidance of a mere 9,000 whites. Black men wash the white man's dishes, clean his streets, mind his children, and dig his grave.

Only of late have the blacks begun to exploit their economic power. On March 28, the day of mourning for the victims of the Sharpeville massacre, 346,000 Africans stayed home in the Johannesburg area alone. That day, the steel mills, the gold mines, the garment factories, the elevators of South Africa's greatest industrial complex simply ceased to operate.

Now the banned African National Congress, whose leaders have gone underground (donning hoods to carry their case to British televiewers—photo), has raised the strike weapon again. Leaflets called on Africans for a new stay-at-home strike this entire week. The African masses were caught in the middle. On the one hand, bands of black toughs were threatening them with death if the strike were not observed; on the other hand, those who stayed away were threatened with government banishment to remote *Bantustans* (tribal reserves). Schoolteachers were warned that if they did not report for work, the African school system might be dismantled.

**New Citizens:** Meanwhile, the government planned to reduce the nation's dependence on its black work force. Large-scale European immigration will be encouraged, preferably from countries like Germany, Holland, and Belgium, while the flow of unemployed black laborers, moving into the Union from neighboring territories like Rhodesia and Nyasaland, will be cut off.

Nonetheless, most South African businessmen—who must think of their labor problems in terms of next week, not next year—were growing distinctly restless. It was significant that on the battered Johannesburg stock exchange, where share values were sagging by as much as \$30 million a day, only rumors adverse to the government—and apartheid

—did anything to rally the market.

Sales of South African securities by overseas investors—who hold a total stake of \$4 billion in South Africa—were so far insignificant. "We have enormous sums invested there [the total British share is \$2.4 billion]," said a prominent London stockholder with heavy mining interests. "We must stay." Another British businessman admitted to growing distrust of the government, but added: "The land itself still offers enormous opportunities." U.S. investors, whose stake in South Africa totals \$476 million, generally agree. Mining companies, auto exporters, banks and investment houses have all decided to "wait and see."

Presumably, many of those who are sitting tight will be influenced by what happens during this week's strike.

If the black stay-at-home movement



Underground: Hooded leadership

brings business to a halt, economic pressures on the Verwoerd government will become extreme; if the strike is a failure, the government will undoubtedly move ahead with its plan to segregate the blacks completely into tribal reserves, replacing them, as it can, with white laborers and eventually machines.

But whatever the result, the brief moment of calm in South Africa seemed over; the battle seemed about to resume.

### Paper Peril

"Aggressors!" cried Ghana's Prime Minister Kwame Nkrumah, pointing a finger at his tiny, eastern neighbor, Togoland. His proof: "An apparently authentic" draft of a Togolese constitution, which showed about 13,000 square miles of Ghana annexed into Togoland. Forth-

# INFLATION PUNISHES THE PRUDENT

No matter who you are, or how much you have, rich or poor, inflation is punishing you.

Insidiously, it is weakening the whole living fiber of our national morality—because it destroys the incentive for thrift.

Being prudent loses much of its value when you watch your savings, pension, insurance, and wages shrink before the erosion of inflation.

Obviously, it is a basic reason why American machine tools find it more and more difficult to compete, in price, with machine tools made by foreign, low-cost labor.

## REPUBLIC STEEL

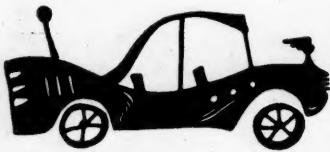
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Traffic Office and let  
the longest railroad in  
the U.S.A. go to work  
for you.



**Angry Korean demonstrators: 'Give us back our stolen ballots'**

with, Ghanaian troops moved to the Togo frontier (*NEWSWEEK*, March 28).

Last week, however, Nkrumah stood revealed as the unwitting victim of Togo's latest national game: Constitution-making. In fact, the draft was no more authentic than any of the other dozens of "constitutions" now being drawn up by Togo politicians, students, and literati, in anticipation of their independence this week. Actually, the document which Ghana had captured and brandished was the private inspiration of a government clerk, Norbert Gbikpi-Benessan. Running 51 pages, it included 251 clauses and sported a drawing of Gbikpi's version of a new Togolese flag.

Gbikpi, it turned out when *NEWSWEEK* checked with Togolese Prime Minister Sylvanus E. Olympio, was no newcomer to creating states—although none of his previous efforts had brought anybody to the brink of war. In 1958, as a psychiatric patient in Switzerland, Gbikpi had actually "formed a Togolese government." Its Finance Minister: The present actual Premier, Olympio. Its Prime Minister: The present imaginative clerk, Gbikpi.

#### **SOUTH KOREA:**

### **Embarrassing Ally**

It took only a few hours for the grim word to spread through the city. In the bay of the South Korean port of Masan, a fisherman had hauled out the body of 17-year-old Kim Choo-yol, missing since the Masan student riots that followed South Korea's Presidential election last month. Lodged in the boy's skull was an

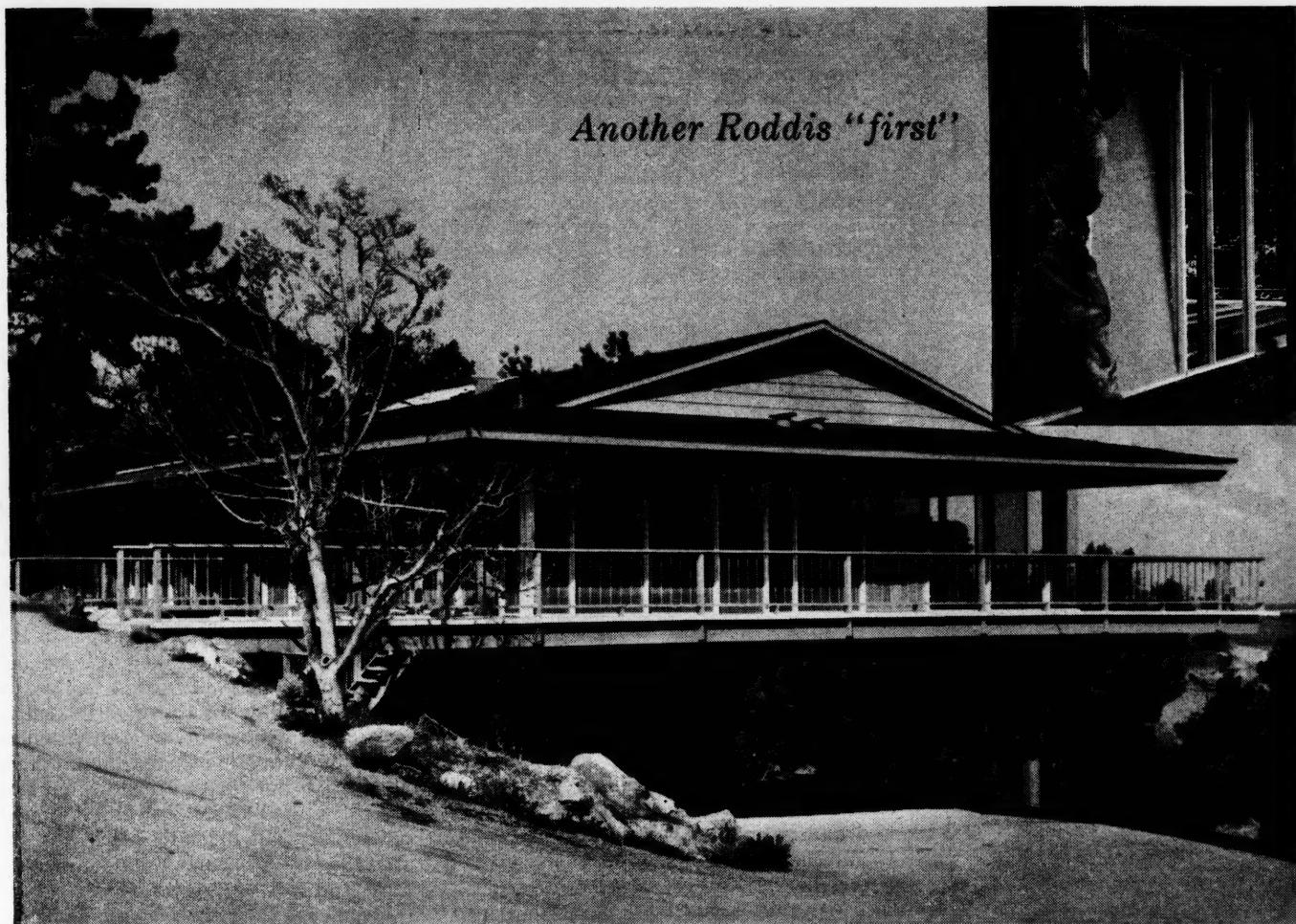
unexploded U.S.-made tear-gas shell, the same type that President Syngman Rhee's police had used to quell the Masan rioters. The obvious conclusion: The boy's body had simply been dumped in the bay after the riots.

All the pent-up rage of Masan's 150,000 people burst out afresh. A frenzied mob of students was shouting "Get out Syngman Rhee! ... Give us back our stolen ballots! ... We demand a new election!" Surging through the city, the crowd stormed the town hall, sacked the mayor's house, the government newspaper office, and police substations. The police opened fire: One teen-ager fell dead, another was fatally wounded.

**Red Spray:** Police reinforcements poured into Masan, but for two more days, the mobs effectively ruled the city streets. Police battled to turn them back with fire hoses—spraying red dye to identify rioters for later arrests.

By the weekend, Masan was under control. Four hundred demonstrators had been arrested, and twenty indicted for sedition. President Rhee appealed for calm and blamed the disorders on North Korean Communist agents.

But the sad fact was that the Masan riots were only symptomatic of the growing movement of protest against the government's strong-arm election methods. The opposition Democrats last week filed suit in South Korea's Supreme Court for nullification of the Presidential election, charging that stuffed ballots had accounted for at least 40 per cent of the total vote. Even President Rhee's victorious Liberals, alarmed at the popular reaction, were demanding that some-



*Another Roddis "first"*

"House on stilts," Los Altos Hills, California

## New house has no outside walls

*"Weather screens"* of a remarkable new structural material-

Roddis Phenolic Timblend-are used instead!

This remarkable "house on stilts" seems poised in the air as it juts out from its California hillside site. But it's solidly supported by a special steel framing system.

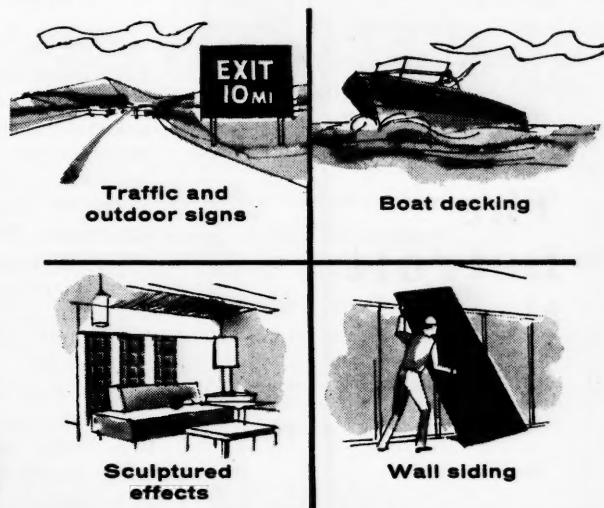
Builder, William Roth, and Architectural Firm of Johnson-Hawley & Associates, wanted a feeling of spaciousness inside too. So they dispensed with conventional outer walls. Instead they used a unique screening of weatherproof Phenolic Timblend (Roddis' exclusive man-made board) that protects against wind and rain. Without adding bulkiness or excess weight.

Phenolic Timblend was chosen for other reasons too. It's exceptionally strong and dimensionally stable. Virtually warp-free. It takes and holds paint . . . beautifully. With Phenolic Timblend there's no checking, no knots, no grain raise.

If you are interested in learning more about this amazing new wood product send for our Phenolic Timblend bulletin. Write: **Roddis Plywood Corporation, Marshfield, Wisconsin.**

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*Roddis does such wonderful new things with wood*

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## INTERNATIONAL

thing be done to "appease the people."

For the U.S., long the foremost backer of the steadfastly anti-Communist President, it was embarrassing. Ironically, on the opening day of the Masan riots, the White House announced that President Eisenhower would stop off in Korea to see President Rhee after his trip to the Soviet Union in June.

### CHOU ON THE ROAD:

#### Dripping Good Will

As the VIP drove up to the festooned pavilion in Rangoon, sarong-clad Burmese dancers and movie stars scrambled out to meet his car, then gleefully hurled their bowls and buckets of water full in his face. The VIP ducked, but quickly dipped into his own silver bowl and splashed back. Giggling, the girls rushed in to attack again, while harried aides towed off their boss.

It was a good old Burmese custom, an expression of good will for the New Year which began last week. And the VIP, Red China's suave Premier Chou En-lai, dressed in checkered Burmese sarong and yellow head binding, was dripping with good will. "True friends and neighbors," he said, "always get together on festive occasions."

Rangoon was Chou's first stop on a two-and-a-half-week tour of Burma, India, Nepal, Cambodia, and North Vietnam. His aim: To bolster Red China's battered prestige in Southeast Asia. His hardest task will come this week when he tries to convince the Indian Prime Minister, Jawaharlal Nehru, that the Chinese troops still occupying 12,000 square miles of Northwest India are simply agents of "peaceful coexistence."

## LEBANON:

### 'Dear Me, Dear Me'

In the Arab world, the sound of Zionist propaganda, even at its mildest, is as welcome as praise of Stalin in the Vatican. Visiting American oilmen sometimes refer to Israel with a jerk of the head and the phrase "over there in Dixie."

Discreet and soft, then, is the tread of Western embassies in the Arab world. And none is more discreet than Her Britannic Majesty's Ambassador to Lebanon, Sir Ponsonby Moore Crosthwaite.

Last week, Crosthwaite's embassy broadcast a 58-minute BBC play over its daily English-language program on the Lebanese radio—"our most successful information activity in the Middle East," as an embassy spokesman described it. The play was billed as a bucolic tale of Canadian farm life. But unknown to His Excellency, the farm family turned out to be Jewish. Thereafter, the embassy's tactical situation rapidly deteriorated.

**Back to Zion:** Furious Arab listeners called the station to demand the program be stopped. But the director was out and nobody wanted to risk a decision. Round and round went the little black disk for 58 minutes, chirping out Grandfather Ezra's call for a return to Zion.

Meanwhile, back at the embassy, there was a series of embarrassed little coughs punctuated by "dear me's" from the Information Officer's cubbyhole.

"How perfectly ghastly!" sighed the dismayed Ambassador.

Next day, red-faced British diplomats fanned out in Beirut to "explain." But "the most successful information activity in the Middle East" was suspended indefinitely by the Lebanese Government.

Associated Press

### Familiar Script?

From the Channel to the Pyrenees, Frenchmen heaved a sigh of relief when, after 56 hours in the hands of Paris kidnappers, 4-year-old Eric Peugeot was returned safe and sound to the arms of his *maman* (photo).

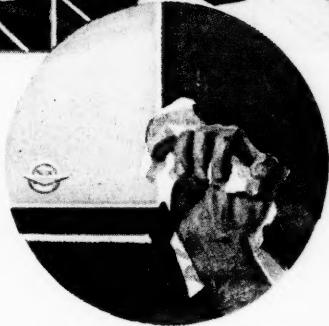
To get Eric back, his father, wealthy automaker Roland Peugeot, had followed telephoned instructions, driven to meet an intermediary near the Arch of Triumph, and paid a reported \$100,000 ransom (Peugeot kept details secret).

Once the boy was safe, however, 10,000 French police threw a dragnet across the nation, hoping to catch the two young men who had managed a crime so rare in France that they called it "kidnapping à l'américaine." A possibly significant coincidence: Only last month the flamboyant Paris daily *France-Soir* had run a sixteen-part serialization on the Lindbergh kidnapping.





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Mobility:

# How Clark Protects Profits By Plugging Distribution Leaks

Moving mountains of materials has taught Clark Equipment the theory of Mobility—a cost-cutting formula keyed to utilization and momentum

On a Vermont highway relocation job near the Canadian border a Clark-built Michigan scraper operates on a 30 per cent grade. The Michigan torque converter-power shift automatically balances speed to load conditions, permitting a third more trips per hour in hilly country like this than comparable self-propelled scrapers. Travelling at speeds up to 30 mph, the scraper loaded, hauled and spread 160 pay yards per hour on the project, working in gravel, sand and clay.

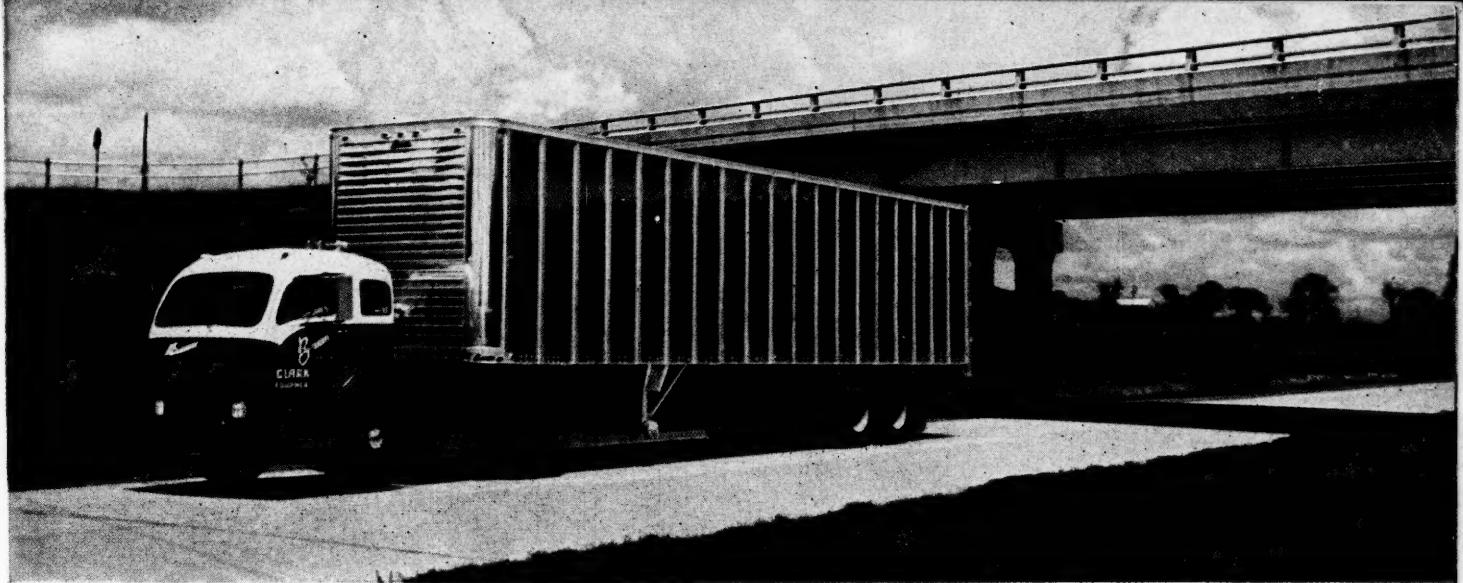
The profits in continuous processing in mill or mine are pretty well understood today. Yet unnecessary waste and delays in distribution often dissipate potential profits, even in completely cost-oriented companies.

To plug these leaks Clark Equipment Company is urging its customers to take a new look at total materials handling through the concept of Mobility.

Mobility, to Clark, involves thinking of distribution as not the last step but a continuous process in itself. It starts with raw materials and ends only with use.

The theory of Mobility is not confined to any industry or any process. It applies equally to metalworking or food processing; to mining or construction; to road building or scrap handling.





Simply stated, Mobility is the rapid, easy, efficient and constant movement of materials, goods and people from one stage of usefulness to another. It is, therefore, the link between creation and utilization.

The key words in the Clark concept of Mobility are timing, speed, space and efficiency.

Timing eliminates the wastes between steps as material flows toward the ultimate user.

Speed shortens the time between accounts payable and accounts receivable.

Space involves the use of cubic area rather than square area, reclaiming air rights in the warehouse or transport truck.

Efficiency means using men and equipment to their highest capacity. It transfers drudgery from men to

A midwestern cereal manufacturer and Clark material handling engineers teamed up to speed the unloading of paper for breakfast food cartons. Clarklift fork trucks are equipped with rotating attachments to unload 3,000 lb paper rolls directly from box cars to storage or processing without rehandling. The attachment also makes end-up stacking easy, multiplying warehouse capacity.



A large manufacturer of cigarettes in the southeast has found that the additional one inch of inside width in the new Clark-built Brown AXW Trailer permits the loading of a full extra tier of many standard shipping cartons—increases total capacity 20% or more on many hauls. And the trailer's watertight one-piece roof keeps valuable cargo clean and dry in all kinds of weather.

machines, and then equips the machines with specialized attachments for specialized jobs.

This is the business of Clark Equipment Company: Mobility.

Its product line includes fork-lift trucks, powered hand trucks, towing tractors and straddle carriers . . . tractor shovels, dozers, scrapers and loggers . . . truck trailers and truck bodies . . . axles, torque converters, transmissions and similar power train components . . . hundreds of models and sizes. All, however, are aimed at modern, mobile handling of all kinds of materials in plants, between plants, in warehouses and mines, for construction, the building trades and hundreds of other industries throughout the free world.

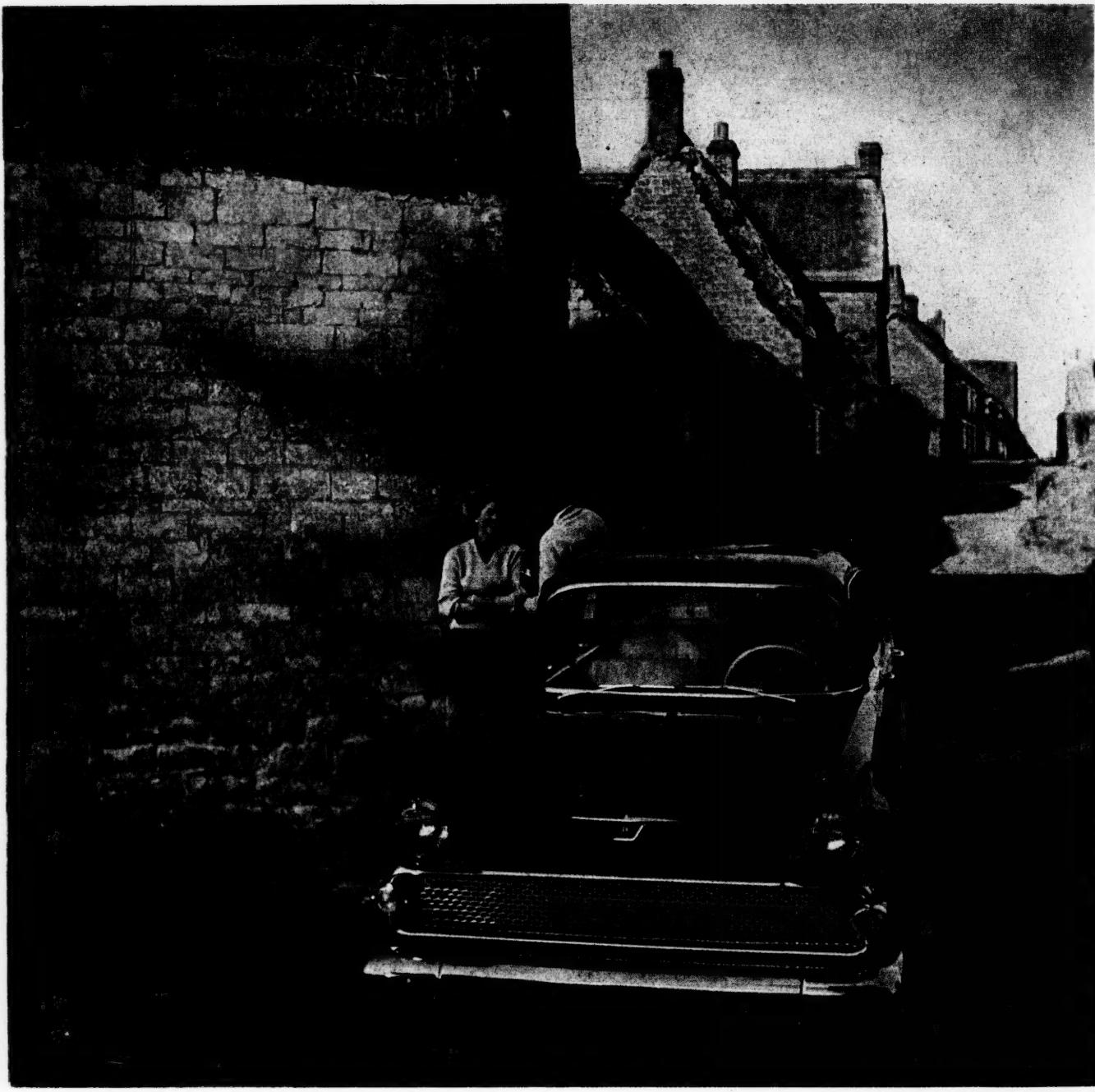
Because Clark is the most broadly based of the materials handling companies, its approach to your specific handling problems can be all-encompassing, too.

If you would like specialized attention to the handling needs of your Company, you will like doing business with Clark. Clark distributors are close to you, competent to make recommendations and prepared to give you service through the entire life of your equipment.

Or, your questions or suggestions will be welcome at Clark Equipment Company, Buchanan, Michigan.



Michigan and Brown are registered trade-marks of the Clark Equipment Company



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## Vauxhall makes common sense without being commonplace

*If you're in the market for a small car, Vauxhall will confidently stand your most critical inspection.*

Walk around it. See its trim, taut lines, its panoramic visibility front and rear. Note the extra protection of wrap-around bumpers. Hear the solid thud of its four big doors. And Vauxhall's enormous trunk space tells you that here's a traveler, not a stay-at-home, when vacation time comes.

### **Get In The Driver's Seat**

Sit back and stretch out. Make a point of comparing head room and leg room with the "big cars" you've known and you'll discover Vauxhall's knack

for using space wisely. Look around to see how Vauxhall edges out other small cars in luxury features: twin visors, dual arm rests, front and rear ash trays, automatic interior lighting, rear seat carpeting, a driving man's instrument panel — and tailoring with the Bond Street look.

### **Now Drive It**

Turn the automatic starter key and feel Vauxhall's rugged 55 h.p. "oversquare" engine come to purring, eager life. Maneuver it to your heart's content. Enjoy the familiar feel of Vauxhall's American-type synchro-mesh gearshift, the assurance of its king-size

hydraulic brakes. Find a dime-size parking space and slip in effortlessly with Vauxhall's recirculating ball steering. This is small-car driving at its best.

### **Now Decide**

This is the common-sense, experienced approach to small cars. And with it goes the distinction of a car imported from England in limited numbers to make your Vauxhall a conversation piece wherever you take it.

In this big year of small cars, Vauxhall's the big buy!

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Newsweek—Muir

Horizons unlimited: As their jet-age capital, Brazilians inaugurate an airplane-shaped city

#### BRAZIL:

### Upward and Inward

Just fifteen minutes before midnight this Wednesday, Manuel Cardinal Gonçalves Cerejeira of Lisbon would begin a gigantic outdoor mass in Brazil's newest, boldest city. As he elevated the host at midnight, all the city's lights and the huge army searchlights around its public buildings would flash on, revealing President Juscelino Kubitschek's sparkling dream come true. At that moment, on April 21, Brasília, the avant-garde metropolis rising on a wilderness plateau, becomes the federal capital.

In 1956, the age-old idea of moving the capital to the interior was just a campaign promise, just a slightly crazy gleam in new President Kubitschek's dancing brown eyes. Traditionally, Brazilians are a coastal people; three-quarters of them live in a narrow strip along the Atlantic. It was time, the dynamic "JK" told them, to "turn our backs to the sea" and start developing the rich, inaccessible West. Glamorous Rio de Janeiro had long outgrown its land, water, and power supply; it was no place for civil servants, anyway.

Battling critics, financial crises, and monumental problems of supply, JK literally forced Brasilia into being. His personal deadline was January 1961, when he finishes his term (he cannot succeed himself). Kubitschek insisted he had to move the capital before then so that

his successor would have to accept it.

The wild site was chosen by an American engineering firm, the airplane-shaped city plan by a contest. The first supplies had to be flown onto the lonely, remote plateau. Brasília still has no railroad, but in February the President joyfully welcomed the arrival of motor cavalcades from four compass points over brand-new roads. Most spectacular is the 1,300-mile Brasília-Belém Highway, BR-14, which 50,000 laborers hacked through the jungle to the Amazon port (see map). "I woke up the giant [Brazil] and shook him from North to South," JK declared.

Not all Brazilians share JK's enthusiasm over the new capital. "The move to Brasilia," a Labor Party senator declared just last month, "constitutes

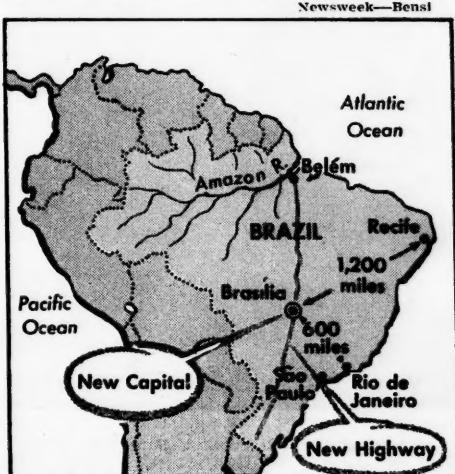
madness, nonsense, irresponsibility . . . a monstrosity . . . Brasília is truly a tomb and a desert." Many citizens agree.

But even as the senator spoke, truckloads of Presidential documents were rolling toward Brasília. The move itself was a staggering problem. The government estimated that 2,333 trucks, leaving at the rate of one every 30 minutes day and night for 40 days would be needed to transport its records—as compared with the single packet sloop which carried most of the documents when the U.S. moved from Philadelphia to Washington in 1800 (see box, next page). The U.S. had to move only 126 clerks; the Brazilian Government employs 100,000 persons in Rio.

**Airlift:** By last week, 3,500 federal employes were either on their way to Brasília, about to take off, or already there. By car, bus, and plane, they were pouring in at the rate of hundreds per day. The Brazilian airline Real, South America's largest, contracted to fly thousands of civil servants to their new homes in night-long shuttle service.

To ease the move, the government is offering its employes double pay for two years. Authorities are providing 15,000 to 20,000 meals a day until the newcomers get settled. Still, many employes are leaving their families in Rio until living conditions improve. Sewage disposal, water, electricity, and cooking gas are limited, so are communications.

The four-day inaugural ceremonies this week will be carried to Rio and São



## Our Own 'Brasília': Washington Was a 'Serbian Bog' in 1800

"You may look in almost any direction," Treasury Secretary Oliver Wolcott wrote his wife from Washington, D.C., "without seeing a fence or any object except brick kilns or temporary huts for laborers." The year was 1800, when the Federal Capital moved down from Philadelphia. In another letter, Rep. John Cotton Smith of Connecticut described the town: "One wing of the Capitol only had been erected which, with the President's House, were shining objects in dismal contrast with the scene around them ... The Pennsylvania Avenue ... was nearly the whole distance a deep morass covered with alder bushes ... The roads in every direction were muddy and unimproved."

Ten years earlier, Congress had voted to build the world's first planned Capital in the backwoods. President Washington himself helped select the site which he hoped would open up the West. No sooner had the cornerstone of the Capitol been laid (in 1793) than "squabbles began; differences, factions, and brawls were

the order of the day," according to an architect on the scene. Charges of corruption were common.

A "packet sloop" carrying the Federal archives arrived in June 1800, much to the delight of Washington's 3,000 citizens plus slaves. In October senators and representatives began coming in by private coach, horseback, and public stage. Assistant Postmaster General Abraham Bradley Jr. made the rough trip from Philadelphia in a record 48 hours, but his clerk's stagecoach took six long, hard days.

**'Mudhole':** President John Adams moved in on Nov. 1, and addressed a joint session of Congress on the 22nd. He called the new Capital a "wilderness city"; some newspapers were less kind. "A city of streets without houses," one called it, with not "one solitary attractive feature." Another described its setting "in a mudhole almost equal to the great Serbian bog." Swarms of mosquitoes spread malaria. As in Brasília (see story), the red mud turned to fine, all-pervading dust in dry weather.

Paulo by a new television hookup. One Brazilian grumbled: "It's typical of JK's cart before the horse that Brasília has TV but no toilets."

But JK has accomplished what he sought. "Now we look inward—and forward," he says proudly.

### CANADA:

## The Thin Dime

On Toronto's busy Bloor Street, a blind news vendor rubbed his thumb over a dime offered for a morning paper one day last week, then politely refused it. The reason: The coin was American. In the Parliamentary cafeteria in Ottawa a waitress demanded an extra cent with the U.S. dime for a cup of coffee, and frowned at the American penny she received. Canadians, it appeared, were on the warpath against Yankee silver.

In the eight years the Canadian dollar has been worth more than the U.S. buck,\* American currency was subject to discount but coins were interchangeable. Some Canadians began turning the even-money value into a profitable racket. A Montreal employer made a tidy \$40 a week by having \$1,000 U.S. shipped to him across the border. He would buy it for \$960 Canadian and then distribute the U.S. coins to his employees. Fast-buck operators flooded Canada with U.S. change.

But recently, banks reported that customers were refusing to accept rolls of change that included the

usual sprinkling of U.S. coins. Clearinghouses began to refuse them except at a big discount. Then the banks slapped an extra 2 per cent discount on American silver, over and above the 4 to 5 per cent charged on the U.S. \$1 bill, to pay for mailing it home.

The practice spread like wildfire. Some retailers began turning down any and all American money. The Financial Post regretted the timing: "The tourist season is just starting, and the American guest will soon enter the country to discover that even his chicken feed is unacceptable." One tourist official feared that the 8 per cent discount on their coins "would make the Americans so

mad they'd go right home again."

Americans, like Canadians, would undoubtedly find ways to unload their hot silver north of the border. Already parking meters and vending machines were full of Yankee silver—and so were church collection plates.

### CUBA:

## Turnabout

Cuba's bearded revolutionary heroes were back in the rugged Sierra Maestra all last week—fighting each other. This time, Premier Fidel Castro was the hunter, aided again by his brother Raúl, now Minister of the Armed Forces, army chief Maj. Juan Almeida, and some 5,000 troops. The hunted: Maj. Manuel (Nico) Beatón, who escaped from La Cabaña prison after being charged with the murder of an officer who had been investigating the disappearance of Maj. Camilo Cienfuegos (NEWSWEEK, Nov. 23, 1959).

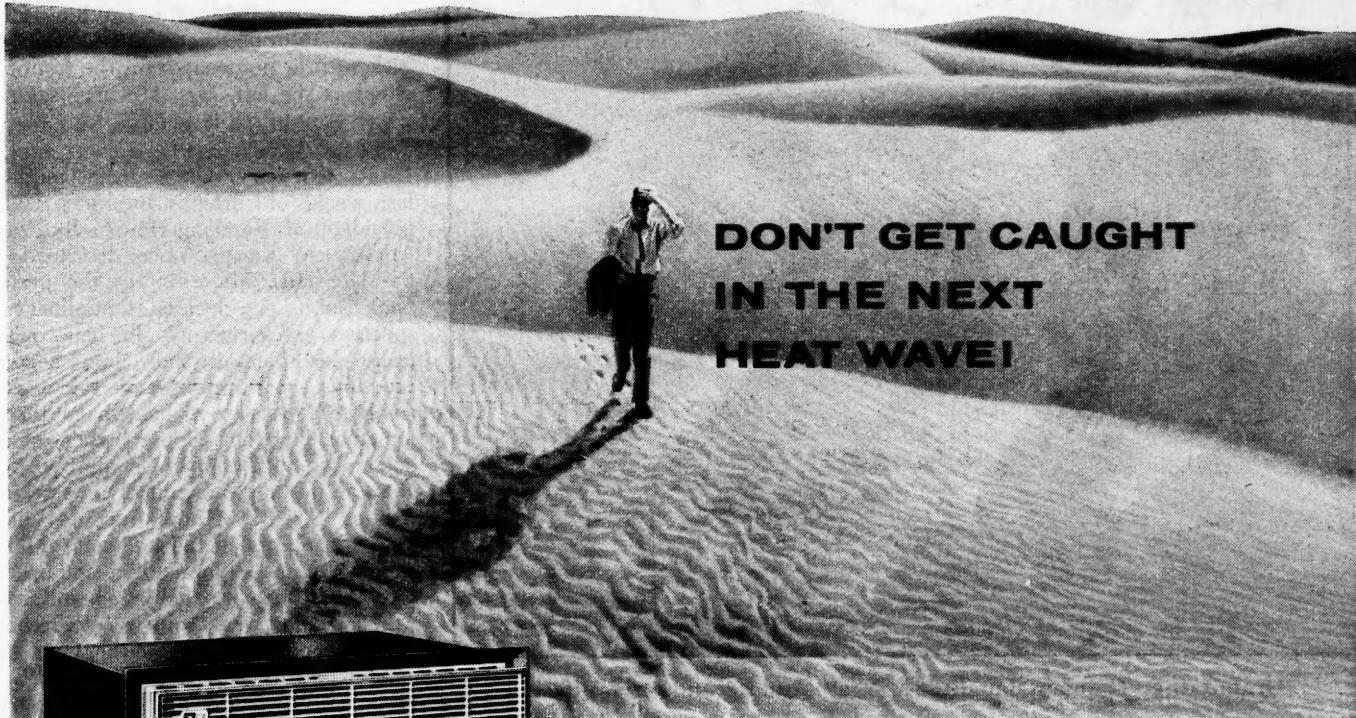
Beatón led one of several guerrilla bands of former Castro men. Aided by dissatisfied farmers, his group of some 50 was reportedly growing fast. Fidel was said to fear that armed invaders would try to join Beatón. In Havana, military intelligence agents began a new roundup of suspected counterrevolutionary foes.

At the weekend, Castro's strong, battle-equipped troops were converging on Cuba's highest mountain, the 6,560-foot Pico Turquino, in an attempt to flush out Beatón and his men. But veterans recalled that Nico had been born and raised nearby; he once served as Fidel's guide there.

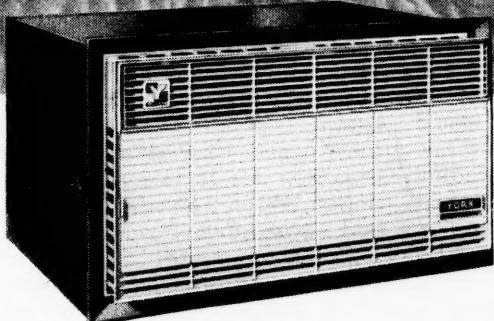
\*Heavy U.S. investment in Canada's industries and resources boosted the Canadian dollar to a peak of \$1.06 U.S. in 1957. Last week it was \$1.03% U.S.



Canadians prefer Canadian coins



**DON'T GET CAUGHT  
IN THE NEXT  
HEAT WAVE!**

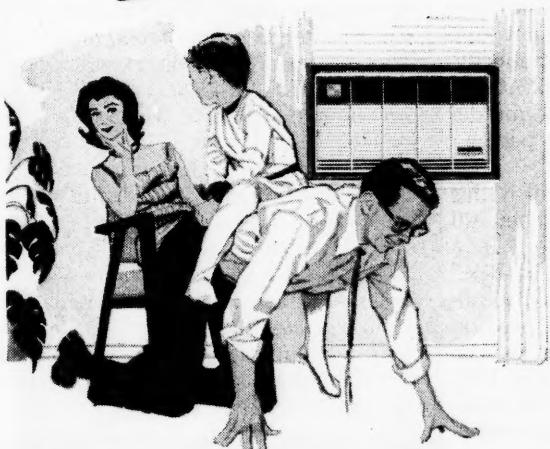


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BY WRITTEN PERFORMANCE GUARANTEE!**

# **YORK.**

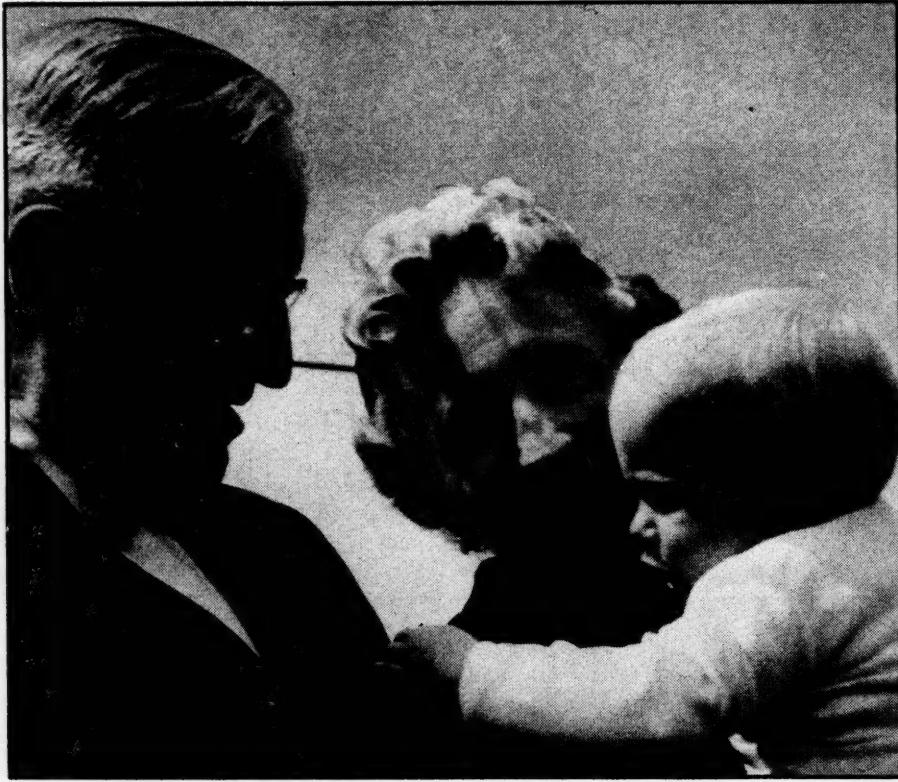
YORK CORP. SUBSIDIARY OF BORG-WARNER CORP.  
1804 WEST GRANTLEY ROAD, YORK, PA.



**BORG-WARNER  
RESEARCH & ENGINEERING  
MAKE IT BETTER**

Air Conditioning, Heating, Refrigeration and Ice-Making Equipment • Products for Home, Commercial and Industrial Installations

## NEWSMAKERS



Grandfather Truman, daughter Margaret, and grandson William

**Sitter With Standing:** Former President HARRY TRUMAN arrived in New York last week with Mrs. Truman on a grandfatherly errand: To keep an eye on his grandchildren, Clifton Truman Daniel, 2, and William Wallace Daniel, not yet 1, while their parents, Mr. and Mrs. Clifton Daniel, are on a two-month tour of Europe. As chipper an early riser as ever, Mr. Truman strolled the Midtown streets responding to "Hi, Harry!" cries with a jaunty wave of his walking stick. Would he like to run again for President? "There's an old woman named 'Annie Domini' who keeps following me," he said. "She's going to count 76 on me this May. If she could turn the clock back fifteen years there wouldn't be any doubt about my running again."

**Party Pin-up:** Democrats of Roxbury, Conn., rounded into shape for the state's Fifth Congressional District Convention by certifying neighbor MARILYN MONROE as an alternate delegate. On the Twentieth Century-Fox set of "Let's Make Love," Miss Monroe said she had not been consulted and added: "I am not interested in politics." Besides, she went on, at the time of the convention in June "I am going to be in Nevada making a picture, 'The Misfits'."

**Ducal Ducts:** As the shilling-a-head open season on the stately homes of England got under way, the DUKE OF RUTLAND prepared to open Belvoir Castle and confided that he thought there

was a limit to what a poor peer should do to attract business. "I draw the line at the nudist colony," he said, referring to "a certain other duke." That would be none other than the DUKE OF BEDFORD, who cheerfully admits that his catchpenny attractions, such as a nudist colony, an antique shop, a zoo, and a jukebox, drew 460,000 visitors to Woburn Abbey last season. It is not true that he would do anything for publicity, rejoined the master of Woburn Abbey. "I wouldn't," he said, "commit murder simply to get my name in the papers."

**Deluge of Music:** In what will be his first work for television, arthritic but still productive (at 77) composer IGOR STRAVINSKY ("Firebird," "Oedipus Rex," "Agon") is hard at work on a contemporary music and dance creation based on the Biblical story of Noah, which will be aired sometime next year on the CBS network. In Los Angeles, where the composer now lives, Stravinsky commented: "Noah is the complete man—undergoing every conceivable human experience including the destruction and resurrection of civilization."

**Social Slip:** Chatting with Mrs. DUDLEY SHARP, wife of the Secretary of the Air Force, at a reception in the Red Room of the White House, Mrs. PERKINS MCGUIRE, wife of an Assistant Secretary of Defense, became uncomfortably aware that something had given way. A surreptitious downward glance and

Wardie, as Mrs. McGuire's friends call her, whispered to Mrs. Sharp: "Teena, I'm losing my petticoat." Stepping out of the stiff white crinoline garment, she passed it to an embarrassed Air Force aide, who handed it on to a White House waiter. Informed later that she could pick up the petticoat from the front-hall closet as she left, Mrs. McGuire said: "I never want to see it again."

**Book Bindery:** On a genial morning last week, old friends BENNETT CERF, president of Random House, Inc., and ALFRED A. KNOFF, once described by the late H.L. MENCKEN as the perfect book publisher, decided that their respective enterprises would be economically healthier if such housekeeping functions as shipping and sales were combined. Result: A handshake pledging that Random House, when stockholders of both companies approve, will swap an unstated amount of its stock for that of Alfred A. Knopf, Inc. As Knopf (whose authors include Thomas Mann, Albert Camus, Willa Cather, and whose son, Alfred A. Jr., helped found rival Atheneum last year) put it: "We're both strengthened without either of us giving up his editorial identity." Cerf (John O'Hara, William Faulkner, James Michener), who probably is best known as a TV panelist ("What's My Line?") and joke-book compiler ("Try and Stop Me"), was reminded of no stories. "When a dream comes true," he said, "it isn't funny."

**In the Pink:** Japan's commoner Crown Princess MICHIKO made her first public appearance since the birth of her son, NARUHITO HIRONOMIYA, on Feb. 23. The occasion: The Emperor's garden party on the Imperial Palace grounds. Smiling and radiant in a pink and white kimono, Michiko sat alongside a bored Emperor, beaming Empress, and chattering Crown Prince, and watched two games of *dakyu* (a polo-like combination of lacrosse and basketball played on horseback). Earlier she had delivered the new Prince to a court chamberlain, who took him to three imperial shrines to report, in accordance with Shinto ritual, that he had successfully navigated the first 50 days of his life.

**Pop Gunnery:** Speaking to the Pittsburgh Advertising Club on its ladies day, 42-year-old JOAN FONTAINE took dead aim at the U.S. middle-income "Pop" and called him "a frightened man" who is "uncertain and perfunctory" as a lover and easily "demolished by a frown from his boss." As for the charge that materially minded wives drive their husbands to early graves, the actress said: "I don't think women want to reorganize the American economy through widowhood. What's more," Miss

Fontaine said, "I've been married three times [Brian Aherne, William Dozier, and the present incumbent, producer Collier Young] so I think I'm an expert."

**Job Holder:** TEDDY NADLER, the man who won \$264,000 on television quiz programs in 1957-58 but couldn't pass a test for a \$13-a-day census taker's job, went to work in St. Louis for the first time since February 1957. The job: TV set salesman at \$15 a day, plus commissions. With his mind, Nadler said, the job should be a cinch: "I'll be able to remember . . . all there is to know."

**Ticket Taker:** In scrambling to pack up and join the seven-plane airlift of "My Fair Lady" from New York to Moscow (where the show opens this week), EDWARD MULHARE, the Irish actor who plays Prof. Henry Higgins, collected three illegal-parking tickets (total damages: \$45). He got the first two in front of his Midtown New York apartment. The third—without so much as a "Just You Wait 'Enry 'iggins" from the New York Police Department—was pinned to his white Dodge convertible outside the Mark Hellinger Theater.

**Solidarity:** Among the candidates for the Michigan State University football team who turned out for spring practice last week was brawny (5-foot-10, 205 pounds) JAMES P. HOFFA, 19-year-old freshman guard, who is, of course, the son of controversial Teamsters union chief JAMES R. HOFFA. To the surprise of absolutely nobody who knows his father, young Hoffa is "quick and he's tough," said coach Duffy Daugherty.



Another Jim Hoffa—"and tough"

# Rockwell Report

by W. F. ROCKWELL, JR.  
President

Rockwell Manufacturing Company

THE MORE DIVERSIFIED a company becomes, the harder it is to "package" it in people's minds. While we have no desire to be rigidly typed, we do think it is desirable that customers and financial people have a fairly complete understanding of everything we make and all of the markets we serve.

It is perfectly natural for men in the petroleum and gas industries to think of us only as a manufacturer of lubricated plug valves, gas meters and regulators, and liquid meters. A large segment of the transportation industry knows us as the largest manufacturer of taximeters and fare registers. Millions of home workshop craftsmen think of us only in connection with power tools. Others, in industry, identify us with metalworking and woodworking industrial tools. In the electric power field we are recognized primarily as the makers of high pressure, high temperature valves and flow meters, while municipal governments think of us in connection with water meters, parking meters, and voting machines.

From a product selling standpoint, we want people in one market to understand what we make for all markets. For example, a petroleum engineer who is about to buy tools for his home workshop is apt to think more highly of Delta power tools if he knows they are built by the manufacturer of the Rockwell-Nordstrom valves he has been using in his refinery.

In the financial field, this broad understanding is equally important. When a prospective shareholder asks a broker or banker or security analyst what kind of a company we are, we would rather not be typed with any one product or market. It would be ideal if the financial man would say, "Rockwell is a growth company, making measuring devices, control devices, and industrial tools for 28 industries basic to modern civilization."

Creating this kind of a "total understanding" is a job which is never finished, nor is it ever done as well as one would wish. But it is important enough, we feel, to keep working toward.

\* \* \*

"Gold plating" a product with gilt paint—for special exhibits—has been a common practice for years by manufacturers who wished to connote extremely high quality or unmatched value. Our subsidiary, Edward Valves, Inc., recently produced special valves in which certain vital parts were actually plated with real gold. These unusual "gold plated" valves are being used in the production of nuclear power.

\* \* \*

We make a point of keeping our own people aware of the wisdom of that often quoted statement, "I'd rather own a market than a mill." But because we are a growing company, news to shareholders has for some time been concerned largely with plant expansion, new products, added facilities, etc. As a change of pace, however, our newly published annual report is designed to bring shareholders up-to-date on the basic and very lively growth markets which make possible the plants, products, and facilities.

\* \* \*

**New products:** This month at the ASTME Show in Detroit, tool engineers are being given the first public showing of new products developed by our Power Tool Division: A new long bed version of the popular Delta 10" Metal Lathe, and a newly-designed power feed for Delta 20" Drill Presses. Like the rest of the extensive Delta line, these new industrial tools are designed for use in conjunction with, or in place of, heavy and more costly single purpose machines.

*This is one of a series of informal reports on the operations and growth of the*  
**ROCKWELL MANUFACTURING COMPANY**  
**PITTSBURGH 8, PA.**

*for its customers, suppliers, employees, stockholders and other friends*



## Bill Rendered

The cost of covering political campaigns is going up. Newsmen who followed Democratic Presidential candidate Hubert Humphrey's Wisconsin campaign tour were receiving bills from Humphrey headquarters last week for their rides on the candidate's chartered bus. Some of the bus charges seemed high (e.g., \$7.50 for a 30-mile ride from the Milwaukee Airport to Racine, for which the rail fare is only 80 cents), but most reporters paid up promptly.

Meanwhile, to avoid any hint of payola, newsmen who flew with candidate Jack Kennedy in Wisconsin aboard his private plane asked to be billed at commercial rates for their rides.

## Vogue's Harvard Column

Midwestern farmers talked about spring planting; New York baseball fans wondered if Casey Stengel could get the listless Yankees fired up; and suburbanites everywhere chattered about the primaries, and counseled each other last week on how to kill crab grass before it sprouts. None of this mundane gabbing, however, appears in the ultra-chic "People Are Talking About" column of Vogue magazine. According to Vogue, people are really preoccupied with:

► "The fresh programs of the Pittsburgh Symphony Orchestra and its conductor, William Steinberg, who guides it as if he were a tight, controlled spring . . ."

► "The sweeping machine, like a lawn mower for asphalt, that cleans the court outside the Seagram Building during lunchtime."

► "The Dover language records with such handy conversational gambits as, in Japanese, 'Where is there a good Western style restaurant?'"

Whether or not Vogue's readers were indulging in such urbane cocktail hour chitchat, they were certainly reading about it. For the frothily sophisticated "People Are Talking About" column, 22 years old this month, is one of the best-known features in women's magazines.

Why? Because, says Carol Phillips, Vogue's comely, blond managing editor, "our readers appreciate our bothering with their minds." She didn't, but she might also have said that the column, draped in silky prose and bejeweled with semicolons, is the fashion magazine's way of gently telling its readers what they should be talking about.

**Safari:** Not surprisingly, all of the column's items come from Vogue staffers. To garner them, pretty girl researchers make the rounds of Vogue's sumptuously subdued editorial offices in New York, asking writers and editors for ideas. Riding herd on this intramural safari is Vogue's petite feature editor, Allene



Newsweek—Tony Rollo

**Editor Talmey: 'I react'**

Talmey. A former staffer on the old New York World and Vanity Fair, Miss Talmey checks out most of the column items herself. If it's a record, she listens to it; a book, she reads it; a play, she sees it—jotting notes on the backs of spare envelopes. And by the time she sits down to the day-long chore of writing the column (twenty times a year), she has more than five times enough notes.

"I'm an enthusiastic person—I react to everything," Miss Talmey told a reporter. "It's like bonking people's knees with a rubber hammer to test their reflexes. If I see a play on opening night, I don't have to wait to read the critics to know what I like."

And by being among the first to pick out, and note, aspiring comics such as Shelley Berman, as well as a number of up-and-coming young authors, artists, and playwrights, "People Are Talking About" has won a surprisingly large male audience. As Miss Talmey blithely puts it: "I've been told that everyone at Harvard reads my column in Vogue."

## Salisbury Stake

**NEW YORK TIMES SLANDERS OUR CITY  
CAN THIS BE BIRMINGHAM?**

Under this dramatic headline, The Birmingham News last week reprinted a story that had appeared two days earlier in The New York Times. The author: Reporter Harrison Salisbury, who won a Pulitzer Prize in 1955 for a series of articles on post-Stalin Russia. Salisbury wrote two stories filled with reports of violence, race hatred, and anti-Semitism in Alabama, and especially Birmingham. One of them began:

"Under the corrosive impact of the segregation issue, Alabama's political and social structure appears to be developing symptoms of disintegration . . . The police force is not the only power frequently utilized to terrorize the citizenry, both white and Negro."

The Times stories shocked many Northerners, but in Birmingham their effect was devastating. Both The News, owned by S.I. Newhouse, and the Scripps-Howard Post-Herald (which also ran the stories) were deluged with letters and calls from outraged citizens.

**'No Comment':** Tempers in the tough, sooty steel-making area of 700,000 ran so high that three city officials announced that they would file a libel suit, seeking an unspecified sum for punitive damages. They charged that Salisbury's stories implied that city officials were not upholding the laws as they had sworn to do. The Times, which ran a wire-service story about the libel suit on page 15 of its Saturday edition, had "no comment." Managing editor Turner Catledge, himself a Mississippian, said only: "We stand by our stories."

Had Birmingham been slandered?

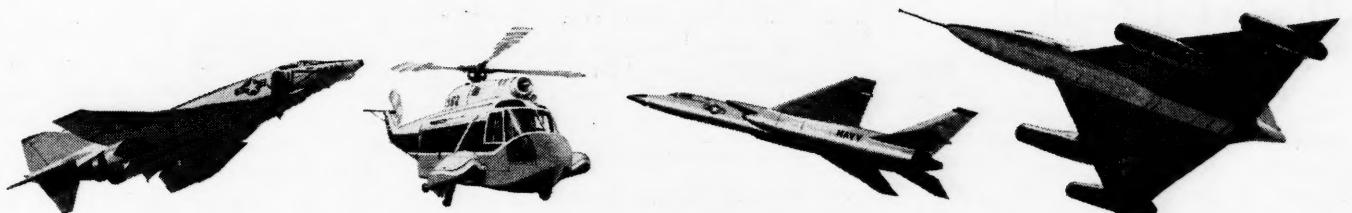
The courts would decide the legal issues involved, but one sensitive observer of the Southern scene remarked: "Salisbury's facts may be, in the main, accurate. But his approach is melodramatic. Southern Negroes have for many years considered Birmingham one of the toughest cities in the South. Sure, the heat is on everywhere now, but this city hasn't suddenly come under siege."

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## Periscoping Press

McCall's magazine is paying \$75,000 for the publication rights to a two-part article by the Duke of Windsor. The subject: His influence on men's fashions and their influence on him . . . "Barnaby," the whimsical comic strip about a small boy and his fairy godfather that was a favorite among intellectual readers before it faded out in 1954, will be revived this summer for the Hall Syndicate by its originator, author-cartoonist Crockett Johnson . . . W.G. Rogers, veteran book, music, and art reviewer for the Associated Press, is writing a history of Times Square for publication this June.

**One day this month  
in one of these aircraft  
General Electric jet engines  
will have exceeded  
27 million flight hours**



McDONNELL F4H

SIKORSKY S-62

NORTH AMERICAN A3J

CONVAIR B-58



GRUMMAN F11F-1F

KAMAN HU2K

NORTH AMERICAN F-86

CONVAIR 880

LOCKHEED F-104



SIKORSKY HSS-2

VERTOL YHC-1A

NORTHROP T-38

NORTHROP N-156F

BOEING B-47

It all started in 1942 when General Electric engines powered America's first jet flight. This month, General Electric jet engines will pass 27 million flight hours — more jet flight time than any other manufacturer. You'll profit from this vast experience this spring when the new Convair 880 jetliners enter commercial service. This swift aircraft is powered by General Electric — America's oldest and most experienced manufacturer of jet engines.

206-10

*Progress Is Our Most Important Product*

**GENERAL ELECTRIC**

These airlines now plan to fly General Electric powered Convair 880's (above) or 600's: American Airlines, AVENSA (Venezuela), Capital Airlines, Civil Air Transport (Formosa), Delta Air Lines, Japan Air Lines, Northeast Airlines, REAL (Brazil), Scandinavian Airlines System, SWISSAIR, and Trans World Airlines. Also, New York Airways, Chicago Helicopter Airways, and Los Angeles Airways have announced plans to fly commercial helicopters powered by G-E jet engines.

### BRAINSTORMS:

#### Sicker, Sicker, Sicker

Madison Avenue's latest definition of death, bouncing around New York last week, will hardly tempt the conservative editors of Stedman's Medical Dictionary: "It's nature's way of telling you to slow down."

### FALLOUT:

#### Moment of Tooth

Any child with a wobbly baby tooth is a person of consequence in St. Louis, Mo., this week—in the world's first nationwide analysis of baby teeth for radioactive strontium-90 content. Mayor Raymond Tucker has proclaimed it "Tooth Survey Week" and thousands of elementary-school children, their parents, and their dentists are being urged to mail the entire fallout of baby teeth to the survey's headquarters. Instead of dimes or quarters from the Good Fairy, the kids are being rewarded with buttons reading "I Gave My Tooth to Science." The award for adults is the knowledge that they are helping scientists gauge how dangerous strontium-90 may be.

Ever since 1952, when the first H-bomb scattered a load of strontium-90 high enough into the stratosphere for it to float around the earth, worried parents have been asking: How much of this radioactive cousin of calcium, which concentrates in milk, is finding its way into the bones of growing children? Enough to cause leukemia and other cancers? The data is only fragmentary, and scientists disagree as to its interpretation.

**Decrease:** For one thing, there is the question of how much strontium-90 produced by nuclear tests is still slowly sifting to earth. Most experts had figured a third was still aloft and wouldn't come down until 1966. Now, however, Prof. J. Laurence Kulp, who conducts fallout research at Columbia University, reports that high-altitude Air Force planes have found only 10 per cent of the total still in the stratosphere; and this should come down, he predicts, by 1962. With a nuclear-test ban, strontium levels should decrease from now on, he says (*NEWSWEEK*, April 18).

But what about the children who have done their growing while strontium-90 levels were high—are they liable to develop cancer? No one can an-

#### Depopulator

With birth-control pills for women showing promise, progress was reported last week on an oral contraceptive for men. Dr. Warren Nelson, medical director of the Population Council at Rockefeller Institute, told an American Chemical Society symposium in Cleveland that various drugs taken over a two-week period render a male sterile for two months. But so far, all have troublesome side effects.

swer with certainty, but St. Louis's "Operation Tooth" is one way scientists have of finding out. Eventually, the St. Louis researchers hope to compile an index that will enable a scientist to use teeth alone in determining how much strontium is being absorbed by a child. At the same time, the study aims to show exactly how much strontium has been absorbed by St. Louis children since fallout began in 1952.

To the citizens of St. Louis, the question is not merely academic. Since 1957, when the U.S. Public Health Service be-

gan checking the strontium content in milk, St. Louis levels—for reasons as yet unknown—have averaged higher than the rest of the nation. And the level has been rising, from 10 micromicrocuries in 1957 to a new, early-winter high of about 24 mmc's,\* reported by the USPHS this week. Worried by the phenomenon, a group of St. Louis citizens got together just two years ago and formed a non-profit educational organization called the Citizens Committee for Nuclear Information (it now has a membership of 70 scientists, many from the city's Washington University, and 1,000 volunteers—including the president of one of St. Louis's biggest dairies). A few months later, the committee decided to undertake "Operation Tooth."

**The Catalogues:** In its first year and a half, the project—directed by an internist, Dr. Louise Reiss, and run by volunteers from the committee—collected and catalogued 17,000 baby teeth. Now, with a recent U.S. Public Health Service grant of \$197,454 to Washington University's School of Dentistry for a laboratory to analyze the teeth, the goal is 50,000 teeth in 1960 alone.

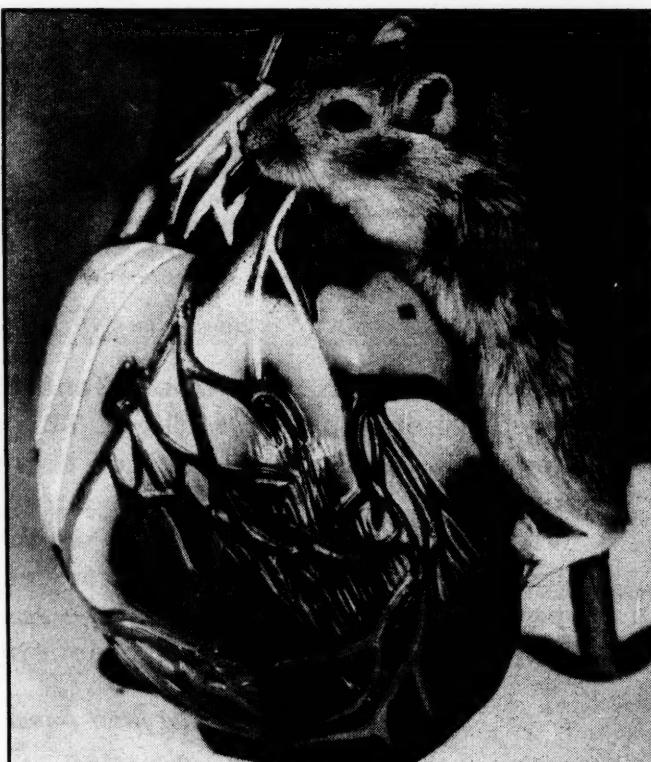
Most of the teeth are sent in by parents, though baby teeth extracted by the city's dentists, dental clinics, and school nurses also are routed to "Operation Tooth" headquarters. Each

tooth is accompanied by a brief data sheet including such information as "year tooth came out," "[child's] birth date," "breast fed?" and "kind of milk in formula?" The information is recorded, the teeth are sorted out according to kind and age group, and are then sent to the laboratory where they are ground up and analyzed.

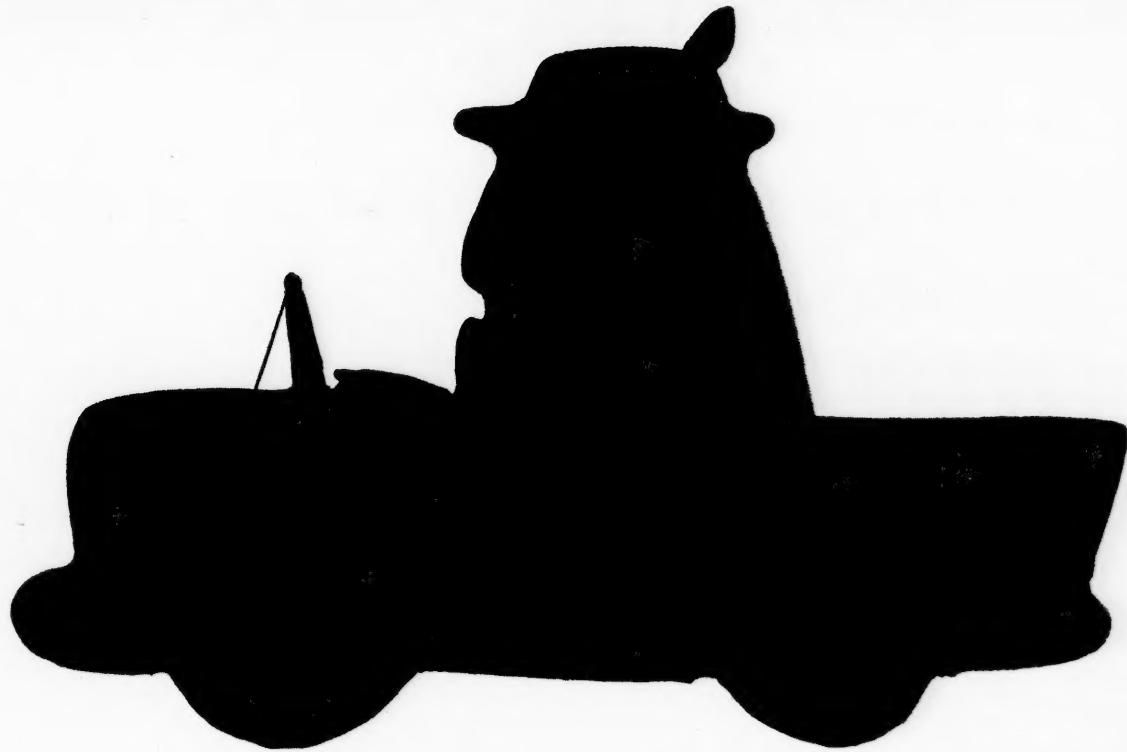
**Others:** Several other U.S. cities have asked about joining "Operation Tooth." If they do, Dr. Reiss says they will have to collect and sort their own teeth. With an estimated half million baby teeth falling out in St. Louis each year, her volunteers will be too busy to help.

"No scientific group as such could possibly tackle the teeth collecting," Dr. Reiss pointed out. "It's a big, backbreaking job—this is probably the largest research study that has ever depended to such a degree on public participation. Fortunately, we have several hundred volunteer workers. We're going to need them all."

\*Scientists have arbitrarily set the safe dosage of strontium-90 at anywhere from 33 micromicrocuries to 80 mmc's—a disparity which the Congressional Committee on Atomic Energy promises to thresh out during its hearings in May.



THIS gerbil (cousin of a mouse), leaning nonchalantly on a model of a human heart, has reason to be cheerful. Unlike most animals, including humans, this African rodent's blood vessels never clog with cholesterol. Lederle Laboratories scientists are now studying the gerbil for a clue to controlling cholesterol in humans.



One way to keep a customer from seeing red



... is to keep him tickled pink.



**GULF OIL CORPORATION**

# It took 14 freighters to meet the Digest demand for this new product



*How an unknown Hawaiian delicacy became a favorite with housewives all over America*

In early 1958, housewives had never tasted . . . seen . . . or even heard of Libby's Deep-Minted Brand Pineapple Chunks. But within a year a whole fleet of freighters—plying from Diamond Head to The Golden Gate—was needed to meet the demand for this new product.

This exciting new delicacy had been marketed in three test cities. Consumer response was immediate—and so strong that Libby decided to make it available everywhere as quickly as possible.

## *Advertising offers 10¢ saving*

Libby was convinced that housewives who once tasted the new chunks would buy again. So it set out to "sample" the product on a low-cost, nationwide basis. Two advertisements appeared. One ran in Reader's Digest and included a coupon worth ten cents, to induce housewives to try the product.

## *Coupons pour in*

Knowing the size and quality of the Digest audience, Libby executives expected a high return. But their most optimistic estimate was soon topped as the coupons poured in. Within a few months after the Digest advertisement appeared, over a million coupons had been redeemed . . . and they were still coming in.

Thus, in relatively short time . . . and at low cost . . . Libby had sampled its new product in over a million prosperous homes all across America . . . leading the way to profitable repeat purchases at full price.

## *Current strategy and sales*

Robert L. Gibson, Jr., Vice President of Libby's Fruit Division, reports:

*"As a result of this experience, Libby is now running*



Through this Reader's Digest advertisement over one million housewives became acquainted—quickly and economically—with a delightful new food idea for salads, desserts and appetizers.

*a campaign of eleven more advertisements in the Digest for Deep-Minted Brand Pineapple Chunks.*

*"As for sales results, we hit our very ambitious sales target very fast. In fact, never before has a new product become a major product in the Libby line in so short a time."*

- Besides Libby, many other advertisers who want a big response—in sales, coupon returns or dealer support—are turning to the Digest. Through it they reach the best part of America—intelligent, prosperous families whose interest in a product can insure its success.



#### **Quick facts for busy executives**

Reader's Digest offers all these *exclusive* benefits to advertisers:

- 1 **The largest proven audience of readers.** It is larger than any other magazine, weekly, fortnightly or monthly, larger than any newspaper or newspaper supplement. More people read the Digest than look at the average nighttime network television program.
- 2 **The largest quality audience that can be found.** More people with greater spending power read the Digest than any other magazine. And the higher the income group, the greater the Digest's share of the audience.

3 **Discrimination in the advertising accepted.** The Digest alone of major advertising media accepts no alcoholic beverages, no tobacco, no patent medicines.

4 **Belief in what the magazine publishes.** People have faith in Reader's Digest, in its editorial and advertising columns alike.

*People have faith in*

# **Reader's Digest**

*Largest magazine circulation in the U.S.  
Over 12,000,000 copies bought monthly*



## Picture yourself in the cool comfort of a General Motors Air Conditioned Car!



ASK YOUR GENERAL MOTORS  
DEALER FOR A DEMONSTRATION

\*COMPRESSOR BY FRIGIDAIRE

Focus on the feature that means cool, refreshing driving comfort, spring, summer, fall—Harrison Air Conditioning in your new GM car! You'll be the picture of pleasure as you tussle through traffic or hustle along the highway. With a flick of a switch, temperature tumbles. You're cool, neat, completely refreshed! There's no stifling humidity . . . no annoying traffic noise, wind or dust. And you enjoy wonderful new relief from pollen. The Custom "under-the-hood" system is tailored to 1960 Cadillacs, Buicks, Oldsmobiles, Pontiacs and Chevrolets . . . the compact new "under-the-dash" Cool-Pack is designed for 1960 Pontiacs, Chevrolets and most Chevrolet trucks. So, whether you already own or are about to buy your new car . . . ask your GM Dealer about Harrison Air Conditioning . . . a reliable General Motors product!

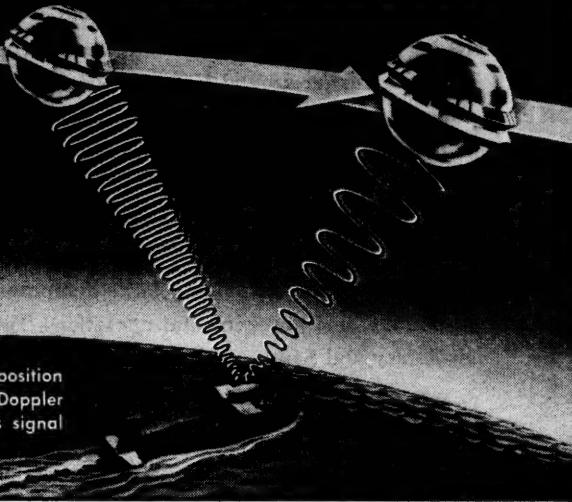
HARRISON RADIATOR DIVISION, GENERAL MOTORS CORPORATION, LOCKPORT, NEW YORK  
AUTOMOTIVE RADIATORS • OIL COOLERS • THERMOSTATS • AIR CONDITIONERS • HEATERS • DEFROSTERS

### Taking a 'Fix' by Satellite

(1) U.S. station calculates the Transit satellite's exact orbit from the Doppler effect—changes in signal frequency—and feeds it to satellite

(2) Every minute, satellite radio broadcasts its position in numerical code

(3) Submarine fixes its own position from numbers and from Doppler shift in passing satellite's signal



Newsweek—Magill

When four operational Transit satellites are in orbit, this is how the world's ships will determine position

#### NAVIGATION:

#### Sic Transit

The vast investment which the United States has put into its space program is finally beginning to pay off. Last week, for the third time in a month, missilemen scored a brilliant success when they tossed a navigational satellite into orbit from Cape Canaveral.

This latest addition to the earth's moonlets is a 265-pound, candy-striped globe which bears the unromantic name Transit, after the surveyor's tool. It is the forerunner of a quartet of high-flying satellites which will enable a ship's navigator to find his position in any kind of weather, at any point on the high seas. Adding to the luster of this achievement was the performance of the last stage of Transit's Thor-Able Star booster, which stopped firing in space, coasted for nineteen minutes, then fired again—the first time this has been accomplished.

The Transit satellite, which looks like a Christmas ornament with its silver antenna stripes and the double bank of solar cells jutting from its middle, was designed and built at the Johns Hopkins Applied Physics Laboratory in Maryland.

**Up and Down:** Its performance (see chart above) depends on a remarkably simple phenomenon, known as the Doppler effect, familiar to most people as the sudden drop in pitch of a train's whistle as it passes by. The same thing happens to Transit's four radio signals as the satellite passes over any of the six stations tracking it. Measurements of the rise in pitch, or frequency, as the satellite approaches, and the drop as it passes by, are relayed to computers at

the Johns Hopkins Lab which figure out where the satellite is going, and how fast.

With this it is simple to predict the orbit. In future Transits the data then will be fed to magnetic tape in the satellite, which will continually rebroadcast the information as a series of numbers. Any ship at sea, armed with its own receiving gear and computer, can measure the Doppler shift and find the satellite's distance and bearing. By combining this data with the satellite's announcement of its precise orbit, the ship can find out where it is.

**Weatherproof:** "It will be a relatively simple, economical system, and a satellite fix takes only ten minutes," said Dr. George Weiffenbach, who together with Dr. William Guier developed this technique of predicting orbits by practicing on Sputnik I. "But the real advantage," the Johns Hopkins physicist pointed out, "is that it will be more accurate than any other navigational device, and it will work in all kinds of weather."

Last week's Transit is not up to the full job, for it lacks the equipment to describe its orbit. But four complete satellites should be orbiting by 1962 and luxury liners and submarines alike will be able to rely on them. Though the Navy has been discreet in its comments, the new system will be indispensable to the Polaris-carrying submarines, which must know their exact position to hit a target with a missile. But any country's ships and planes will be able to get a fix from U.S. satellites, if they are carrying the right kind of computer.

►For the seventh time in eleven tries, the Air Force last week succeeded in putting a Discoverer satellite into polar orbit from Vandenberg AFB, Calif. The

Lockheed vehicle's size (1,700 pounds) and capsule-ejection system (for sending back pictures or passengers from space) make it the biggest and potentially the most valuable U.S. satellite. But for the seventh time, net-carrying C-119s failed to pluck the plummeting capsule from the skies; nor could patrolling Navy surface ships find it in the Pacific—even though both "fielding teams" were keyed up for the latest try.

#### MOONGLOW:

#### All in the Mind's Eye

Of all the tricks nature plays on men's eyes, none is as old and inexplicable as "The Moon Illusion." When the moon is low on the horizon it invariably appears to be larger than when it is high in the sky later in the evening—yet even the mooniest lover knows that there is no difference in the distance between the two moons and the earthbound viewer on any given night.

Most of the giants of classical astronomy have attempted to explain this perplexing illusion by attributing it to a seeming enlargement of the horizon moon caused by atmospheric haze. Ptolemy of Egypt (second century A.D.) first suggested this theory, and Galileo and Kepler, among others, also held to it. Recently, psychologists have treated the moon illusion as a problem in perception, related to the muscular effort involved in raising and lowering the eyes. To test such an idea, E.G. Boring, the Harvard psychologist, had observers double over and view the moon from between their legs. He found the results inconclusive.

Last week, Prof. Irvin Rock, 37, of

## SPACE AND ATOM

Yeshiva University and Lloyd Kaufman, 33, of the Sperry Gyroscope Co., told the Eastern Psychological Association they solved the problem by less contorted means. Using an old gunsight and a light source, they can reflect an artificial but real-looking moon onto the retinas of the eyes while the observer is viewing the real sky through a piece of glass. In addition, a shutter permits them to vary the size of the "moon."

**End of an Illusion:** With two such scopes, one pointed at the horizon and the other at the zenith, Rock and Kaufman were able to re-create the moon illusion at will for systematic testing. The explanation they hit upon as a result of their investigation required no radical theories, but only a reshuffling of Ptolemaic and modern psychological ideas.

Ptolemy had a *second* theory which stated that a filled space is perceived by the observer as being larger than an equivalent, but empty, space. Thus, the distance to the sky on the horizon appears greater than the distance to the sky above, because of the intervening terrain. Here, Emmert's law of perception takes over: If there are two objects the same distance away but one *seems* farther away, then it must appear larger to the subjective brain—even though both of the optical images recorded on the retina are the same.

Or, crudely put, take away the horizon and intervening terrain, and the illusion of varying size is destroyed.

## ASTRONAUTS:

### Waste Not

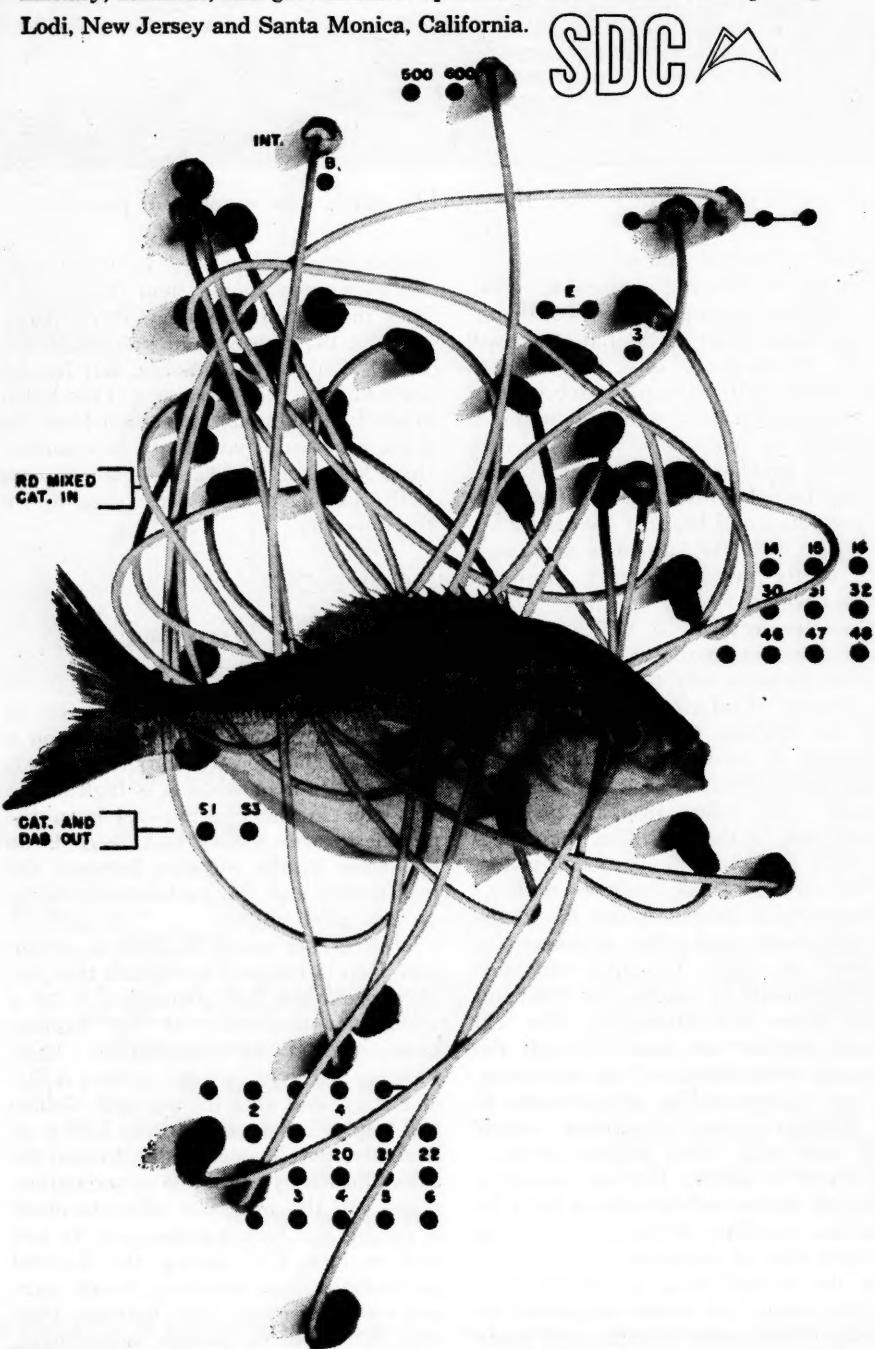
In any extended flight in space, the astronauts will be faced with two mundane problems: Taking along enough water to drink and disposing of their body wastes.

Last week, the Air Force took a long step toward solving both problems at once. Its Wright Air Development Division unveiled a suitcase-size recycling system (based on the vacuum distillation principle used to dehydrate foods) which converts the day's output of liquid body wastes into about 4 pints of drinking water. Moreover, the division introduced two experimenters who have drunk the recycled urine.

One of them was Courtney A. Metzger, a 40-year-old civilian engineer who spent seven days in an experimental space capsule with a choice of recycled water and regular bottled water. The former, Metzger declared, "tasted better" than the stored water. The other was Col. John Stapp, chief of the aeromedical laboratory at Wright with an illustrious record as a space guinea pig. "Our lab couldn't detect any differences," Stapp said. "It wasn't any worse than some of the things you get at cocktail parties."

America's fast-changing defense system is steadily improving and strengthening as new weapons and control systems are fitted in. But each change in defense procedure must be tested under stress. How and where can this be done without disrupting the existing system? Some new kind of simulated test zone is needed.

**the simulated sea** System Development Corporation has worked out the intricate answer around Kansas City. On computers and magnetic tape, it has simulated tricky features of many defense zones: a seacoast in mid-Kansas, an imaginary island at Denver, a Canadian border in Iowa. In this Model Operational Environment, as it is called, crews and computers react to hypothetical attacks as radar data (live, simulated, or a mix) comes in. Thus continental defense reaches ever-higher levels of preparedness. **SYSTEM DEVELOPMENT CORPORATION** A non-profit corporation developing large computer-based control systems for military, scientific, and governmental operations. Professional staff openings at Lodi, New Jersey and Santa Monica, California.



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## TRANSITION

**Born:** To Princess PAOLA RUFFO DI CALABRIA, 22, wife of Prince ALBERT of Liège, 25, heir-presumptive to the Belgian throne; their first, a 7-pound 8-ounce son, Prince PHILIPPE; at the Belvedere Palace, Brussels, April 15.

**Birthday:** Queen ELIZABETH II, her 34th, April 21.

**Retiring:** Maj. Gen. RALPH ZWICKER, 57, whom the late Sen. Joseph McCarthy considered "not fit to wear the uniform" (the U.S. Army disagreed); after 33 years in service; announced in Washington, D.C., April 13. Zwicker was a key figure in the 1954 Army-McCarthy hearings, having aroused McCarthy's ire when he refused to tell, on orders from superiors, who had promoted and recommended an honorable discharge for Maj. Irving Peress, a dentist who had invoked the Fifth Amendment on Army loyalty forms.

**Recovering:** GARY COOPER, 58, the lanky, close-mouthed Hollywood actor; after surgery for a prostate-gland condition, in Boston, April 14.

**Died:** GUSTAVE METZMAN, 73, former president of New York Central Railroad (1944-52), an ex-director (1945-57) of J.P. Morgan Co., and World War II head of Army Transportation Corps; after a long illness, in New York City, April 11. ►SIDNEY LENZ, 86, contract-bridge authority, onetime table-tennis champion, and amateur magician; of a heart ailment, in his New York City home, April 12. His 1931, 150-rubber "Bridge Battle of the Century" with Ely Culbertson did much to popularize the then-infant game of contract bridge.

►Sir ARCHIBALD MCINDOE, 59, British plastic surgeon who gave new life to hundreds of mutilated World War II veterans (he performed restorative surgery on some 600 badly burned and disfigured Allied airmen, sometimes as many as 40 operations on one patient); in his sleep, in London, April 12.

►MANLEY O. HUDSON, 73, the nation's top authority on international law (for 30 years he taught at Harvard), veteran diplomat (he was member of the Paris Peace Conference in 1919), and judge on the League of Nation's Permanent Court (1936-46); after a long illness, in Cambridge, Mass., April 13.

►Dr. WILLIAM W. CHRISTMAS, 94, a Washington, D.C., physician who in 1908 became the third American to fly a plane; of pneumonia, in New York City, April 14. He developed (in 1918) the first strutless, wireless, single-wing craft, the 170-mph Christmas Bullet.

►ELIJAH W. (Bill) CUNNINGHAM, 64, a top sportswriter for 40 years and since 1941 columnist for The Boston Herald; in Newton, Mass., April 17.



Peanuts Characters ©1950  
United Feature Syndicate, Inc.

Cheer up, Charlie Brown. The new Ford Falcon is still the easiest *adult* wagon in the world to own. There's plenty of proof of this! It's America's lowest priced 6-passenger wagon\* . . . gives you the best gas mileage, too. It goes up to 30 miles on a single gallon. It goes 4000 miles between oil changes. It never needs waxing. It costs less to service, less to insure. And it has the longest load floor of any of the compact station wagons. (Beat that, Linus!)

FORD DIVISION, Ford Motor Company



NEW FROM AMERICA'S WAGON SPECIALISTS

\*Based on a comparison of manufacturers' suggested retail delivered prices.

**FORD** *Falcon* **WAGON**



*"The ultraintellectual... tends to compare  
Father Knows Best' with Oedipus Rex."*

Gilbert Seldes—noted author, critic and educator—said it. His forum? TV GUIDE. After shrewdly analyzing the egghead's hostility toward television (it bids fair to challenge the egghead's domain—the printed page), Mr. Seldes pleads eloquently with the thoughtful man to make an honest attempt at understanding this young giant among communications media.

Polished and penetrating commentary of

this nature is, of course, only one element of TV GUIDE's editorial fare. TV GUIDE offers objective and absorbing coverage of television trends, controversies, influence, people and programs. TV GUIDE is, in short, the authoritative source of television information. TV GUIDE's ability to interest its readers explains its attraction for advertisers like General Foods, Plymouth, Pillsbury, Oldsmobile, Raytheon, General Mills.

*Best-selling weekly magazine in America... circulation 7,250,000*



Ne

# The Periscope

## Business Trends

### The Economy: Ups and Downs

Just what's ahead for the economy as a whole? The standard economic benchmarks are giving conflicting impressions:

Auto sales soared nearly 16% in the first ten days of April, but steel production slumped again last week, to 80% of capacity.

Department-store sales across the country jumped 18% over the same 1959 period in the latest week with a big boost from Easter, but unemployment rose 200,000 (to 4,150,000) in March.

Housing starts, on the decline since December, leveled off in March at a rate of 1,115,000 a year, but industrial production dipped in March to 109% of the 1957 level.

### Eight Clues:

All of this has caused economists to take a careful look at the highly regarded eight leading economic indicators. The National Bureau of Economic Research, which selected these indicators, finds they tend to call the turn, three to six months ahead of time, on what's ahead for the economy.

Here's the latest reading:

- Manufacturers' new orders, compiled by the Commerce Department, have leveled off below last June's high of \$31.4 billion. Latest figure (for February): \$30.5 billion.
- The Labor Department's figure on average work week for production workers in manufacturing industries hit 39.6 hours in March, down slightly from February and below last summer's 40.7 hours.
- Stock prices measured by the Dow Jones industrial average slumped more than 85 points during the first three months of the year, have inched up nearly 30 points since the March low.
- Commodity prices, measured daily by the Labor Department, are hovering just about where they were a year ago. The latest index is 86.1 vs. 86.8 a year ago.
- Liabilities of business failures, measured by Dun & Bradstreet, climbed nearly 8% over a year ago in March, to \$70.2 million. Another

D&B indicator, the number of new business incorporations, fell 4.1% to 17,437.

► Residential building, measured by F.W. Dodge, slumped to 99.9 million square feet of floor space in February (vs. 110.4 million a year ago), while commercial and industrial building contract awards moved up slightly from last year, to 34 million square feet.

### Sideways

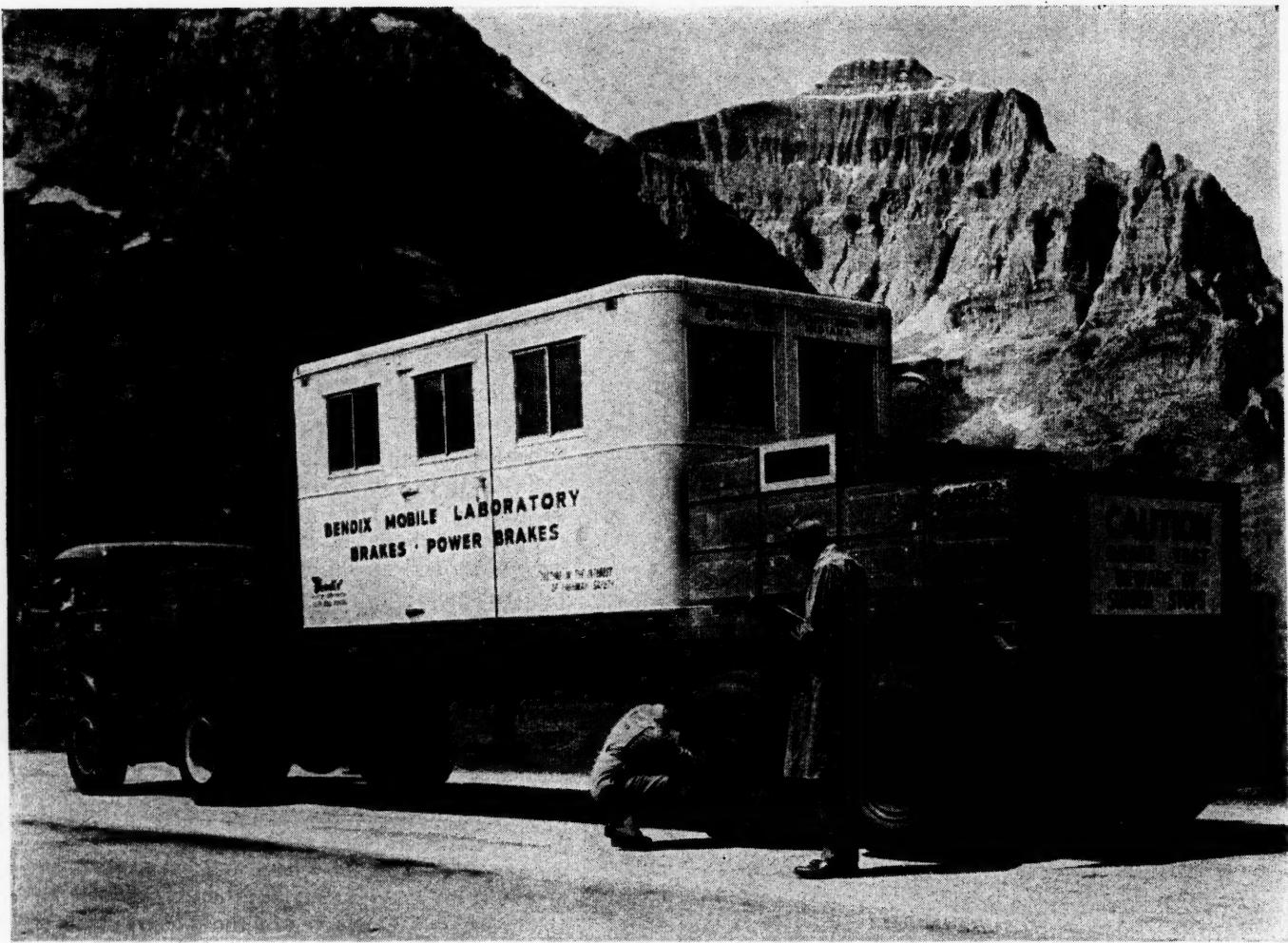
Although it takes time to collect these figures (some March figures aren't available yet), economists believe they point to horizontal movement for the economy in the weeks ahead.

One economist, Chase Manhattan's William Butler, sums up the outlook this way: "These figures so far this year have been disrupted by the steel strike and bad weather. April will be the first month unaffected by these elements, and it should look considerably better."

### Off the Ticker

*First-quarter earnings* are just about as good as everyone expected. Among the best (in millions): American Telephone and Telegraph, \$283 vs. \$256 last year; International Business Machines, \$35.2 vs. \$29; Jones & Laughlin, \$17.8 vs. \$15.7; General Electric, however, just about broke even with \$52.6 vs. \$52.8 . . . *Family income* rose 4% to an average of \$6,520 in 1959 vs. an average growth of 1 1/4% over the past twelve years, the Commerce Department says . . . *Auto-air-conditioner* sales are expected to grow to some 700,000 units this year vs. 580,000 in 1959.

*Checkups reveal* no reason for grounding Lockheed Electra prop-jets, says Federal Aviation Administrator Elwood R. (Pete) Quesada. But Civil Aeronautics Board says those which haven't yet been inspected (49 out of a total 101) should be kept out of the air . . . *Executive pay cut* planned by Douglas Aircraft as an economy move has been modified. It wouldn't have saved enough and might have caused some officials to leave the company . . . *Hot investment*: The Bank of Hawaii has a mortgage on the destructive volcano, Mount Kilauea. When the volcano erupts, it creates new land.



## THIS MOBILE LABORATORY HELPS MAKE DRIVING SAFER

This Bendix Mobile Laboratory—the only one of its kind—travels 100,000 miles a year. It tests advanced-design brakes and power brakes on all kinds of roads and under all types of driving and weather conditions.

Your safety depends on reliable brakes. Research shows that the average motorist brakes his car every thirty seconds under normal driving conditions. Multiply this figure over the life of your car, and it points up the importance of good brakes.

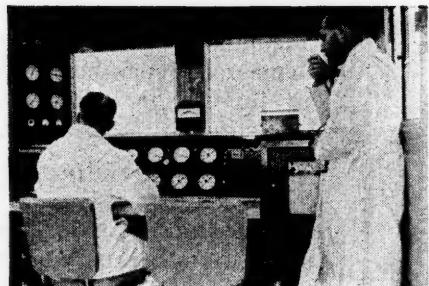
As a leading brake manufacturer, it is our responsibility to keep in the forefront in brake design and manufacturing—consequently, we use the most modern testing equipment available.

Bendix has made many important contributions to automotive progress. For example, Bendix introduced DUO-SERVO\* four-wheel brakes in this country. So successful were they that, over the years, most makes of

cars have used Bendix-type brakes. Bendix also pioneered the "muscle twins"—power braking and steering—to add to driving safety and convenience and to reduce driving fatigue and tension. Why not try them?

Back in 1914, Bendix introduced its now-famous starter drive. By helping to eliminate dangerous hand cranking, the automobile changed from a luxury for men only, and new markets were opened for 20,000,000 women drivers.

In many other ways, Bendix developments have made driving more pleasant, more economical, and safer. Hundreds of thousands of Bendix car radios entertain the nation's motorists. Efficient Stromberg\* Carbure-



Bendix Mobile Laboratory contains hydraulic, pneumatic, electric and electronic instruments that test and make permanent records of temperatures, pressures, decelerations, etc., on each test run.

tors help get better performance and more gasoline mileage out of passenger cars. Famous Zenith\* Carburetors do the same for trucks, buses, marine and off-the-road vehicles. Electric fuel pumps, filters, and universal joints are among other Bendix products that add to your satisfaction and driving comfort.

\*REG. U.S. PAT. OFF.



*A thousand diversified products*

# ETHICS FOR ETHICAL DRUGS

A fresh parade of witnesses took turns lambasting the nation's drug industry last week before Sen. Estes Kefauver's Senate antitrust and monopoly subcommittee, accusing the industry of everything from wasting doctors' time to foisting worthless drugs on the public.

Dr. A. Dale Console, a Princeton, N.J., psychiatrist and former medical director of Squibb Laboratories, said he feared that hucksters were taking over the drug industry. "Unless sweeping reforms are instituted, a truly ethical house cannot survive," he said. In defense of his old employer, Dr. Console noted that "older, well-established, conservative houses once did resist many of the abuses." The harm came with "the entry of newer, solely profit-oriented competitors."

Dr. James E. Bowes, a private practitioner who teaches at the University of Utah, criticized the industry's advertising outlay, which he claimed runs to \$210 million annually vs. research spending of \$194 million. Based on the 365 pounds of mail he personally gets each year, Dr. Bowes estimated that drugmakers spent \$12 million on postage alone, plus \$86 million for free samples.

Pharmacologist Dr. Chauncey D. Leake of Ohio State (new president of the American Association for the Advancement of Science) thought drug promotion was "wastefully expensive." Nonetheless, Dr. Leake did not want any more government regulation. "Free men should regulate themselves," he said, adding that "we've got entirely too many bureaus and bureaucrats already."

**Ban on Brands?** Senator Kefauver had other ideas. He proposes to license drugmakers and get up new standards of therapeutic efficiency. To cap it, doctors would be obliged to prescribe generic rather than brand-name drugs.

The industry is withholding rebuttal until it gets a chance to testify this week. But some of its arguments are already well known. The generic prescription rule, it says, would interfere with the doctor's right to have the last word in prescribing for his patients. Moreover, drugmakers say, Federal standards are much looser than those set by the makers of branded products, who think that their reputation is their greatest asset.

But Kefauver's oratory is hitting home. Connecticut,

New York, and Ohio are now urging—but not requiring—doctors to prescribe generic drugs for welfare patients. Connecticut estimates its plan, through use of cheaper, non-branded drugs, plus new low-bid drug buying for convalescent homes, could save \$500,000 a year. Michigan also has a plan to get doctors to give generic prescriptions to all patients.

## BANKING:

### The Choir-Boy Boss

No one knows for certain who first thought of freeing banks from forbidding neo-Grecian pillars and iron-barred tellers' cages, but it may well have been Willard K. Denton, an effervescent banker who would rather not stand on his dignity. In any case, a trend toward glass (and smiling faces behind it) can be traced to 1938 when Denton joined what is now New York's Manhattan Savings Bank and began to make it over into a friendly place where neighbors would be pleased to drop in.

Last week, the neighbors—Waldorf-Astoria dowagers, clerks on their lunch hour, and just plain shoppers—were stopping by in droves to see the bank's annual Easter show, with its 35-voice choir, organ recital, dancing-water display, gallery of Easter fashions, midgets dressed as bunnies, and hundreds of lilies and dogwood, azaleas and tulips.

This week's attraction in the Oval Lounge of the bank's Madison Avenue

headquarters is an automobile show. Regular depositors hardly blink an eye as they make their way to the rear of the bank, where normal banking business is transacted. They've already been treated (or subjected, as a few have complained) to fashion shows, dog shows, ice shows, chamber-music ensembles, Bohemian glass-blowing exhibitions, afternoon teas, and elaborate holiday presentations.

"The key to all this," Denton explained last week between exchanges of greetings with satisfied depositors, "is the fact that most people are self-conscious about going into a bank, especially if they have only a few dollars. It's our job to show them there is nothing to fear. Why, bankers are just the same as people."

**AWOL Athlete:** But not many bankers—or people—are much like Denton, a big and friendly, frank-speaking man who started his career 43 years ago as a laborer in the Ford Motor Co. foundry in Highland Park, Mich. He ended up there after being asked to leave a Tarrytown, N.Y., high school where he was not only the star athlete but the leading hooky player as well. After a World War I naval hitch he went into banking because a broken leg made a "soft job" necessary.

Starting as an office boy, he had risen to special deputy superintendent of banks for New York by the time he joined the old Metropolitan Savings Bank in 1938. Denton led it into a merger with Manhattan, then took a series of steps that



Newsweek—Tony Rollo

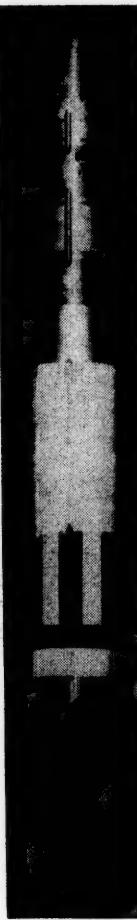
President Denton (arrow) and co-workers: 'Bankers are just the same as people'



Associated Press

A TITAN intercontinental missile rolls, eastbound from Wright Patterson Air Force Base in Dayton, Ohio, through a tollgate on the New York State Thruway, en route for exhibition at Bridgeport, Conn. When ready for business (right), the multimillion-dollar weapon towers 92 feet high, can carry a nuclear warhead 9,000 miles at speeds up to 15,000 mph. Built by the Martin Co. and powered by rockets

made by the Aerojet-General division of General Tire and Rubber Co., the Titan's first operational home will be at underground bases under construction on the Great Plains south and east of Denver, Colo. Six construction companies, headed by the Morrison Knudsen Co. of Los Angeles, are working on the \$67 million set of man-made caverns, 160 feet deep, part of a 200-mile complex stretching into Wyoming.



U.S. Air Force

began to change its money-temple atmosphere. He dressed men and women tellers in snappy blue blazers, replaced the guards' Sam Browne belts and .45s with discreet uniforms and hidden .38s, and, at Christmas time, placed a tree and a crib in the lobby.

How well has this mixture of show business and banking paid off?

"Well, when I came to work here, we had assets of \$23 million," says Denton. "Today we have nearly \$400 million." In fact, deposits at Manhattan Savings' four offices in Manhattan are up substantially since the beginning of the year, even though most banks have handled more withdrawal than deposit slips in that period. The reason, according to Denton: "We're the last bank that people withdraw from because they have a feeling of sentiment toward us."

With that, president Denton, now standing under a portrait of a somber and dignified predecessor, donned a white chorister's robe, delivered a brief pep talk to a similarly bedecked employees' choir, and led it to a facsimile rock garden in the lounge where 200 to 300 persons waited expectantly. As the dancing water gently subsided, the choir, abetted by Denton's basso, lifted joyous voices in "Jesu, Joy of Man's Desiring." In the background, a busy teller smiled at a happy depositor.

#### PEOPLE:

### The Tastemaker

Few men were as successful as Walter Paepcke (pronounced Pep-key) in lending elegance to the business of living. He made his fortune selling boxes and his fame developing the abandoned mining town of Aspen, Colo., into a world-famous center for culture and recreation.

A Phi Beta Kappa Yaleman, Paepcke founded the Container Corp. of America in 1926, built it into the nation's biggest manufacturer of paperboard products. As president and later chairman, he gave an esthetic air to what could have been a pedestrian business by sponsoring artistic and thought-provoking advertisements, including the well-known series on "Great Ideas of Western Man."

He first saw Aspen in 1945, fell in love with it, and later turned it into a colorful ski resort. But Paepcke wanted Aspen to be far more than a popular ski area. His objective was "the cross-fertilization of ideas." In 1949, he sponsored the Goethe Festival at Aspen, first in a series of cultural gatherings which have attracted such notables as philosopher Albert Schweitzer, composer Darius Milhaud, and theologian Reinhold Niebuhr.

Businessmen became an important

part of the program. At his Aspen Institute of Humanistic Studies, executives put aside their balance sheets to ponder and discuss the lessons of Plato and Aristotle, Thoreau and de Toqueville. The theory was that "the nose to the grindstone is a useful, necessary, and becoming posture for business, but there is more to the world than can easily be seen from this position."

When he died in Chicago last week at the age of 63, Walter Paepcke left behind a favorite phrase which might well be his epitaph: "The best possible taste."

#### AIRLINES:

### Capital Need

Capital Airlines stole a march on the competition five years ago when it became the first U.S. airline to break away from the piston age. It bought 60 325-mph Viscount turboprop airliners from Britain's Vickers-Armstrongs, Ltd., for \$70 million, with payments secured by chattel mortgages on Capital's fleet. Last week, it was clear that the nation's fifth-largest domestic airline had outraced its bankbook, ending up with too little capital and too many airliners. Vickers-Armstrongs notified Capital that it would have to foreclose the mortgages unless the airline could come up with an al-



## Control total plant environment with equipment from a single source.

American-Standard Industrial Division is the place to turn when you have a problem concerning inplant environment. You draw from a proved product line spanning ventilation, process exhaust, dust collection and plant-wide air conditioning and heating. You look to one source for service—and equipment designed, engineered, and manufactured to work together. It's a fresh concept called Air-Lift from...American-Standard Industrial Division, Detroit 32, Michigan.

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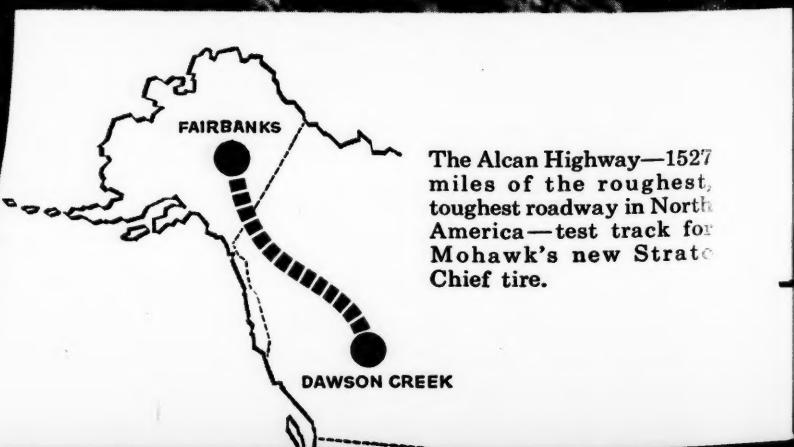
AMERICAN BLOWER PRODUCTS • ROSS PRODUCTS • KEWAENE PRODUCTS



*We proved it on the Alcan Highway!*

We climbed mile-high mountains, skirted breath-taking gorges, forded racing glacier streams on our way from Dawson Creek, Canada to Fairbanks, Alaska and return. The new Mohawk Strato Chief took it in stride, proved its claim as the safest, strongest, finest all-around tire on the market today.

# Mohawk proudly presents



The Alcan Highway—1527 miles of the roughest, toughest roadway in North America—test track for Mohawk's new Strato Chief tire.

# the Strato Chief

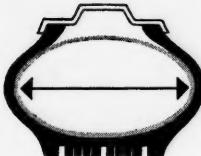


If you are looking for the maximum in tire safety . . . if you want tire strength that shrugs off road shocks that would smash metal . . . if you want high-speed performance . . . split second getaways . . . full control especially in "panic" stops . . . if you want a cradle-soft ride that literally floats your car over bumps and road im-

perfections . . . in short, if you want miles and miles of trouble-free driving . . . the new Strato Chief is for you. Here is a tire, from drawing board to final production, that has had but a single goal . . . to be the finest, safest, best all-around performing tire on the American road today. We present it to you with pride!

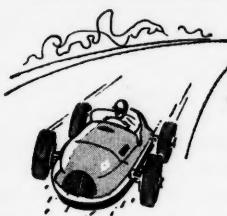
*New in Design! New in Materials! New in Performance!*

#### NEW LOW CONTOUR DESIGN



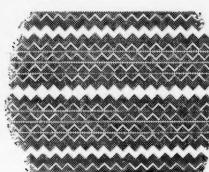
The next logical step in the evolution of low pressure tires. Wider and lower, it literally surrounds each wheel with a "pillow of air." You float over bumps and road imperfections in a ride that is remarkably smooth, softer, more enjoyable than ever before.

#### NEW RACING TYPE TIRE CONSTRUCTION



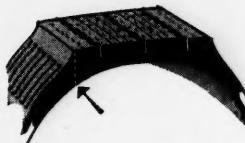
The cords in the tire body are placed at a new lower angle resulting in more stable side wall control. This improves high speed performance by reducing the traction wave. You have that wonderful feeling of complete car control, *at all times!*

#### NEW AMAZING TRACTION TO START AND STOP



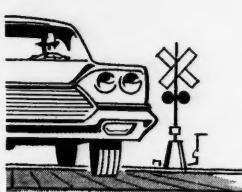
An entirely new exclusive tread design puts, by actual count, 1924 gripping edges per tire always in contact with the road. Never has a tire had such get-up-and-go, such smooth, instantaneous straight-line stopping ability. No other tire begins to compare!

#### NEW DISCOVERIES IN TREAD RUBBER



The latest developments in tread rubbers plus new compounds that result in a softer tread that wears longer. To this we have added a thicker tread shoulder that keeps the tread flatter, eliminates the rounding so common with today's tires.

#### SAFETY—TO PROTECT YOU AND YOUR LOVED ONES



The cord body of the Strato Chief is made from the finest quality, strongest nylon cord obtainable, processed on the industry's newest electronic equipment. This combination of materials, manufacturing methods and tire design gives you unparalleled protection under all driving conditions.

#### TWICE GUARANTEED—BY MOHAWK



The Strato Chief is guaranteed twice for the life of the tire. First, against defects in material and workmanship. Second, against all normal road hazards. Adjustments will be made on a pro rata basis on the unused mileage.

If you think twice about your car . . . will settle for nothing but the best in safety and performance . . . see the Strato Chief. Your local Mohawk dealer has it on display now.



THE MOHAWK RUBBER COMPANY, Akron 5, Ohio • Plants in Akron, Ohio; Helena, Arkansas; Stockton, Calif.  
Since 1913 manufacturers of tires of the highest quality. Since 1956, the fastest growing tire manufacturer in America.

ready overdue payment of \$11.9 million.

If the payment isn't made, Vickers-Armstrongs can demand full payment of the \$33.8 million that Capital still owes on the purchase price, plus interest. Failing to collect, they could seize all of Capital's 90 planes, including 56 Viscounts—four of them have been destroyed since 1955—nine Constellations, a dozen DC-4s, and thirteen DC-3s (the line also leases seven DC6-B's).

**Patience, Patience:** Vickers has been anything but impatient, agreeing to defer some payments as they fell due and even to refinance the debt as part of an over-all plan that Capital drafted last year. The plan: Capital would raise \$51 million by borrowing and selling stock, to pay off its Vickers debt and buy some new planes (Electras and Convair 880 pure jets) to improve its competitive position. Everything was contingent on Capital's forecast of good business in the first quarter of 1960.

But bad weather and a series of U.S. airline disasters hit passenger business hard, and Capital lost almost \$4 million in the first two months of 1960. Seeing no chance of a Capital payment, creditors had little choice but to start legal action.

Yet the chances were that there would be no sheriff knocking at Capital's door. Late last week, as the foreclosure notice fell due, Capital's board of directors held a special meeting to work out a solution. Among the possibilities: Another refinancing plan, reorganization of the company. Whatever they decided, the creditors would probably be cooperative. As a Vickers spokesman put it: "It's obviously in both our interests to avoid foreclosure. We don't want a fleet of secondhand Viscounts for which we would have to find a market."

#### FADS:

### Every Man a Farouk

How's business in California? Why, jumping, of course.

Gov. Pat Brown's constituents, from 6 to 60, were flocking to new "jumping centers" last week to bound happily on springy, steel-framed Trampolines, paying 40 cents for a half hour of the privilege. Los Angeles already has 200 centers, bearing Angeleno-style names like "Launching Pad," "Jumperoo," "Tumbling Town," and "Bunny Hop." Centers are also springing up in Texas, the Midwest, Florida, and, with the coming of spring at last, along the East Coast.

Somersaulting customers already have built the centers into a \$2 million-a-year business. All a man needs to start up is a plot of land, about \$8,000 for equipment, and some liability insurance. Average gross: A bouncy \$1,500 a month. For the handful of manufacturers who turn out the apparatus, the bounce is

even higher. George Nissen of Cedar Rapids, Iowa, whose Nissen Trampoline Co. did \$900,000 worth of business in 1957, expects to reach \$4 million this year. One of his major competitors, 48-year-old president William Sorenson of American Trampoline Co. in Jefferson, Iowa, claims \$1 million in 1959 and hopes for \$2 million in 1960, "if it keeps up the way it's been going."

Nissen and his rivals now turn out everything from \$75 bass-drum-size equipment for children to \$800-\$900 behemoths for athletes. The everybody-jump centers use the bigger versions but pay only about \$400 for them. By placing the nets over pits, they save the cost of



Black Star  
The Trampoline business is jumping

the supports on the standard models.

Both Sorenson and Nissen (who claims the name Trampoline as a trademark and is suing his fellow-Iowan over its use) are naturals for the business. Nissen, at 47, a trim 145-pounder, was intercollegiate tumbling champion in the 1930s; Sorenson was a Big Ten titlist. Nissen started in an old barn in 1940, now has 100 employees and is putting up a \$615,000 plant in Cedar Rapids.

Though even the Californians admit secret fears that the fad will pass, Nissen is confident that rebound tumbling (the sport's official name) will retain a permanent market. To prove his point that

jumping has virtually universal appeal, he points to a list of back-yard jumpers that includes Vice President Richard Nixon, Yul Brynner, a brace of Rockefellers, auto-TV man Earl (Madman) Muntz, and King Farouk.

#### FREIGHT:

### Merger Unmerged

Only a month ago, U.S. Freight Co. president Morris Forgash pronounced American Export Lines a financially sound investment for his firm. Last week, U.S. Freight's directors unanimously decided they could invest more lucratively by expanding the business they do best—freight forwarding and piggyback (truck-on-rail-flatcar) shipping.

That killed a Forgash deal for U.S. Freight to pay \$9.4 million for 314,000 shares and working control of American Export. It left the wife and husband team of Josephine Bay Paul and C. Michael Paul holding their stock and posts of chairman and executive committee chairman in the ship line.

And it left in the air a lot of speculation about what had happened at U.S. Freight. Had other directors overruled their president? Had Forgash been unable to finance the purchase? Or had he discovered that American Export wouldn't add much to U.S. Freight's business? Forgash, who would have sat in the prestige post of American Export chairman, was isolated behind a wall of secretaries who angrily declared: "We don't wish to amplify."

Wall Street stamped approval on the new judgment—U.S. Freight stock lost \$3 per share just before the deal was called off, recouped it right after.

#### PRODUCTS:

### What's Newest

**Stair Climber:** An electrically driven hand truck that can climb stairs with a 500-pound load is being marketed by New Design and Development Corp. of Lima, Ohio. An electric motor built into the frame of the two-wheeled Stair Cat drives two rubber belts which resemble tractor tracks. The belts grip the stairs, propelling a fully loaded hand truck up and down at the rate of 18 feet per minute. The operator need only guide and balance the hand truck. A 40-foot cord that plugs into any 115-volt outlet supplies the power. List price: \$350.

**Electric Bugaboo:** A new weapon in the perennial battle against insects is being offered by McDonough (Ga.) Power Equipment, Inc. The electric insect-pest control unit, called the Night Hawk, resembles an outsize R.F.D. mailbox. A circular fluorescent ultraviolet light on the front attracts the insects, and the

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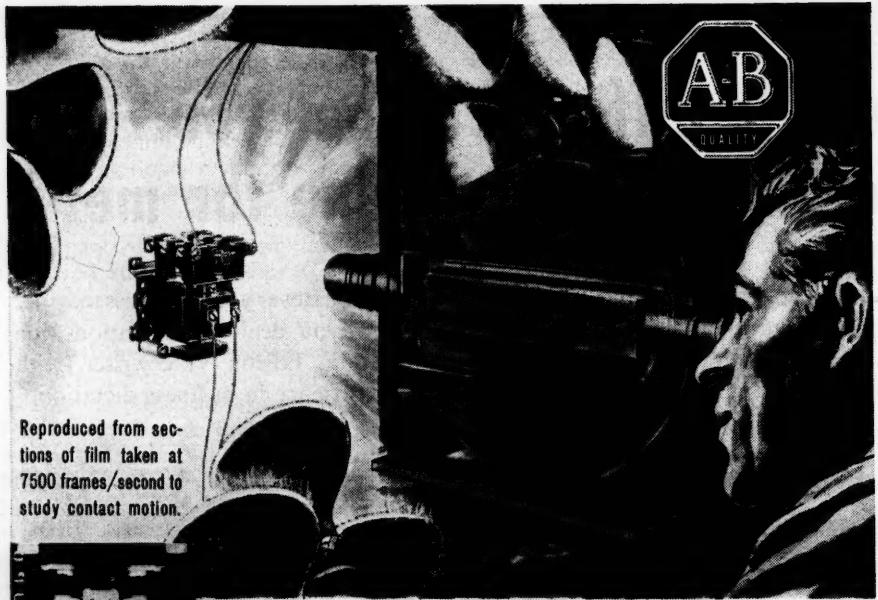
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### BUSINESS

unit's powerful suction pulls them into a mesh bag in the rear. The Night Hawk operates for a day on 2 cents' worth of electricity, costs \$59.50 at the factory.

**Magnetic Attachment:** A new easy-to-wear, hard-to-lose earring has been designed by Coro, Inc., of New York City. The two-part earring has a tiny magnetic disk that slips behind the ear lobe. It sends magnetic waves through the ear lobe and holds the metal-based earring in place. It comes in floral designs, gold plate, imitation pearls. Price: \$1.

### EXECUTIVES:

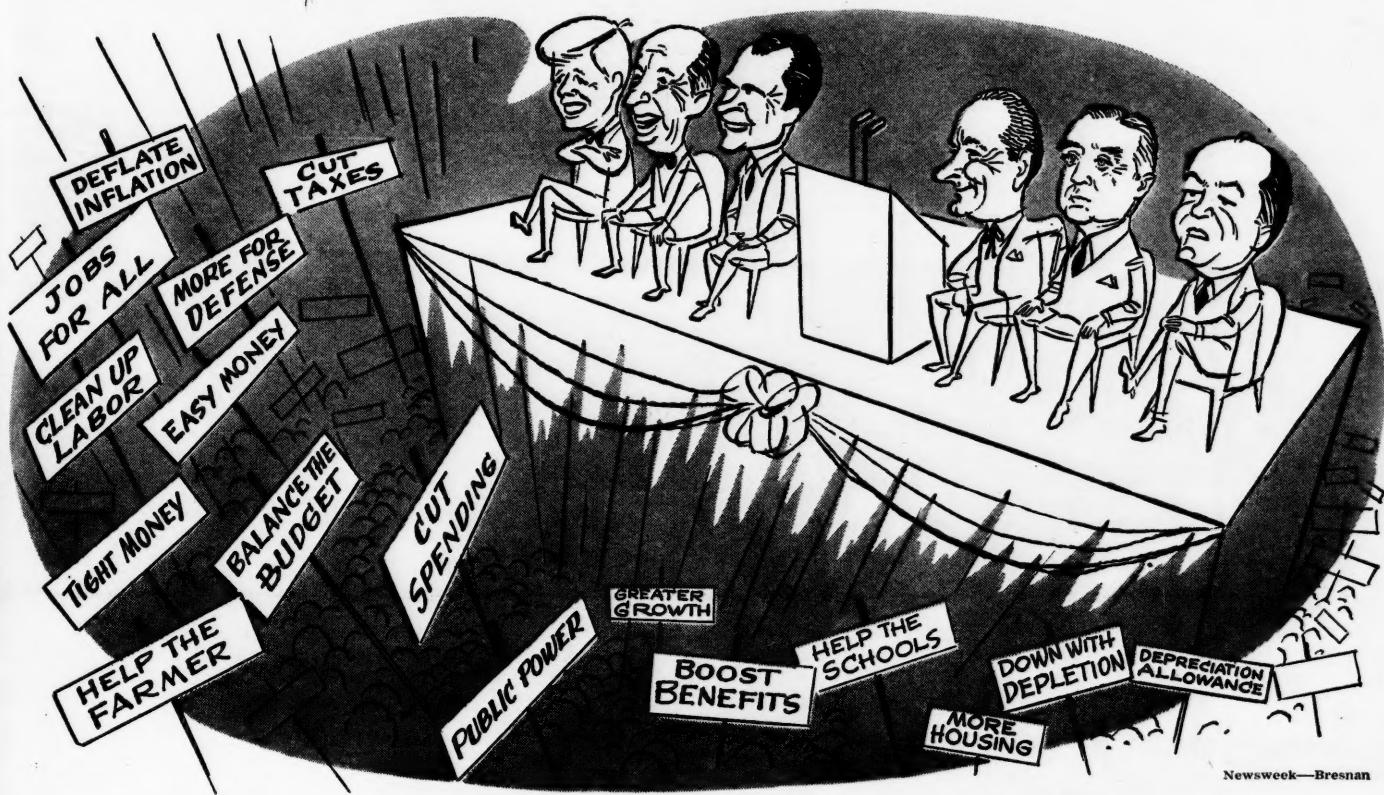
#### Two-Man Show

Every businessman likes to see his company grow, but growth can also bring problems. Last week, Raytheon president (since 1948) Charles F. Adams had to face up to one. “Your company is growing so fast,” he told stockholders, “that no one can run it alone.”

The electronic company’s solution, in Adams’ words: “A partnership of chairman and president.” Since the two top executives would be constantly “in and out” of the home office, Adams noted, whichever man was at home would have full authority to act for the company. So Adams, 49, thereupon moved himself up to the newly created post of chairman, where he will continue as top level salesman and diplomat. (His flair for landing big government contracts helped boost Raytheon’s sales from \$50 million to \$500 million since 1948.) Raytheon’s other in-and-out—charge of operations—will be new president Richard E. Krafve, 52. Former head of Ford’s Edsel division, Krafve joined Raytheon as a vice president last year. (He explains that the failure of the Edsel was due to the “1954 decision to build a car that had no market in 1957” when the car finally came out.)

Like most other electronics executives, both Krafve and Adams have an eye on the future. Adams, a wealthy member of the famous Boston family, says that the company is “acquisition-minded.” He is especially anxious to beef up the firm’s civilian business. Krafve predicts that the industry will go through a shake-out period within the next decade.

►Celanese Corp., the textiles, chemicals, and plastics producer (1959 sales: \$265 million), elected Kenneth C. (Nick) Loughlin, 55, as its new president. A stocky, gray-haired executive, Nick Loughlin is known as a crack salesman, still retains traces of a Southern accent (he graduated from North Carolina State with a B.S. in textile chemistry). Southern district sales manager from 1932 to 1951, Loughlin became vice president in 1951, executive vice president five years later. He succeeds Harold Blancke, 56, who remains chairman and chief executive officer.



Newsweek—Bresnan

## Talking Business With the Candidates

*The President plays an outsize role in determining the nation's economic climate. He shapes, monitors, and regulates the course of business through dozens of agencies, and can chill or exhilarate business confidence with one press-conference remark.*

*This week, BUSINESS TRENDS Editor Hobart Rowen focuses the SPOTLIGHT on the economic views of six men, one of whom—barring the surge of a dark horse like Nelson Rockefeller (see page 29)—will impress his views on national policy as the next President.*

### Economic Flexibility

Richard Nixon readily concedes that "some of the programs of the New Deal and the Fair Deal were good for the country." But he rejects three "basic Truman Fair Deal ideas":

- "That the government should be a dictator over our economic life."
- "That the Federal government should step in and try to solve all problems."
- "That the government should promote class struggle and take sides."

Nixon, on the other hand, is thoroughly committed to the idea of government encouraging investment of profits and savings to stimulate national growth. He also can be counted on to stress—if not with all the enthusiasm of President Eisenhower—the virtues of a sound dollar and a balanced budget. Beyond these rigid "do's" and "don'ts," the key to Nixon's economic thinking is flexibility. It was this flexibility that permitted

Nixon to propose a steel strike settlement which didn't sit well with many businessmen; that prompted him in recent weeks to persuade the Administration to amend its farm program, at least to the extent of soliciting possible alternatives to Secretary Benson's policies; that allowed him to urge a speed-up in the Administration timetable on a medical-insurance plan for the aged (see page 33); and that induced his lonely stand for a tax cut in the 1958 recession.

Nixon has already indicated other areas that he considers ripe for reform: Inadequate classrooms and underpaid teachers, farm surpluses, areas of chronic unemployment, and improved security for the aged.

Other issues in which he is stepping out on his own:

**Growth:** Nixon believes that the increase in the labor force alone suggests that the economy must expand by at least 4 per cent a year. "We can turn to more government control and depend on

forced growth," he comments, "or we can place our faith in the creative enterprise of free people, free business, and free labor." Nixon favors the latter.

**Taxes:** Nixon believes that confiscatory rates in the upper income brackets stifle initiative and risk-taking. He advocates more liberal business depreciation rules, a cut in the 52 per cent corporate tax, and overhaul of excise taxes.

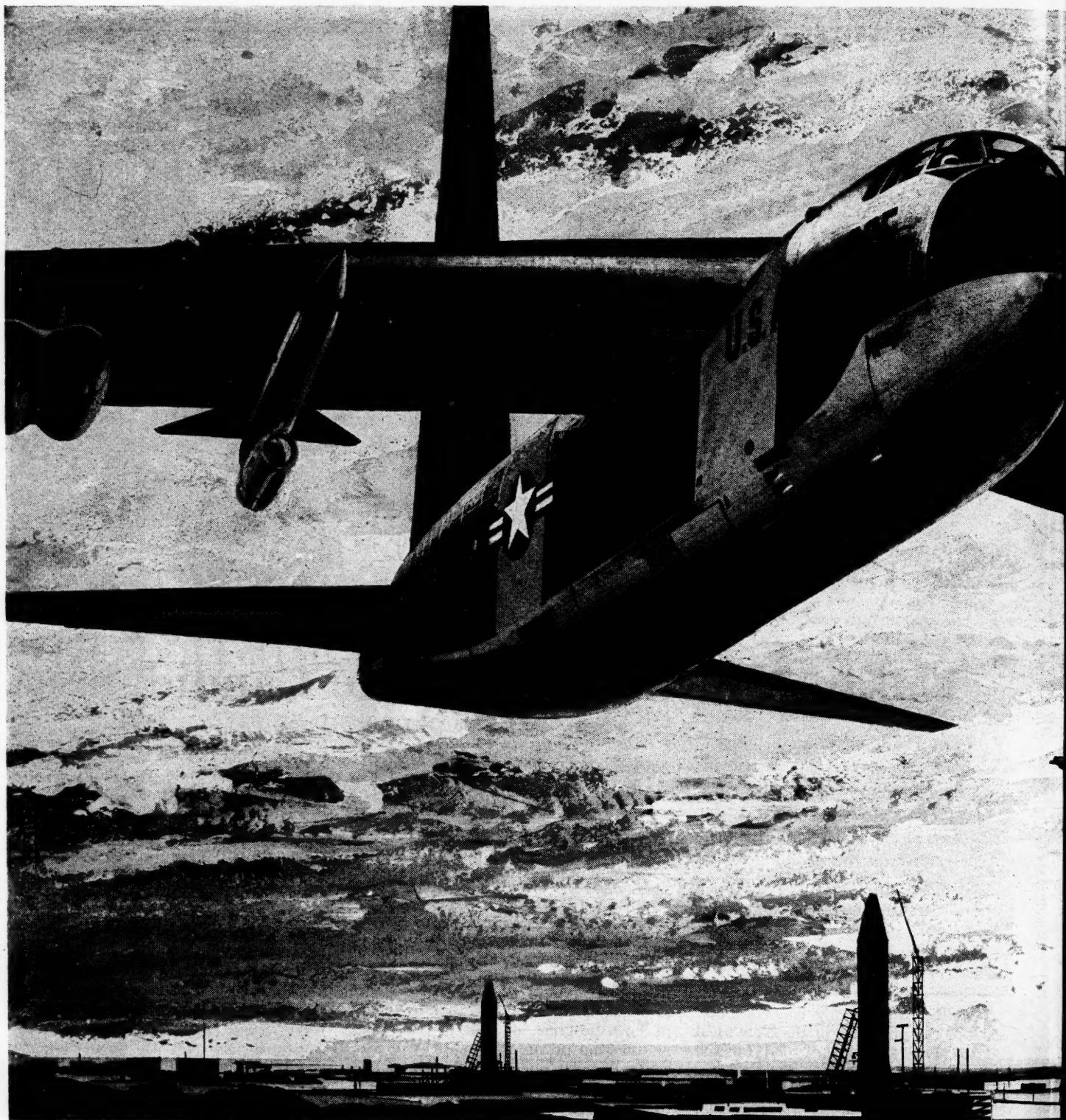
**Interest:** Nixon believes that the 4½ per cent ceiling on government bonds artificially restrains Treasury operations.

**Public Power:** "The important thing," says Nixon, "is to get projects on their way. Where the Federal government can do the job and will do it more efficiently or better than private power, then the government should do it."

### Conservative Liberal

Because of his two Presidential campaigns, Adlai E. Stevenson is the most "on-the-record" of all the Democratic candidates. And for all his differences with the Eisenhower Administration, Stevenson's views are those of a moderate, rather than an extreme, liberal.

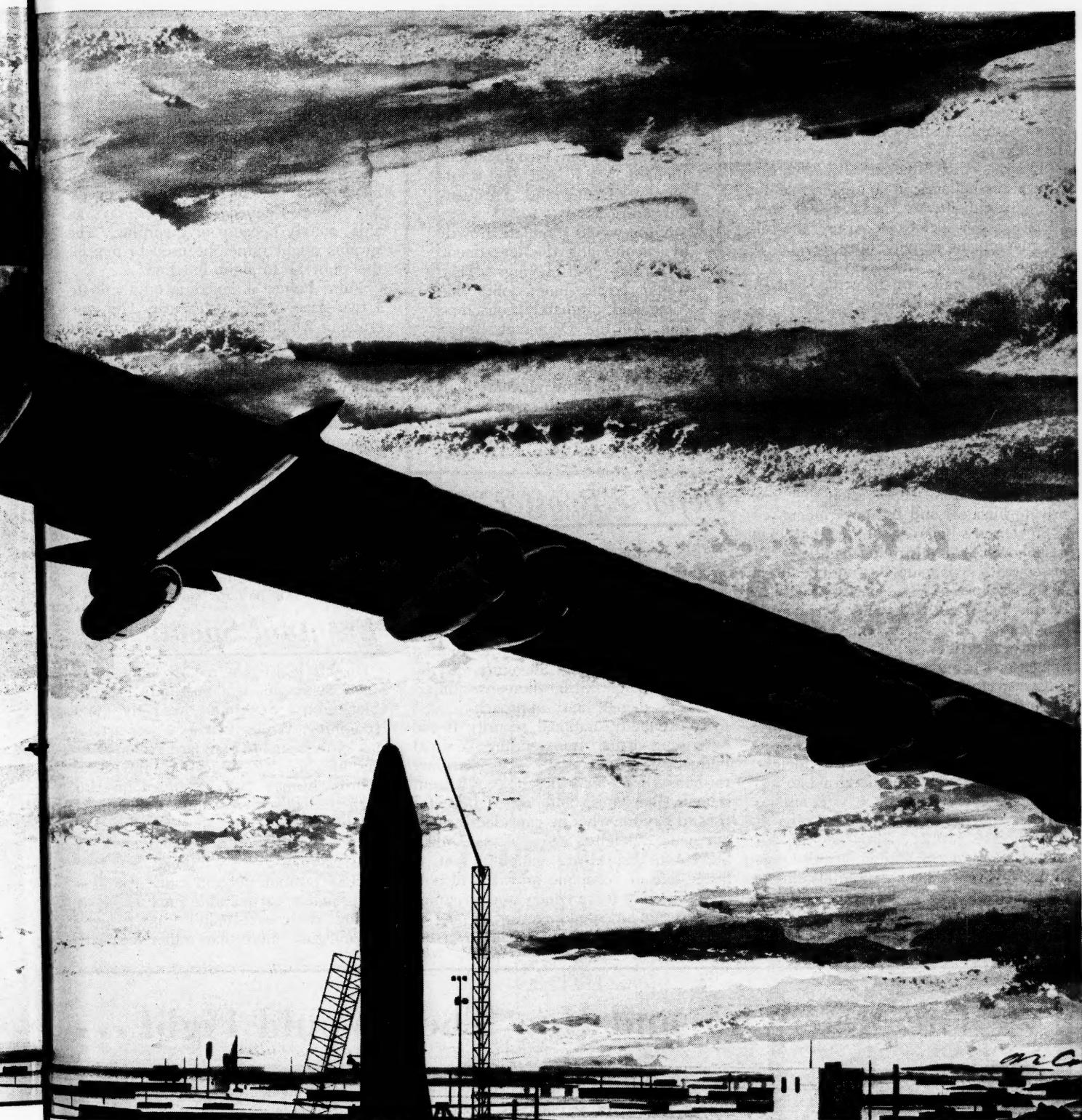
Stevenson is personally frugal. "Adlai is not a fast man to spend a buck, whether it's his own or somebody else's," says a friend. Stevenson himself says that his experience as governor of Illinois—during which time he kept the state budget in balance, with no increases in



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general revenue taxes—strengthened his “respect for the ancient canons of public thrift.” He also concedes privately that the businessman under recent Democratic Administrations has had reason to feel oppressed.

Despite this inherent conservatism, Stevenson believes in a bigger role for the government. As the size and complexity of our society increases, “the role of government activity must not be allowed to decline,” he asserts.

Stevenson talks of boosting Federal spending about \$3 billion a year in the immediate future, about \$10 billion a year more by the end of the 1960s, to exploit the nation’s natural resources and to carry out health, education, and other social-welfare programs.

Where will the money come from? From “our existing taxes” based on an economic growth of 3 per cent a year. He stresses, however, that this growth must come from cooperation between private business and the government.

Stevenson believes, too, that the Eisenhower Administration has been obsessed with balancing the budget, often at the expense of key security programs. In this, he is one with other Democratic candidates. Like them, he holds that security overrides other considerations. Stevenson’s stand on other key issues:

**Taxes:** He favors reforms, but opposes narrowing the tax base. He would lower the rate on the first \$1,000 of income, cut the highest tax rates, plug loopholes, and withhold taxes on dividends.

**Social Welfare:** Of Federal aid to education, Stevenson says: “It is foolish to fail ... to stimulate that great investment in the future.” Also high on his list: Extension of public-health programs, low-rent housing, slum clearance.

**Farm Policy:** The last time around, Stevenson rooted for 90 per cent of parity. He would be as liberal this time.

## Basics

Here is a basic economic difference between Vice President Richard Nixon and the front-running Democratic Presidential prospects:

Nixon would stimulate growth by encouraging the investment of profits and savings. That would create more jobs, income, and, ultimately, consumption. All the Democrats stress growth from the other end of the cycle—by building up worker and farmer income and creating demand which requires more capital investment.

## Defense Booster

If Sen. John F. Kennedy’s economic proposals bear a striking resemblance to those of Adlai Stevenson, the similarity is not accidental. Kennedy’s stable of economic advisers includes no fewer than three top economists who burned the midnight oil for Stevenson in the 1956 campaign. Still, there are differences in degree and approach.

To Kennedy, national security is the overriding issue, transcending “normal budgetary considerations.” He is willing to boost taxes and divert funds from schools, hospitals, and other peaceful uses to pay for what he considers a more adequate defense program. Unlike Stevenson, he clearly implies that a faster rate of economic growth will not, by itself, pay for an increased program of government spending.

He also branches out on his own on

a variety of other issues. Among them:

**Labor:** In this, his primary field in the Senate, Kennedy is pledged to seek still further protection for rank-and-file union members against corruption.

**Taxes:** In line with his defense views, Kennedy advocates higher taxes, if needed, to pay for the nation’s needs. Nor would Kennedy cut taxes, says an aide, merely because of a surplus. “The surplus might rather be used to pay off the debt or to fight inflation.”

**Farm Policy:** Kennedy would initiate a two-price system for wheat. The government would maintain a basic support price on wheat raised for human consumption (about half of present production), but the remainder—used for feed—would have to seek its own level in the open market. Other details of his farm program are vague. He says he has no “wonder drug” cure.

**Social Welfare:** He proposes a much-expanded U.S. aid program for public housing, slum clearance, and cooperative housing. His medical-hospital care plan for the aged would emphasize diagnostic care and nursing care at home, but would not pay for surgical bills.

## ‘Eventual Spender’

On his legislative record alone, Sen. Stuart Symington is almost indistinguishable from Senators Kennedy and Humphrey. While perhaps a less articulate spokesman on standard “liberal” issues like housing, education, and social security, he has always stepped forward when the votes were counted. But there are differences of emphasis which suggest that Symington is instinctively a bit more cautious. Where others may take a liberal position automatically, the Missouri senator, as one aide puts it, “tends to move there eventually.”

Symington, more than either Kennedy

## ‘The Men Who’ and How They Would Fight . . .



NEWSWEEK asked each of the six leading candidates: “If a recession arose during your term of office as President, what would you do to combat it?” Here are their answers:

**Nixon:** “The time is past when the Federal government can allow a recession without decisive action.” During 1958, Nixon was ready to push for tax cuts instead of more Federal spending if the recession deepened. Still of the same hue, he asserts: “We must not allow the fear of a temporary budget deficit to put us in a strait jacket.”

**Stevenson:** “In a period of threatened recession, we should cut taxes to put life-giving dollars back into the economy, even though this may involve temporary

budget deficits. We may need . . . also an increase in our programs for schools, hospitals, roads . . . in order to keep people employed.”

**Kennedy:** “We should immediately initiate a program to reverse the trend. This can be done by easing credit requirements, by other steps designed to encourage spending. If that should not induce a prompt reaction, additional steps should include revision of tax rates and acceleration of needed public-works projects.”

**Humphrey:** “I would particularly favor a temporary reduction in taxes. In addition, I would have a shelf of public-works projects prepared in stand-by status for rapid initiation. I would also

or Humphrey, inclines toward economy in government. One good reason: Of all the leading candidates, only Symington has a business background—as president and board chairman of Emerson Electric Manufacturing Co. His experience at Emerson Electric has shaped his economic thinking all along the line. As a businessman, Symington had to struggle through a series of slumps. "I found out that when people had money, I had business," he recalls. The senator's obvious conclusion: "We have to keep the economy on the move."

Symington also regards as "childish" the oft-quoted Administration admonition that the government should get "out of business." "When someone says the government should get out of business," he asks, "do they want to abandon the Securities and Exchange Commission, or the Federal Trade Commission, or the Small Business Administration?"

As for economy in government, Symington feels certain that he could trim \$10 billion off the current budget, most of it from wasteful expenditures in the defense programs. But rather than cut taxes, he would channel the savings into what he considers the more vital security measures and into social-welfare work. A major critic of Secretary Benson, the senator also would raise agricultural price supports back to 90 per cent of parity.

## *Stanch Traditionalist*

Lyndon Baines Johnson lolled back in the big leather chair, his hands clasped behind his head. "I am a free man, an American, a United States senator, and a Democrat—in that order," he drawled. "I am also," he continued, "a liberal, a conservative, a Texan, a taxpayer, a rancher, a businessman, a consumer, a parent, a voter, not as young as I used

## *... Recession*

call for easing of money and credit and would especially seek to expand available credit for mortgages."

Symington: "When [signs of a slowdown] occur, plans of action already prepared should be alerted. Such plans could include easing of money rates, increased availability of credit for construction and other production purposes, possible adjustment of certain tax burdens. Willingness to admit the trend's existence and to act accordingly is the factor so often lacking."

Johnson: No comment, since he insists that he is not a candidate. Johnson's aides suggest, however, that he wouldn't back a wide-open, easy-money policy, or press for big tax cuts.

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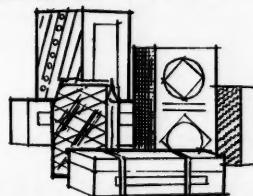
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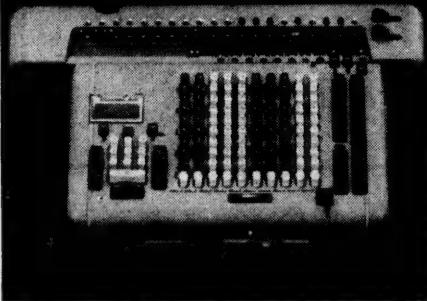
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## SPOTLIGHT ON BUSINESS

to be nor as old as I expect to be—and I am all those things in no fixed order."

Johnson is also a politician who won't admit he is a candidate. ("Johnson is the Senate Majority Leader," his aides explain. "He can't run around waving a flag. He's got to get a consensus.") So the senator discusses his economic views only as they relate to his job in the Senate. And there, his brand is unmistakably the most traditional, in economic thinking, of all leading Democratic candidates.

Johnson is, in his own words, "strong for fiscal stability." A firm believer in the balanced budget, he holds that, except in time of emergency, "the government ought to be run a good deal like you run your own business or your personal finances . . . We should take in as much as we spend." As a result, he would not push for as big a public-housing program as the other leading Democratic contenders might. Nor does he support the "easy money" policies promulgated by fellow Democrats. On the contrary, he is proud of his conservatism in money matters, and boasts of the high liquidity ratio of a small bank in Johnson City, Texas, of which he is a director.

Despite his conservative leanings, Johnson nevertheless played a key role in blocking the Administration's appeal for abandonment of the 4½ per cent interest ceiling on long-term government bonds. Like most fellow Democrats, he believes that high-interest rates hurt the small-business man and the farmer. He also accepts the standard Democratic position that the economy isn't growing fast enough, though he doesn't state a specific goal.

Johnson openly champions strong labor legislation. He also is the only Presidential candidate of all with no specific agricultural program. Most farmers know that they're only being "slickered" by election-year promises, he says.

## Liberals' Liberal

People who merely disliked the New Deal get the willies when they hear Hubert Humphrey speak. To him, the New Deal was just a beginning. "This generation has the urgent responsibility of perfecting existing tools and forging new ones to wipe out poverty in America," he maintains.

Humphrey proposes to advance the cause through a broad expansion of social-welfare legislation accompanied by increased Federal spending and the inevitable extension of government controls. "I am not proposing a 'regimented' economy," says Humphrey. Yet, in almost the same breath, he adds: "I am simply stating that we should not let the market make the key decisions of public policy. Only the government, responsible to the electorate, should have and exercise this right."

One of Humphrey's chief aims—or dreams—is to end the alternating business cycle between boom and bust. If he were elected, he would rely mainly on tax control, rather than control of credit and interest rates, a favored tool of the Eisenhower Administration.

Someone once said that Humphrey has more solutions than there are problems. Among the "needs," he lists:

- Bigger jobless pay benefits—at least half of a worker's wages.
- Increased old-age benefits.
- Increased public-assistance grants, so that those on relief can live at a minimum standard of decency.
- Distribution of surplus foods to needy families throughout the world.

The heart of Humphrey's farm program is a revolutionary concept of parity, a formula to yield farmers a return on capital and labor comparable to that of industry in general (cost: unspecified).

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PUBLISHED as part of a collection of ancient advertisements, this 66-year-old plug for long-defunct Old E.L. Anderson whisky brought a flood of orders, lured by its 66-year-old, and equally defunct \$2.90-a-gallon price, "delivered in sealed case (no marks) at your home." Sadly but firmly, Kentucky's Anderson Distilling Co. (no relation to E.L.) returned the orders—unfilled.

# Age, 'Needs,' and Votes

by Henry Hazlitt



"ONE of the most intensive and broadly based lobbying operations in recent history has made health insurance for the aged easily the No. 1 issue before Congress this year." So begins a New York Times news story describing the tremendous campaign to promote the Forand bill.

The propaganda and pressure are skillfully organized and timed. They are backed by the Americans for Democratic Action, by Walter Reuther and the Committee on Political Education of the CIO-AFL, by Senator Kennedy, who has introduced a companion in the Senate to the Forand bill in the House, and by a group of columnists who have begun suddenly and as if on signal to wail and weep in chorus about the plight of the aged. Anybody who doesn't immediately join up is denounced as heartless and cruel. We are back in the revivalist atmosphere of the Townsend Plan of 25 years ago—though today \$16 billion a year is already being spent on old age and other OASI programs.

## THE FORAND BILL

The Forand bill would add hospitalization and surgical insurance to the social-security program. It would profess to pay for this addition out of an increase in the OASI tax of  $\frac{1}{4}$  per cent on the employee and  $\frac{1}{4}$  per cent on the employer. Actuarial estimates by the insurance industry are that costs under the Forand bill would range from \$2 billion to \$2.4 billion for the first year, and, by 1980, from nearly \$6 billion to more than \$7.5 billion a year. This would require a level premium not of  $\frac{1}{4}$  per cent, but of 2.32 to 2.97 per cent of taxable payroll. Social-security taxes are already scheduled to reach 9 per cent of payroll by 1969, without any Forand bill, and in later years to soar to 11 to 16 per cent of payroll.

These and similar facts were brought out in the brilliant speech in the Congressional Record of March 24 by Congressman Thomas B. Curtis of Missouri. At what point, asks Curtis, will the taxpayers rebel? Some of them are now paying more in social-security taxes than they pay in income taxes. The Forand bill has been supported by grossly misleading sta-

tistics concerning poverty and need. In any case it would deny benefits to the 4 million aged persons who, through no fault of their own, do not have social-security protection.

There are much deeper criticisms. In 1949, Edna Lonigan, in a pamphlet published by the American Enterprise Association, pointed out how, since 1933, there had been a constant expansion of the concept of the "needy": "A zealous staff in a public-welfare agency can find unlimited opportunities to add to the number of 'needy' families . . . and to the number of 'needs' which must be met by the public through taxes." The last decade, with social-security "liberalization" in every election year, has confirmed that thesis.

## SOCIALIZED MEDICINE

The Forand bill is a foot-in-the-door for a complete program of socialized medicine. Walter Reuther testified last July: "It is no secret that the UAW is officially on record as backing a program of national health insurance." After this new aid to people of 65, people of 62 and 63 would want it. Then it would be argued that the medical needs of families with growing children were no less urgent. Finally everyone would be covered.

Socialized medicine is based on compulsory, not voluntary providence. Social "insurance" is a misnomer; individual benefits bear little relation to the individual tax. It is a program for the redistribution of income. The young will have to accept less than they produce in order that the old can get more than they produce. Pressure will build up for reducing an insupportable burden on the young by an inflation that reduces the real benefits of the aged. It is those who today weep most ostentatiously over the plight of the aged who are mainly responsible for the inflation that has already cut the purchasing power of their pensions in half.

"Security" can come only out of production. The policies of the welfare-statists penalize and discourage production. As Bastiat pointed out more than a century ago: "The state is the great fiction by which everybody wants to enrich himself at the expense of everybody."

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## SPORTS

### ROUNDUP:

#### Boy Wonder

In 1948, an 11-year-old Latvian Jew named Meesha Tal knocked at the door of a Riga hotel room, where Mikhail Botvinnik was resting after winning the world's chess championship in Moscow.

"Would the champion play a game with me?" Meesha asked Mrs. Botvinnik who opened the door.

"The champion is tired," she said, and the door closed.

Twelve years later Meesha not only is playing the great Botvinnik, but also is threatening to take away the championship. In a 24-game match in Moscow, Tal last week was leading, 7½ to 5½. He needs 5 more points to become the youngest world champion in 100 years. ►The Montreal Canadiens swept four straight games from the Toronto Maple Leafs, won the National Hockey League's Stanley Cup for an unprecedented fifth straight year, and inspired an old cry: Break up the Canadiens. ►After one game of the 1960 National League season, Eddie Sawyer became the year's first managerial casualty. Sawyer resigned as manager of the Philadelphia Phillies and was promptly replaced by 34-year-old Gene Mauch, a former big-league infielder. Mauch should improve on Sawyer's 1960 percentage: No victories, one defeat, .000. ►Frank Lane, big-dealing general manager of the Cleveland Indians, made one of his biggest deals: Trading Rocky Colavito, who hit 42 home runs last year, to Detroit for Harvey Kuenn, the 1959 American League batting champion.

### BASEBALL:

#### Redhead's Return

When a doctor said the X rays showed tuberculosis, Red Schoendienst, the ballplayer, wanted to know how sick he was.

"Think of it in terms of pregnancy," the doctor suggested. "You can't be a little bit pregnant. Well, you can't have a little TB."

Except for details of hospital admission, that was about all there was to it. Schoendienst, a proud and dignified professional, never asked physicians about his baseball career. "I figured that was up to me," he says. After saying good-bye to his wife and his four children, Red Schoendienst, ballplayer, became Albert F. Schoendienst, TB patient at Mount St. Rose Sanitarium, St. Louis.

Schoendienst was 35 and a veteran of seventeen years in organized baseball. He had begun as a farm boy from Germantown, Ill., who could play second base or shortstop or left field, and he cracked the major leagues after three years in the minors. He made it with the

St. Louis Cardinals, where he settled down as an infielder and roomed with Stan Musial for a decade. Later he played for the Giants. Tuberculosis struck him some time during 1958 when he was a key man on the pennant-winning Milwaukee Braves.

"I felt tired at the end of that season," Schoendienst remembers, "but that was nothing much. You can feel tired when there's nothing wrong. I wasn't coughing. I wasn't spitting blood. I just went for an annual checkup and they found TB."

At the sanitarium he followed a careful routine. Except for a morning shower,

his right lung. Three days before Easter 1959, Schoendienst was permitted to go home. He was not cured, but he was making progress.

For a time he had to keep himself away from his family. He lived on the upper floor of the comfortable house while his wife and children lived below. They saw each other briefly each day. He kept getting stronger. By last summer he could play catch; by the end of last season he made a few token appearances for the Braves.

But the question on which the pennant race may hinge is how far Red Schoendienst has come back. Last week, when the Braves opened the season by defeating Pittsburgh, 4-3, Schoendienst was pivot man in two fast double plays. Then, even though the Braves lost to Philadelphia, 5-4, he got two hits. Two days later, he added four more, as the Braves beat the Phils 13-3.

**Improvement?** Can Schoendienst make it at 37? "He looks better than I ever saw him," says Johnny Logan, the shortstop. "He doesn't waste hustle, but he gets around."

"I honestly think I'm swinging the bat better than before I got sick," Schoendienst himself says. "We'll help him," says Chuck Dressen, the manager. "We've got guys on the bench who can give him a rest when he needs it."

Just before one of the Braves' games last week, someone asked Schoendienst if it felt strange to be starting another season. Schoendienst's face, beneath the bright red hair, was solemn.

"The hospital, that was what felt strange," said Red Schoendienst, a man of quiet courage. "This? This feels as though I'd never been away." He grinned and trotted onto the field.

### BOXING:

#### 'Good Luck, Charlie'

Before the fight for the national collegiate middleweight championship, the two boxers dressed in the same locker room. "I'll be glad when this is over," Stu Bartell of San Jose (Calif.) State, told his opponent, Charles Mohr of Wisconsin. "Vacation's coming up and I'm going home to Brooklyn for a few days." Mohr, a Long Islander who had known Bartell since high school, smiled. "Me, too," he said. "I can use some vacation."

"Good luck, Charlie," said Bartell.

"Good luck, Stu," said Mohr.

The young fighters laced on their bulky 12-ounce gloves and strapped on their protective headgear (both safety measures required by collegiate boxing rules). "It was just going to be a boxing match," Bartell said later. "You know, jab, move, jab, move, nobody gets hurt."

Then, in Wisconsin's gymnasium, the bout began. Bartell and Mohr had met



Associated Press

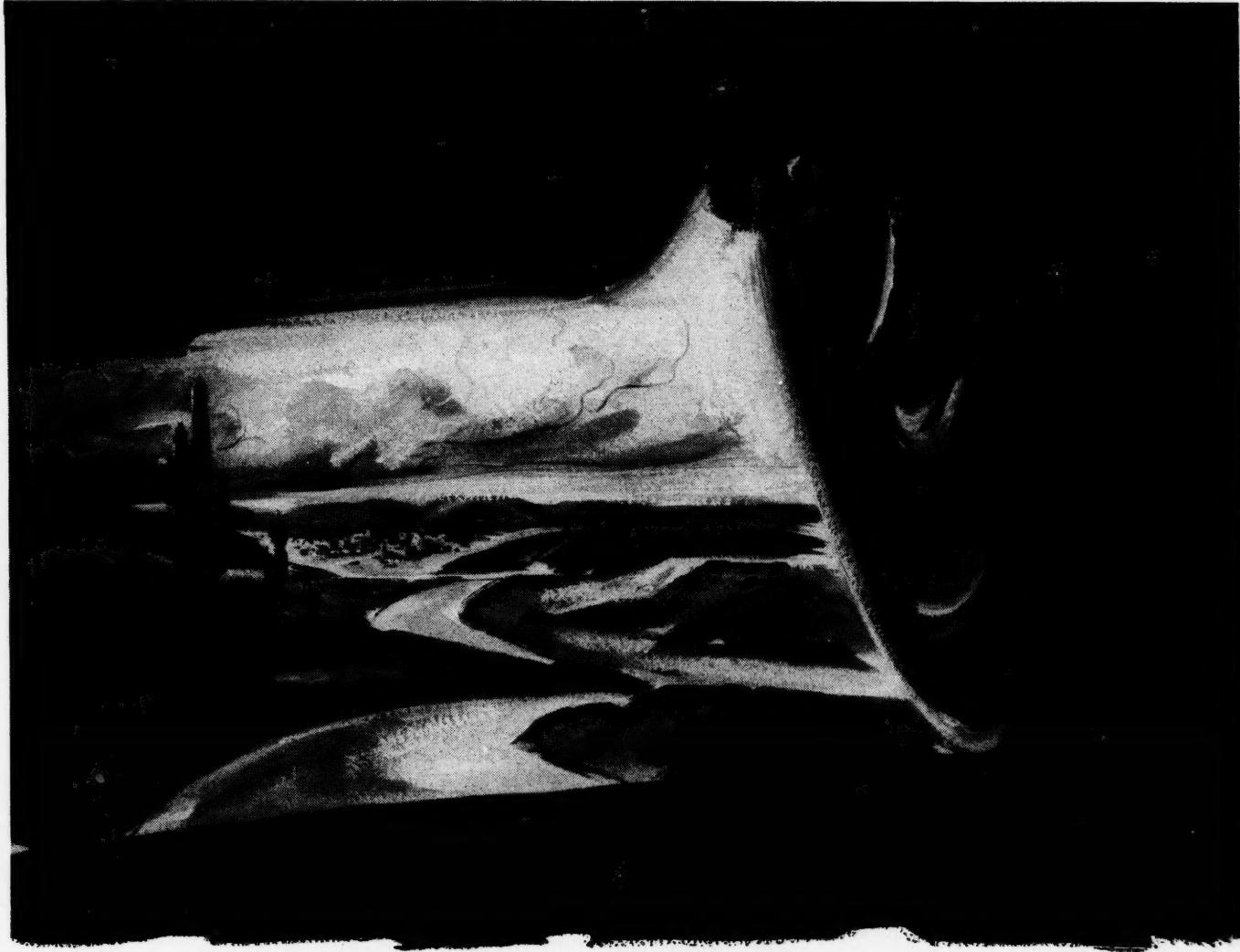
Schoendienst: Up from TB

he spent each day flat on his back in a private room. Morning and afternoon, he read newspapers and letters—letters from friends, letters from fans he had never met, letters from less famous TB patients. In the evening, as a special treat, he had his television set turned on.

Five times a day he took pills prescribed by a doctor. He was worried about gaining weight while he was immobile, so he regulated his diet carefully. He concentrated on high-protein foods.

After the antibiotics had localized the infection somewhat, surgeons cut through a rib and removed the upper lobe from

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*This is one of a series of statements to acquaint you with the broad scope of the activities of Rockwell-Standard Corporation.*

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twice before this year, each earning one decision, and they moved cautiously in the first round, Mohr winning it on points.

Midway through the second round, Bartell drove a hard right hook to Mohr's jaw. Mohr fell to the canvas, popped up, and took a mandatory nine-count on his feet. Then Bartell moved in again, landing a flurry of rights to the head and body. With Mohr dazed and beaten, referee John O'Donnell stopped the fight. At 1:49 of the second round, Bartell was the winner by knockout. Mohr left the ring under his own power.

**Tragedy:** In the dressing room a few minutes later, Mohr collapsed, unconscious. He was rushed to Wisconsin's University Hospital, where Dr. Manucher Javid, an associate professor of neurosurgery, performed a three-hour brain operation. "[Mohr has suffered] marked brain damage," said Dr. Javid, "with irreversible damage to the midbrain. His chances are very minimal."

As Mohr lay in a coma, Wisconsin college officials refused to release movies of the fight. Some students and alumni clamored for the end of boxing, and a petition circulated among the faculty, urging the professors to recommend abolition to the Board of Regents. "That's not right," said Charles Mohr Sr., who waited by his son's bedside. "Don't blame the sport."

Bartell sat at his home in Brooklyn. "They told me Charlie was going to be all right," he said, "or I never would have left. I keep waking up at night. And every time I try to study, I can't concentrate." Bartell shook his head. "Charlie was a friend," he said. "The last time we fought, we had dinner together afterward."

Mohr never regained consciousness. Early Sunday morning, a full week after the fight, Charles Mohr, 22, died at the University of Wisconsin hospital.



Mohr: Irreversible damage



Newsweek—Jules Schick

Kincaid at work: The fast ball gone, you depend on control

## Einstein of the Flute'

The distinguished gentleman with the platinum hair and platinum flute was quite obviously a favorite with the Main Line matrons who dominated the highly receptive audience attending last Friday afternoon's concert by the Philadelphia Orchestra. But as ruddy-faced William Kincaid moved to the center of the stage of the venerable Academy of Music and began a difficult passage from Mozart, there was a special tension in the air. This was to be his last solo at the Academy, and when the final lilting notes of the flute Concerto in G had faded away, wave after wave of applause rolled through the gold and white auditorium.

To those who heard the vigor and strength of Kincaid's brilliant performance, there was little doubt that, at 65, he was at the height of his musical powers. Yet because of the Philadelphia's inflexible rule that members must step down at 65, Kincaid is retiring from the first desk he has occupied for the past 39 years. For the flutist, the prospect is bittersweet indeed. As he recently told conductor Eugene Ormandy: "I will leave with the taste and sound of the orchestra still in my mouth."

**High Spots:** One afternoon last week, seated in his downtown Philadelphia apartment, Kincaid reflected on the career behind him: "I've never had any high spots because I've never had any low ones. Perhaps I'm playing differently today than I did when I was younger, but not so anyone would notice. It's like a fireballing young pitcher who, as he gets older, loses his fast ball and learns to depend on his control. Many

times he's a better pitcher because of it."

"The flute is the easiest instrument to play badly and the hardest to play well," Kincaid went on. "Not only do you need three or four times more breath than with an oboe or bassoon, but it also varies more in pitch." This is one reason why, for the past 21 years, Kincaid has used a platinum flute. He thinks it keeps in tune better than silver or gold, which are the usual flute materials. "There are probably less than a dozen platinum flutes in existence. Mine was made for an exhibition at the 1939 New York World's Fair. It was priced then at \$1,500 and I insure it today for \$6,000."

**Fall Tour:** Although Kincaid and his flute are leaving the Philadelphia next month, they will be seen and heard in many a concert hall next season. "Just because I'm retiring doesn't mean I'm going to become a clam," the flutist said. "In the fall I've got a concert tour scheduled in addition to a heavy teaching program. It may be a cliché, but I feel that this is a sort of commencement for me."

No one agrees more than Ormandy. "William Kincaid should not disappear from the musical scene just because he is retiring from this orchestra," said the genial maestro. "After all, he is an artist who comes along once in a century."

But the highest praise for Kincaid came not in Philadelphia, but 600 miles away in Bloomington, Ind. There, 33-year-old James Pellerite, who will become the orchestra's new first flutist (and the nineteenth former Kincaid student to occupy a first-desk position with a major symphony), said: "I know I'm not stepping into his shoes. I only hope to follow in his footsteps. Kincaid has no peer, he is the Einstein of the flute."



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**Van Dyke and Rivera: It looks easy**

#### FIRST NIGHTS:

#### Kookies at Play

**BYE BYE BIRDIE.** Produced by Edward Padula. Direction and choreography by Gower Champion.

"Bye Bye Birdie," bouncy, funny, and fresh, is one of those engaging musicals that make musical-making look like a cinch. The trick was turned in this instance first by hiring writer Michael Stewart, who set in motion an original thought wave about a Presley-like rock-'n'-roll singer suddenly drafted into the armed forces. Then talented performers were hired who were largely new to Broadway, and the job of providing a score was given to Charles Strouse and Lee Adams, who had written a lot of songs but never a musical. Finally the versatile veteran Gower Champion was engaged to pace the show for speed, and dream up some wildly imaginative ballet-busters for balance.

The vagrant plot involving Conrad Birdie (Dick Gautier, in his Broadway debut), his manager (Dick Van Dyke), a lovelorn secretary (Chita Rivera), and a stageful of adolescent kookies is loaded with laugh lines, the very best of which are given to Paul Lynde and Kay Medford, a pair of expert veteran comedians. Van Dyke, a talented and likeable clown heretofore seen mostly on television, demonstrates that he can also sing and shuffle quite nicely, and Miss Rivera (formerly of "West Side Story") is tiptoeing on Gwen Verdon's heels as one of the most exhilarating dancers on the Broadway musical stage.

►Summing Up: Meet the new Champion.

#### Women and Faith

"Do you think Jesus Christ will ever return to earth?"

Though this question might seem peculiarly inappropriate for statistical treatment, Gallup pollsters recently put it to a sample of Americans of all faiths and found that 55 per cent of them answered "Yes." The second question: "Do you believe there is, or is not, a life after death?" drew optimistic affirmatives from 74 per cent. In both cases, more women said yes than men did.

#### Is Prayer Enough?

One of the most dogged opponents of apartheid in South Africa is a 51-year-old Anglican clergyman with a shrapnel-scarred temple. He is the Most Rev. Joost de Blank, Archbishop of Cape Town. Ever since 1957, when he came to this post, this Londoner of Dutch descent has spoken frequently and loudly against the government policy which calls for total separation of the races. He defiantly opened the doors of his cathedral to everyone, black or white, and he was quick to challenge the Dutch Reformed Church for its failure to do the same. Archbishop de Blank's action amounted to a declaration of war against the denomination to which many South African government ministers and other white Christians belong.

For a little while last year the war cooled, and the Anglican and Dutch Reformed churches made a pact which seemed to many a step not only toward trust and friendship but toward a more liberal stand on race. Then, in the wake of recent violence, Archbishop de Blank, who was wounded in World War II while serving as a British chaplain in North Africa and Italy, stubbornly renewed the attack. When several churches, including Dutch Reformed, Roman Catholic, and Jewish bodies, called for a "national day of prayer and penitence" following the slaying of 72 Africans at Sharpeville, the archbishop denounced it as inadequate and

criticized some of the churches as well.

A day of prayer, the archbishop said, "may never be called as an escape into inactivity. It is a necessary part of Christian obedience to renounce evil and to repent before creative and redemptive prayer can be undertaken. [The Anglican Church in South Africa] therefore regards as hypocritical a corporate day of prayer so long as certain sponsoring churches have not openly denounced the primary evil causes of the present distress." He hammered home his attack by asking for the expulsion of the South African Dutch Reformed Church from the World Council of Churches.

Last week Dutch Reformed leaders renounced the Anglican pact and severed relations with Dr. de Blank, charging that he had brought their church "under suspicion among Africans." "Such action," they continued, "does not serve the Kingdom of God, and is a glaring injustice against the Dutch Reformed Church, which has done so much through the years for the non-European people of Africa. No wonder that the statements of de Blank since his arrival in South Africa have caused more alienation and that cooperation with him in the future has become impossible."

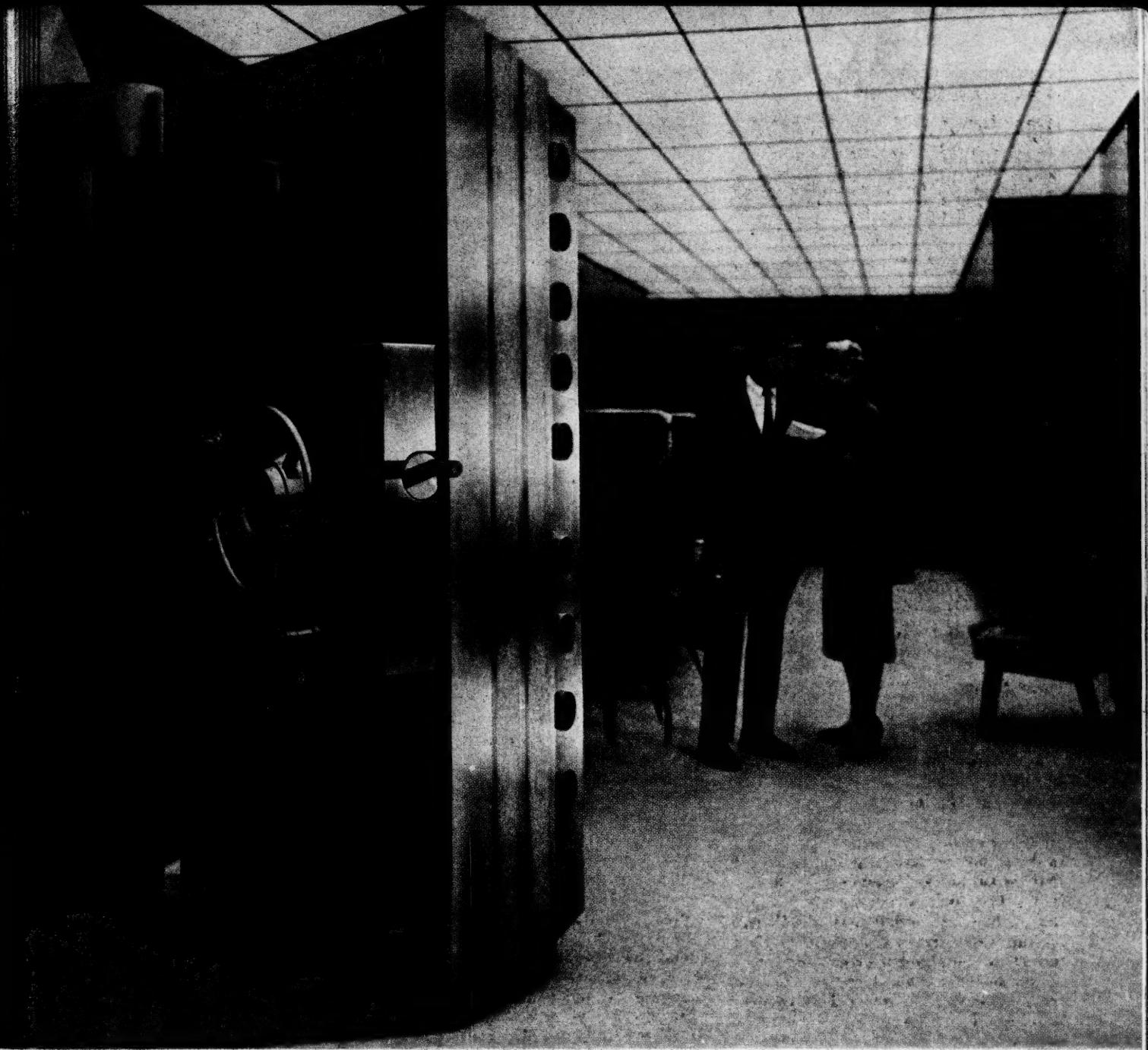
Both sides appealed to the WCC, which prepared to investigate the racial troubles as well as the breach between the member churches.

►In the U.S., which is facing racial problems of its own, The Rev. Dr. Billy Graham declared last week that "the most burning issue of modern times is the race question . . . What can individuals do to further better racial understanding? We can go out of our way to extend courtesy and friendship . . . We can show Christian love . . ."

UPI



A SECOND "weeping" Madonna (NEWSWEEK, April 4) was ceremonially installed last week in St. Paul's Greek Orthodox Church, Hempstead, N.Y. While a chemical test purported to show that the tears were not human but an oily fluid with a trace of chloride, Archbishop Iakovos, Greek Orthodox prelate in New York, deplored as "lamentable" any reluctance to accept the weeping on faith. And the Rev. George Papadeas, church pastor, added: "Who is to say that tears shed by the Virgin would resemble human tears?"



## Steel plates protect your savings from everything but inflation

Billions of dollars in cash and securities—even the nation's gold at Fort Knox—rest secure behind steel vault doors. Because they protect most of the country's liquid assets, bank vaults must be impervious to fire, flood, and earthquake. Yet 30-ton giants like the one above can be swung open with the flick of a secretary's finger.

Vault engineers have solved such knotty problems as controlling inside

temperatures, so that when a fire is raging outside, the contents of the vault are protected from charring and blackening, remaining in perfect condition. High-quality steel plates, welded together in layers, reduce heat pass-through to a minimum.

If you should be locked inside by mistake, it's rather easy to get *out*, but just about impossible to get *in*—unless, of course, you have the combinations. And bank robbery—when

the steel vault doors are shut and locked—belongs strictly to the world of television.

Vault doors like the one shown above are made from steel plates rolled by Bethlehem at Sparrows Point, Md., the country's largest steel plant, and at Johnstown, Pa.

Plates have other important uses in shipbuilding, bridges, large-diameter pipe, storage tanks, freight cars, and heavy machinery.

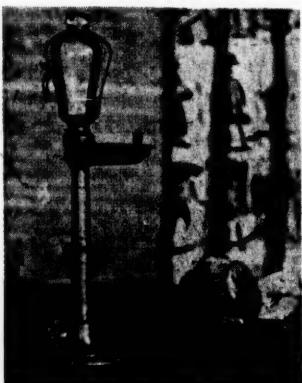
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New

## Plugs—For Posterity

If one TV commercial annoys you, consider the experience of plowing through thousands of them without a break. One iron-willed ad-agency executive and a female assistant did just that recently. They submitted themselves to this punishment within the green penthouse confines of the U.S. Tele-Service Corp., which houses the nation's only library devoted exclusively to the TV plug.

"We supplied sandwiches," Tele-Service vice president Al Goldenthal recalled last week. "He had, as I remember, six cups of soup, and his assistant worked steadily on black coffee. They were here six hours. I don't think they realized what they were letting themselves in for."

The bleary executive represented just one of the scores of ad agencies that use the unusual New York library. Started only eight months ago by two former ad-agency men—tall, graying president Henry Sondheim, 40, and short, dark Goldenthal, 39—the firm has on hand 12,000 commercials, consulted by 40 of the top 50 ad agencies. They check on the opposition, watch trends, and simply look for ideas to swipe.

What has made the library feasible is a gimmick called "Photo-Script," a sheet with sample stills from any given commercial running along its left side, and the text of the spiel affixed on the right. The firm makes the photos itself—right off five television channels—with the aid of five specially constructed cameras, which automatically click off pictures every four seconds.

The files have been put to a variety of uses not originally envisioned:

- Casting directors at ad agencies use the library to spot actors with commercial skills—or, conversely, to give the brush to actors associated with competitors.
- Educational TV shows—like "Continental Classroom"—have bought Photo-Scripts of entire programs. Bound in booklet form, they are distributed to students as records for study.

Brightest idea: One actor ordered Photo-Scripts of a drama in which he played only a bit part, but in which he had a scene with Sir John Gielgud. He flashes the record of the scene whenever he goes bird dogging for a job.

## Easy Ace

For a man who has gone through the meat grinder, the Grand Old Man of gag writing, Goodman Ace, looked curiously serene. Sprucely attired in black-and-white hound's-tooth-check suit, he gnashed on a 6-inch cigar and deadpanned: "I haven't watched much TV lately. I do turn on Channel 3 occasionally. It gives a little light and we can sit

## Periscope TV-Radio

NBC has set aside two half-hour slots this summer—for quiz shows. "Play Your Hunch" with singer Merv Griffin and "Head of the Class" with announcer Gene Rayburn will be the first new nighttime quizzers since the scandals... CBS-TV is hatching a series of children's specials for next season that will dramatize such properties as "The Man in the Iron Mask," "The Sea Wolf," and "The Prisoner of Zenda"... Producer David Susskind has a new series making the television network rounds, "The Witness," which will put on trial such famous villains as Hitler, Mussolini, and Al Capone.

around and read and talk to each other."

There is, of course, no Channel 3 in New York, but this sort of whimsical activity befits Ace's present mood. Next season he returns to the warm bosom of the NBC "Perry Como Show." But he is still licking his wounds from an experience with CBS's "The Big Party," a 90-minute big-budgeter that started successfully this season, then collapsed.

"The Big Party" was sponsored by Revlon, the cosmetics firm that in previous semesters had backed such suspect quizzers as "The \$64,000 Question" and "The \$64,000 Challenge." Rumors have been trickling out all season about sponsor interference and spilled blood backstage, and now Ace confirms it. For Ace, reputedly the highest paid gagman in the business (he once earned \$11,500 a week with Como), his stint with Revlon and its cross-grained president, Charles

Revson, was a classic case of hamstringing by a sponsor. Scheduled to do fifteen "Big Parties," Ace walked out in disgust after six. Shortly after, the sponsor junked the whole show.

**Run-ins:** "I had conceived the show," recalled Ace with a flourish of his cigar, "as a kind of show-business party—a bunch of actors sitting around, discussing politics, show business, anything. Then someone would go to the piano and do a song or two. Revson and I had a couple of run-ins even before the first show. He'd talk about the master of ceremonies, and I'd say: 'But there is no emcee.' Then he'd mention the runway the guest stars would come out on, and I'd say: 'But there is no runway.' I finally told him: 'I think they've sold you the wrong show.'

"After the first show, the thing became a mess. Revson thought singing and dancing were the only kind of entertainment there is. They cut out the dialogue almost completely. There were actually meetings in which show business was explained to me. I don't know what they thought—that they had picked me off the streets, maybe."

"At the end, I told them: 'I did the best you could'."

Ace, a tall 60-year-old with a silver thatch, wrote for Como for four years. He and Como parted amicably last June when Goody decided to experiment with Revlon. "We'll try to work out a few new things on the Como show. A couple of shows in France and Italy, maybe. Perry and I get along just fine," said Ace with a grateful sigh.

"I'm not tired or upset. I haven't even seen Revson since the first show. But someday I'm going to write a Broadway revue based on what went on. I think it would make a great show."



Goody and Perry: Out of the grinder, back on the show

## Fine, but Who Pays?

For U.S. public schools, the goals were spelled out boldly and clearly. An Office of Education report recommended a 50 per cent jump in teachers' salaries, and the building of 600,000 new classrooms. Total cost over the next decade: A whopping \$148 billion. But who would supply the money?

As 100 educators and youth experts assembled in Washington, D.C., last week to discuss the report (it got their general blessing), this was the vital question. And it went unanswered. Arthur Flemming, Secretary of Health, Education, and Welfare, could only promise another "goals" conference to tackle the matter; and he carefully pointed out that the report is only a working paper that "does not necessarily represent Administration thinking." Flemming's vagueness provoked an acid comment from Dr. William Carr, executive secretary of the National Education Association. "There is no practical possibility of securing funds on the scale required without vigorous Federal action," he said. "Unhappily, it appears that vigorous Federal action is the one thing the Secretary cannot recommend."

## Uncommitted Minds

He is idealistic, but often cheats on exams. He believes in romantic love, yet attaches scant importance to chastity. He is religious, but in a hazy, uncommitted way. In his business career, he hopes to get ahead through hard work, but not at the expense of family life. He is, over-all, a vaguely detached individual hanging, without much passion, to the middle of the political road. Who is he? A typical college student.

This troubling, significant characterization of today's undergraduate was pieced together by four able sociologists in "What College Students Think,"\* a complex Cornell University study published this week. To gather its raw material, the team used extensive questionnaires for three years, covering a cross section comprising eleven university campuses (Cornell, Dartmouth, Fisk, Harvard, Michigan, North Carolina, Texas, UCLA, Wayne, Wesleyan, and Yale). "We didn't concern ourselves with temporary values," Dr. Robin Williams, head of Cornell's sociology and anthropology department, explained in an interview last week. "So we feel the material, much of it gathered in the early 1950s, is still pertinent."

Some of the findings are also disturbing. "Nearly two-fifths of the students we polled," the authors claim, "admit having

\*By Rose K. Goldsen, Morris Rosenberg, Robin M. Williams Jr., Edward A. Suchman. 240 pages. Van Nostrand. \$5.95.

## Ten Years Out— Their Income Hopes

Expected Earnings	Per Cent
\$3,000-\$4,999	5
\$5,000-\$7,499	23
\$7,500-\$9,999	18
\$10,000-\$19,999	35
\$20,000-\$29,999	6
\$30,000 or more	4
Don't know or no answer	9



Photo, Ewing Galloway

cheated in college." Of those polled at Wayne, for example, 49 per cent said they cheated at least once. Harvard admitted the least—11 per cent. The student who is "unsuccessful, uninterested, and critical," say the authors, is most likely to cheat. So is the fraternity member. Reason: A "deprecation of academic values" in fraternities. "We don't pride ourselves on having 'greasy grinds' in our house," one fraternity brother was quoted. "There are three things we try to teach our men to handle moderately: Liquor, women, and courses."

**Large Salaries:** Once out of college, frat men and others agreed that "hard work" was the best guarantee of success in business; but "having a pleasant personality" ran a close second, followed by "knowing the right people" and, last of all, "brains." In choosing their careers, students wanted work that would provide both an outlet for "my special abilities" and "enable me to look forward to a stable, secure future." Jobs that provide leadership, independence, and adventure fell far down the list. Nevertheless, many students anticipated large salaries (see chart).

Many, it seems, will need the cash,

for the average student hopes to be married by 25. Indeed, 12 per cent were already married, and a broad slice said they were "committed" to marriage (at Wayne, this slice ran to 42 per cent; at Texas, 37 per cent; at Yale and Wesleyan, 22 per cent). In picking their wives, men felt having "someone with whom you are very much in love" was the most vital consideration. The factor of sexual stimulation trailed well behind, and only 1 per cent felt virginity to be the most important quality in a prospective mate.

**'A Little Liberal':** Politically, the students were plainly apathetic. "Yes, since you ask me," said one student, "I do find myself getting worked up about politics. But everything in its proper place, is my motto. No sense in getting carried away." On the various campuses polled, the authors report that 29 per cent said they were Republicans, 26 per cent Democrats, and 42 per cent "Independents." Questioned about broad economic and political issues, they held to a middling course that the book characterizes as "either a little liberal or else a little conservative."

This uncommitted state of mind also spills over into the religious area. A majority of all students felt a real need for religion, but almost half of these meant "some sincere working philosophy or code of ethics, not necessarily a religious belief." In other words, most of those polled held no formal faith. With the exception of the Roman Catholic students, secular values in religion—like "personal adjustment," "an anchor for family life," and "intellectual clarity"—seemed more important than the traditional sacred values.

The four authors don't root out the reasons for this secular stress. Nor do they try to analyze the varied and complicated pressures that have led U.S. college students to think the way they do about the whole spectrum of society. But the authors do offer this general conclusion: "If [students] are conservative and apathetic, they are so, in part, by default. There are no clearly defined programs around which to rally, no clearly defined answers to the problems their generation confronts. In social psychological terms we would say that they react to baffling complexity by withdrawing. In the slogan of their own campus culture, they 'play it cool.'"

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# Love Letters to Rambler



**High school principal** Clyde Willman, of Fargo, North Dakota, took his wife and two sons, ages 12 and 16, on a 30-day vacation tour of the West. They went in their Rambler Custom Four Door Station Wagon, bought after "making the rounds seeing dealers, trying out cars and comparing features." He writes:

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## DANCE

### Dazzling Première

The title was borrowed from Henry James. The theme was Persian carpets. The music was by George Frederick Handel, and the choreography was in the style of a court entertainment during the reign of Louis XIV. But because a magician put these incongruous elements together, the resulting hour-long ballet was spectacular to behold. The magician was George Balanchine, the New York City Ballet's incomparable director, and "The Figure in the Carpet" proved to be his most ambitious work since he staged the enchanting "Nutcracker" in 1954.

At the world première one night last week at the New York City Center, the sold-out house was as curious as it was eager. The first shock came when the curtain rose on a scene which was called "The Sands of the Desert." Girls dressed in long gray tutus danced in intricate patterns against a beige-brown backdrop of chiffon-like material, which billowed violently from some strong backstage breeze. The ever-changing movement may have been meant to suggest shifting sands, but to anyone who hadn't read the program, the corps de ballet, led by the lovely French ballerina Violette Verdy, could have been dancing any abstract Balanchine ballet.

**A Fountain Too:** Soon the scene changed, however. To the accompaniment of Handel's Fireworks Music and Water Music (which sound more dramatic than they are), the ballet moved from the desert into the dazzling splendors of an Oriental palace. Bit by bit, the outlines of a magnificent Persian carpet fell into place as a backdrop, and visitors from all corners of the globe arrived to take part in the court entertainment—the Duke and Duchess of Granada in gorgeous dark red velvet; the Oni of Ife and his Consort from Africa in bright tribal costume; even Four Lairds and a Lady from Scotland in kilts and tartans. Against this opulent background Jacques d'Amboise and Melissa Hayden, as the Prince and Princess of Persia, danced an elegant Grand Pas de Deux and, as a finale, a watery fountain spurted into action at the back of the stage, giving a final romantic touch to the spectacle. To many it seemed that Balanchine—aided magnificently by the décor and costumes of

Esteban Francés—had simply moved "The Sleeping Beauty" to Persia.

"The Figure in the Carpet" was presented in honor of the Fourth International Congress of Iranian Art and Archeology, which opens this coming Sunday in New York. It was the congress's director, Dr. Arthur Upham Pope, who had suggested the Persian-carpet motif to Balanchine. But ironically, by opening night, neither the congress nor the Shah of Iran had contributed a cent toward the lavish ballet.

To pay production costs, the New York City Ballet was forced to borrow money wherever it could, even from the members of the company itself. Company manager Betty Cage, for example, and assistant manager Edward Bigelow increased the mortgage on their vacation house in Nyack, N.Y., to help. But as Miss Cage put it: "Oh, we're used to that. Every time we have an emergency, everybody's bank account goes down." And since the final costs of "The Figure in the Carpet" had yet to be totted up, members of the ballet even organized a pool, with everybody guessing the estimate. Totals ranged from \$48,000 to \$100,000, but Miss Cage figured that the winning sum would be around \$60,000.

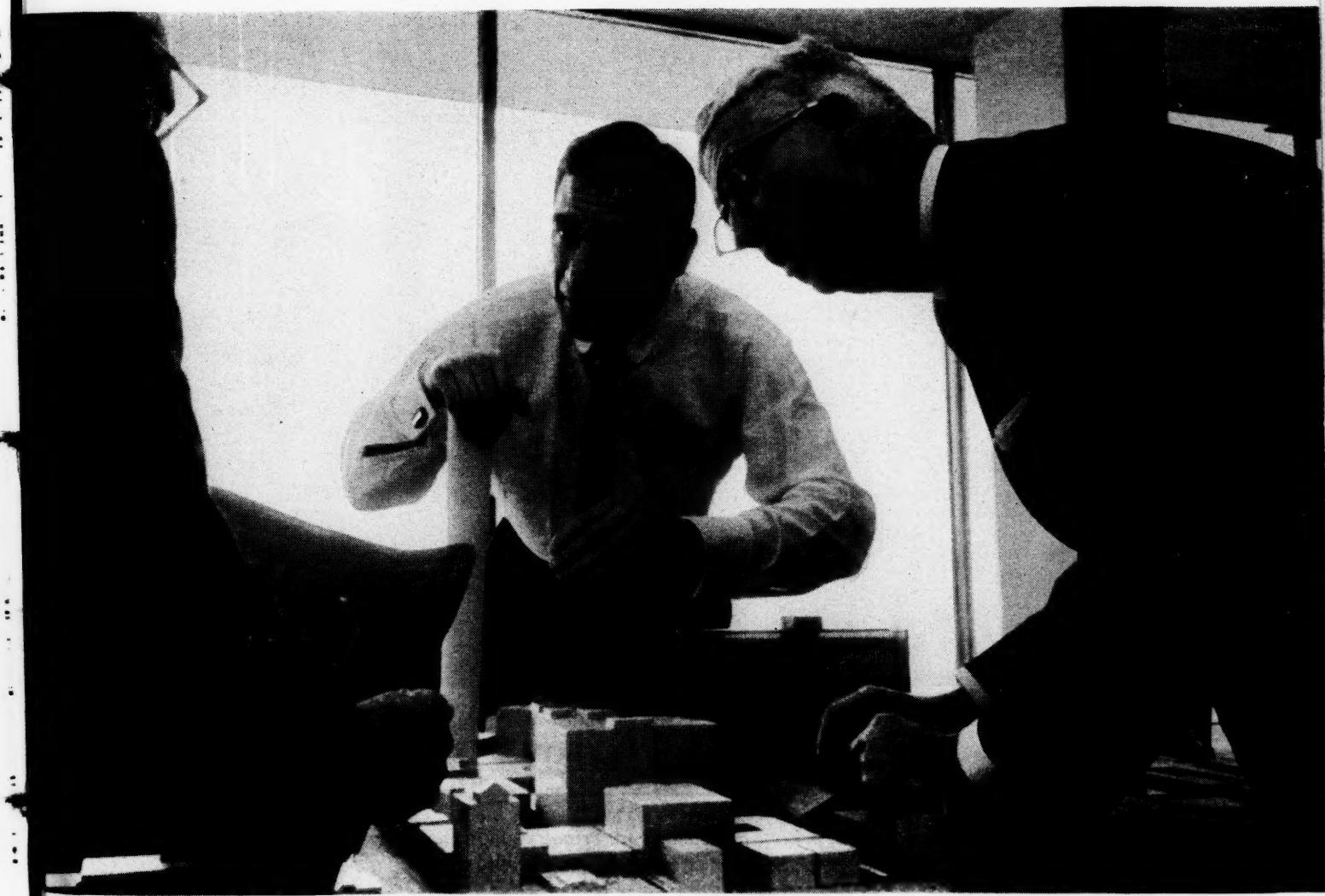


Balanchine's 'Figure': Spectacle in Persia

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Newsweek—Tony Rollo

## Crime-Breeding Prisons

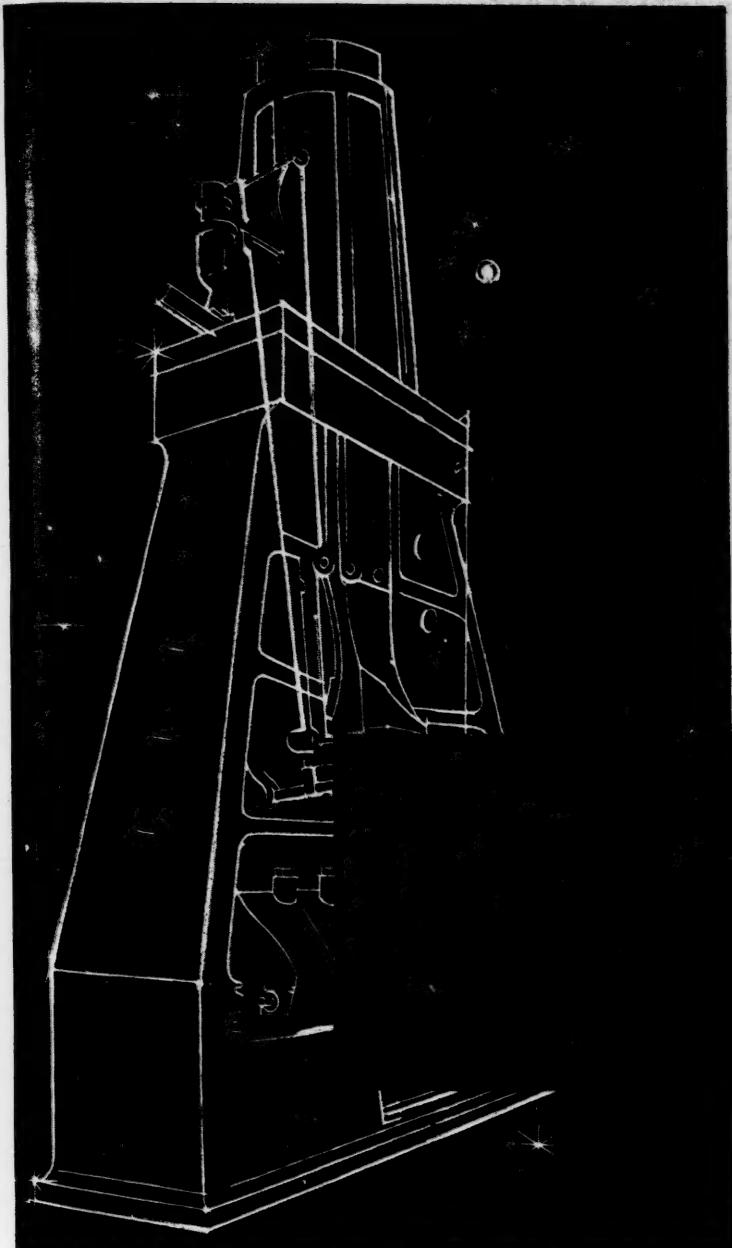
*Are most U.S. prisons just schools for crime? Americans generally put this disturbing question out of their minds—except when a page-1 riot breaks out or a case like Caryl Chessman's hits the headlines.*

*But penologists must live with the problem daily and are very deeply concerned. Many leaders in this field are convinced that today's outmoded penal institutions do little, if anything, to protect society.*

*In this Special Report, Associate Editor Calvin Tomkins surveys the nation's penal systems, and carefully examines some of the newer penal theories which may someday make the traditional U.S. prison obsolete.*

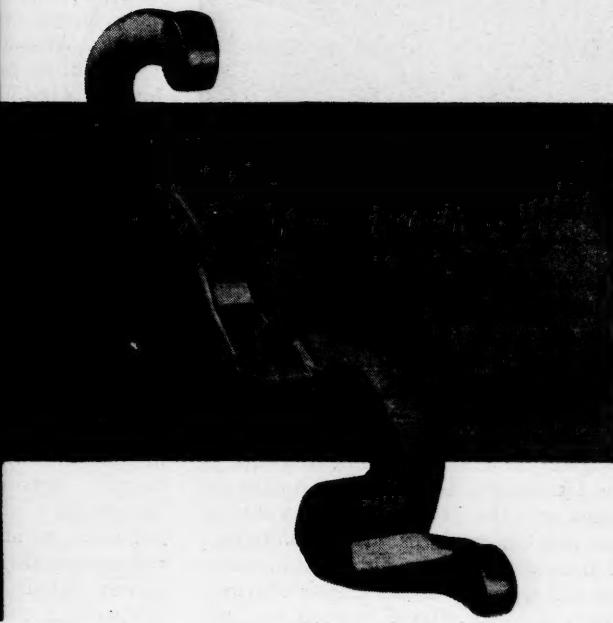
In the blighted "recreation area" at New York's high-walled Sing Sing Prison one morning last week, Capt. Leland Casscles stood watching the inmates shamble up the hill for noon mess. Gray, shapeless prison clothes reflected the

blank, expressionless look on their faces. "I've seen some of these inmates for twenty years," said Casscles, a tall, rawboned officer with 24 years in prison work. "I've seen 'em start off in the re- (Continued on Page 110)



Typical steam forging hammer

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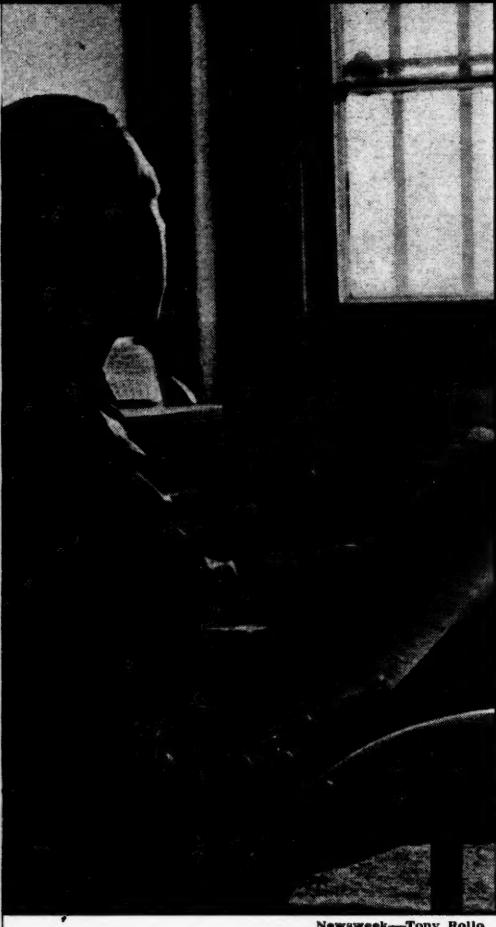
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Newsweek—Tony Rollo

## 'Pulling Time' at Sing Sing . . .

It is Thursday morning in Sing Sing Prison. A gray dawn has sifted into the brick cell blocks on the hill, through long barred windows. In his narrow cot, high up in the third tier of back-to-back cells in A block, inmate #164502 lies waiting for the 6:30 bell.

Inmate #164502 is a hypothetical prisoner but he's close to the average man behind bars at the imposing fortress overlooking the Hudson River. He is 24 years old. He has already pulled time in two reformatories and is now in the tenth month of a five- to ten-year term at Sing Sing for armed robbery. With "good time" subtracted from his sentence (ten days a month for good behavior), he would be eligible to meet the parole board in 30 more months. But this inmate fouled up a few days ago and is facing a Warden's Court this afternoon.

The 6:30 bell shatters the stillness. Inmate #164502 pulls on rough gray pants, shirt and jacket of the same drab denim, and crude black shoes made in Sing Sing's shoeshop. His cell has a basin, toilet bowl, rudimentary locker, and a

single electrical outlet. The cells are 9 feet long by 5½ feet wide, and, as the inmates put it, "the longer you stay, the smaller they get."

**Hack Works:** After dressing and tidying up his cell (**CLEAN YOUR BARS DAILY**, the signs in the cell blocks read), the inmate stands by the barred door for the first "count" of the day. It takes about twenty minutes to count the entire prison population, which on this Thursday is 1,770, slightly below normal. "Think of this as a city of 1,800 people," says Sing Sing's affable, efficient warden Wilfred L. Denno. "The only difference is, there are a lot more police." There are 370 blue-uniformed guards, or "corrections officers" as they are now called (at Sing Sing, the prisoners call them "hacks").

The hacks take the men off to the mess hall in groups of 40. Here, where the least flare-up could spark a dangerous riot, are assembled criminals of every description—murderers and petty forgers, borderline mental defectives and "short heisters" (prison slang for sex offenders), new kids wondering how to

(Continued from Page 108)

formatory, and I've seen 'em again at Coxsackie and Green Haven and here. They learn how to pull time. They don't think about the past or the future."

It was a grim statement that could be applied to almost any prison in the U.S. Despite the enormous improvements of the last quarter century—the humane reforms and the growth of prison education and the emphasis on "rehabilitation" of inmates—U.S. prisons and reformatories still serve mainly as schools of crime, whose graduates have learned to "pull time" and little else.

The evidence can be seen dramatically in the case of a man like Chessman, who began with two terms in the Preston (California) state industrial school (auto theft), progressed to San Quentin (robbery, assault), and was released to become the convicted rapist whose new execution date has been set for May 2. U.S. prisons are full of such habitual criminals, who lack Chessman's flair for publicity. Out of the 200,000 felons in 200-odd state and Federal institutions, an estimated 60 to 70 per cent are recidivists (repeaters in crime).

Why haven't the reforms really changed prisons—and prisoners? Mainly, it's because they have not yet come to grips with the basic problems, a partial listing of which would include:

►**Idleness:** "Probably 40 per cent of America's convicts are idle today," writes John Bartlow Martin, one of the most authoritative crime reporters in America.

Prison industries are restricted to manufacturing goods for state agencies—garbage cans, license plates, hospital sheets. Thirty years ago, a special legislative committee estimated that New York's state agencies could absorb \$76 million worth of prison labor a year; today, although the state market has grown enormously, outside resistance to prison "competition" limits New York's prison industries to about \$5 million annually.

►**Homosexuality:** The late Alfred E. Kinsey found that 30 to 85 percent (depending chiefly on length of imprisonment) of all prison inmates engage in homosexual activity at some time during their term. In huge, overcrowded institutions like Michigan's Jackson prison, homosexuality is the main cause of tension and trouble. But outside of the Mississippi State Penitentiary at Parchman, which officially sanctions Sunday visits by inmates' wives in specially provided cottages, U.S. prisons deal with this pressing emotional problem solely by punishing or segregating offenders.

►**Politics:** "We suffer from a lack of continuity," says Edward R. Cass, general secretary of the American Correctional Association. "Anything done by a previous administration is considered no good." Political patronage still dictates the choice of penal officials and guards in many states, and State Legislatures balk at appropriating funds for prisons (whose inmates do not vote).

►**Lack of Standards:** "We don't have a single penal system," says Ed Cass. "We

have a wide range and variety of systems in 50 states." One melancholy result is the inequality of sentences: A convicted murderer in Texas, for example, could serve as little as three and a half years; in Illinois, he would serve fifteen years. One hopeful development: The Federal Bureau of Prisons and many of the states have adopted indeterminate sentence laws, under which minimum and maximum sentence is fixed by law and parole authorities release a man when they consider him rehabilitated.

**Worldwide:** Throughout the world it is much the same story, as rising crime rates tax outmoded facilities. A few countries have tried to alleviate the sex problem by allowing conjugal visits (as in Mexico and many European countries) or sending selected inmates home on furloughs (as in Sweden and, surprisingly, Russia). But between a half and two-thirds of Sweden's inmates go out to commit new crimes and an estimated 84 per cent of British male prisoners have had previous convictions. "Other countries are looking to America for prison reform," says Dr. Ralph Banay, secretary of the Medical Correctional Association.

Today, the whole concept of imprisonment has been called in question by reformers who want to "tear down the walls." What do they propose instead?

"Psychiatric treatment," say the psychiatrists. Ever since the "New Penology" took root in the mid-1930s, psychiatrically oriented penologists have argued that convicts are not vicious men who

## ... The Cells Get Smaller the Longer You Stay

"carry themselves," and older men constantly "aggravated" by the brash and arrogant young "hardrocks." "No one really gets along with anyone else," says one embittered ex-convict. "Everybody makes one friend—but he's just as likely to knife you in the back."

**Shakedowns:** Inmate #164502 sits at a long table, facing the back of the man at the next table. When he has finished, he leaves his tray and drops his tableware into a hopper, under the watchful eyes of two guards. "Even so, we lose a few," a guard admits. Frequent cell shakedowns turn up knives, spoons, or bits of metal honed to a razor edge on the concrete floor. Four years ago, a Chinese prisoner was murdered with one of these, in the recreation yard.

Partly because of its geographical layout, spread out over 55 acres, and partly because in an old prison discipline is often looser, Sing Sing lets its inmates go about their daily duties unguarded. By 8 o'clock, they have gathered and been counted in various centers of the day's activity. For inmate #164502, this means

the sheet-metal shop, where he hammers out garbage cans for the New York City Department of Sanitation.

After an hour of work, he asks the shop foreman for a written pass to go to his class in auto mechanics. About one-third of his fellow inmates spend some five hours a week in the voluntary education program (it is compulsory for illiterates). The school has four civilian and 30 inmate instructors, who give academic and a few vocational courses.

Lunch is at 12:00. Inmate #164502 eats nervously. An hour later, he is sitting with a dozen other men, waiting to be called before Warden's Court—the once-a-week disciplinary body for rules' violations.

**Fast Trial:** Warden's Court is presided over by the Principal Keeper (assistant warden) at Sing Sing, Louis J. Kelley, and another officer. A heavy-set, white-haired man of 58, with 36 years in prison service, Kelley has a reputation for fairness—and for not being fooled. When inmate #164502 comes in, Kelley nods, motions him to a stool in

front of his desk, and reads the charge.

The prisoner has been "insolent and abusive" to a guard, while leaving the mess hall. Sullenly, he pleads guilty. "I offered an apology," he mutters, "but I guess it wasn't enough." Because he has had no previous trouble in prison, Kelley lets him off lightly: He loses ten days of "good time," which can be earned back if he behaves himself.

Back at work in the sheet-metal shop, inmate #164502 sits out the rest of the afternoon. At the 3:30 whistle, the prisoners knock off and go to the recreation yard. A ball game starts up.

Supper is at 5:30. Afterward, inmate #164502 returns to his cell block to be locked in for the night. He pulls on his set of earphones and spends the evening listening to one of the two available radio programs. The cell block is quiet.

At 10 p.m. the guards take the last "live" count of the day. Now a man can go to sleep, so long as he doesn't cover his head with the blanket (the night guards have to "see flesh"). For most inmates, this is the only real "good time."

chose crime, but disturbed individuals who cannot help themselves. "Criminality is a disease and criminals can be cured," says Dr. Benjamin Karpman, 73, chief psychotherapist at St. Elizabeths Hospital in Washington, D.C., who claims to have cured "several dozen" of the 100-odd criminals he has treated, by "talking the hatred out of them." "The convicted felon is a sick man," says Richard A. McGee, California's brilliant, progressive director of corrections. "We have to find out what's wrong with him and give him the right medicine."

The trouble is, who is going to provide

the medicine? There were, at last count, fewer than 70 psychiatrists working in state prisons throughout the country, and only half of these were full-time residents. The Federal system, with 32 institutions, employs fifteen full-time and three part-time psychiatrists. This means a national average of about one psychiatrist per 2,400 inmates. Trained psychologists are also lacking: Their contribution to prison work "is almost negligible," says Dr. Ray Gilbert, president of the Association of Correctional Psychologists. "The level of training is far below the standards of the American Psychological Association . . . the best psychologists have not found [prisons] a fruitful place to work." And even if more trained psychiatric specialists were available, psychiatry does not yet know how to cure certain types of offenders—drug addicts and psychopaths, for example.

The California penal system, generally considered the world's most progressive, has gone farther than any other toward the goal of individual treatment for all offenders. Under state law, every convicted felon spends his first six to eight weeks in a receiving station, undergoing medical and psychiatric tests to determine "the cause of his criminal acts and recommendations for his care, training, and employment." The case study begun there follows him throughout his term, and is kept up to date by the other institutions to which he is assigned. It forms the basis for decision as to when he is ready for parole, under the

state's "indeterminate sentence" rule.

Classification of prisoners—the great goal of the "New Penology"—is also possible in California, with its 40 diversified institutions and \$34 million annual penal budget. The most advanced—and controversial—of those institutions is Atascadero, a \$13 million hospital for sexual psychopaths and the criminally insane where the guards carry no weapons and a fourth of the inmates wander about at will, between treatment sessions.\* But even at Folsom, the grim maximum-security pen, group therapy was initiated in 1953, and proved so successful that today more than 8,000 of the state's 19,300 prisoners have volunteered for the group sessions.

**Gripes First:** Some prison psychiatrists see group therapy as the hope of the future; others say it cuts down disciplinary problems in prison, but does not reach the basic individual tensions of prisoners. "During the first half hour," says E.G. Savides, associate superintendent of the California Medical Facility at Vacaville, "the men usually complain about the institution." But often, the truth gradually comes out, as in the case of a highly intelligent young burglar at Vacaville. "First he sneered at group therapy," recalls Savides. "He wouldn't attend, and we didn't force him to. Fi-

\*Last month, an Atascadero "patient" knifed three psychiatric technicians, killing one. Added to twenty escapes within the past six months, the incident triggered public demands for tighter security measures at the hospital—demands which are being met. But the basic treatment methods remain unchanged.

### 'Dumb Clucks'

"So many people still think the fear of punishment is a cure-all for crime," says Walter M. Wallack, the scholarly, widely respected warden of New York's Wallkill prison. "It isn't so. Punishment has just wrecked people. It may deter some, but it certainly doesn't make any significant reduction in the crime problem. There are 200,000 felons in jail in this country to prove it, and at least 200,000 more uncaught criminals at large. It's only the dumb clucks who get in jail."

nally, he sat in, and for half a dozen sessions he'd argue either side, like a college sophomore discussing psychiatry. But when he started to talk at last, it came out that all his life, no matter what he did, his father told him he should have done it another way. He talked it out. The other men argued with him. But he realized he was in prison because he wanted to do something himself. He broke off with his father, refused to see him. Now I think he's going to make it."

James V. Bennett, head of the Federal Bureau of Prisons and often called "the best prison expert anywhere," is optimistic that the trend to classification and treatment will spread. "We'll get rid of those bastilles with 5,000 prisoners and set up smaller units," says Bennett. "Alcoholics and narcotics addicts will be sent to hospitals. The mental cases will be next. As we have more psychiatrists, we'll be able to distinguish these people from common criminals and cure them instead of imprisoning them."

**No More Walls?** Most penologists agree with Bennett that only a small minority—15 to 25 per cent—of all prisoners really need maximum security. In the future, they say, we will maintain only a few "bastilles" for the incorrigibles, the dead-end recidivists,\* and house all the rest in treatment centers, forestry camps, or "open" institutions like the Federal Bureau's Seagoville prison in Texas, California's Chino (where inmates and their families picnic on the grounds every Sunday), and New York's Wallkill, with its emphasis on education and vocational training. Recidivist rates at these institutions are low: At Wallkill, for example, only 1.5 per cent of the inmates go out to commit new crimes. But here another argument is raised: Inmates of "open" prisons are carefully selected—no mental defectives, no sex deviates, no obvious troublemakers. Many penal authorities now believe these men do not belong in prison at all, but under probation supervision within the community.

Across the country, probation is applied in about 40 per cent of all convictions. But a recent three-year experiment in Saginaw, Mich., proved that with a well-trained staff and reason-

able caseloads (no more than 50 men), probation could safely be used in 70 per cent of cases, thus cutting prison commitments in half. New Hampshire, with more than 70 per cent of its felony offenders on probation, has cut its prison population by 66 per cent since 1939, and finds that less than 10 per cent violate probation. "Probation is actually the answer to treatment of offenders," says Dr. Marcel Frym, president of the American Society of Criminology. "In my opinion," he adds, "real rehabilitation can only be performed in freedom."

**Better and Cheaper:** Recently formed citizens committees in eight states, backed by the National Probation and Parole Association, are pressing effectively for expanded juvenile and adult probation services. The main problem is to raise salaries for probation officers, who not only supervise offenders but also conduct careful pre-sentence investigations in each case to help the judge in sentencing (probation salaries range from \$3,000 a year in Youngstown, Ohio, to \$8,700 in New York's Kings County and general-sessions courts). The NPPA points out that it costs \$1,500 to

\$3,600 to keep one man in prison for a year, not counting welfare aid to his family; it costs about \$250 to keep the same man under adequate probation at home, where he can support his own family. And according to Milton Rector, the able young director of NPPA, well-supervised probation "is successful in about 80 to 85 per cent of the cases."

More psychiatric treatment, specialized institutions, expanded probation—these then are the main goals of U.S. penologists today.

**Breakthrough:** Even more important in the long run, basic research into the causes of crime is beginning to suggest some new answers. Dr. Sheldon Glueck and his wife, Dr. Eleanor Glueck, professor of law and research criminologist respectively at Harvard University, have been studying delinquent juveniles for 30 years and recently announced a new system for spotting potential delinquents. It involves five questions relating to the child's family life ("Does the father discipline the child too laxly or too severely?" "Does the child get affection from his mother?"), and a recent trial application in New York indicated 87 per cent accuracy. Some of the Gluecks' sociologist colleagues question these results; others consider the test the most significant breakthrough to date in the prevention of juvenile delinquency.

"A state like New York," Professor Glueck says, "is pouring millions every year into the wrong end—into the reformatory process which is damn near hopeless... Ultimately, of course, the aim of the courts is to protect society by reducing the number of offenders."

Some psychiatrists say the U.S. public, always leery of "coddling" criminals, will never go along with the idea of "treatment" to prevent crime. "Most of us still feel a strong emotion of revenge," says Dr. David Abrahamsen, author and psychiatrist. "We let that guide us."

But if many Americans still cling to the old, retaliatory theory of justice, many more are increasingly concerned by the failure of the old methods to cope with rising juvenile delinquency and adult crime. According to the FBI, the total U.S. crime bill runs to \$20 billion a year. If the newer developments in penology prove effective in reducing this figure and providing more safety for the community, there is little doubt that Americans will eventually support them.

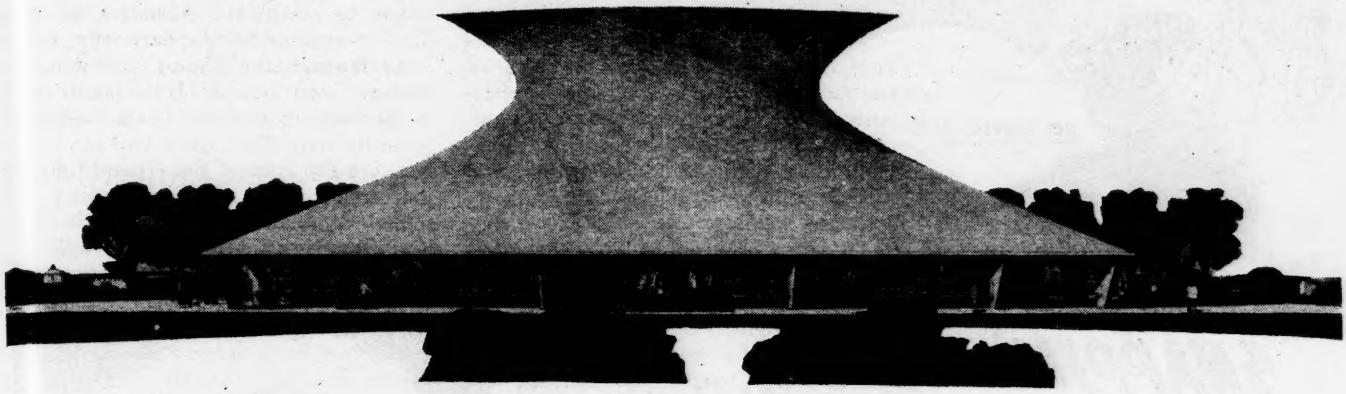
Newsweek, April 25, 1960

\*A group of 45 leading U.S. jurists, headed by U.S. Court of Appeals Justice Alfred P. Murrah is now drawing up a legal definition of the Dangerous Offender (the criminal who needs maximum security and who should be kept in prison beyond his maximum sentence if necessary).

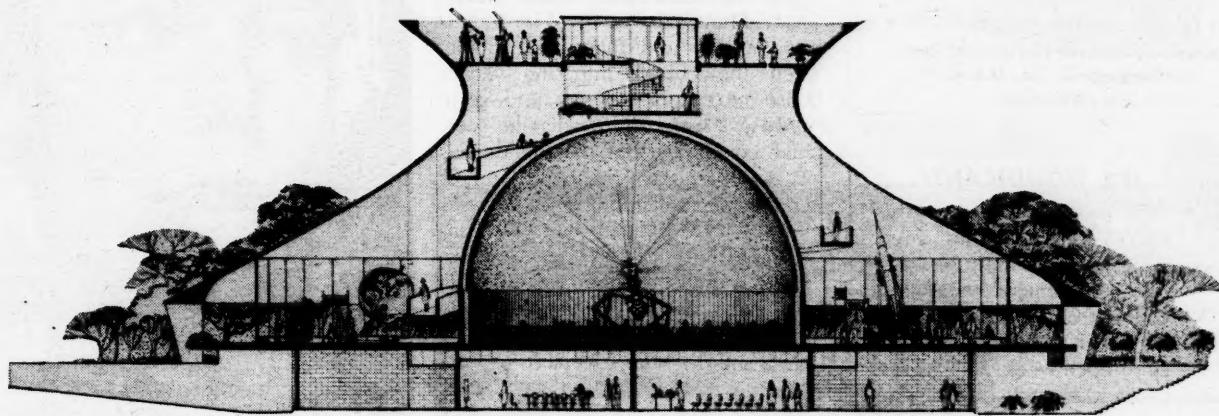


A son visits his inmate father at Parchman (Miss.)

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## MOVIES

### NEW FILMS:

#### Seduction by Proxy

*PRIVATE PROPERTY!* Citation. Produced by Stanley Colbert. Directed by Leslie Stevens.

This low, low budget movie (see below) has been preceded by a barrage of contradictory opinions tagging it variously as arty, experimental, sick, immoral, or merely sensational. In truth, it is generally done with taste and restraint, and in sum it is a familiar classic form—a suspense movie.

The suspense derives from the question of whether or not a couple of total strangers will or will not succeed in their campaign to seduce a married woman. As the story begins, two beat-speaking toughs are on the road. One of them, Duke (Corey Allen), has an irresistible way with women, while his loutish pal, Boots (Warren Oates), has no way at all. Duke boasts that he could set up any girl for Boots so that the latter would have a completely clear field, and at this moment a luscious blonde (Kate Manx) drives by. The toughs hitch a ride and follow her home. Then they break into the vacant house next door, to spy and plan.

**Slow Pitch:** From what he sees, Duke concludes that the blonde has an unappreciative husband and is both lonely and innocent. He passes himself off as a needy gardener, insinuates himself into the blonde's employ, and sets about making his pitch. The rest of the movie traces his subtle, snakelike progress. When the husband finally leaves on a business trip, the heretofore quiet film explodes in a violent fight and two deaths; then, with the suspense resolved, it abruptly ends.

The film gets under way slowly, the wife is a shade too naïve to be really sympathetic, and the seduction-by-proxy campaign almost inevitably makes one squirm a bit. Yet evil carries its own fascination, and, in its own chilling fashion, "Property" compels the attention in a way that is almost hypnotic.

►Summing Up: Pursuit of unhappiness.

#### SHOESTRING

When the major studios were invited to guess how much the independently made "Private Property" cost, the lowest estimate was six times too high. At the studios, "low budget" generally means three-quarters of a million dollars; "Property" came in for a tiny \$59,000.

The people who pulled off the feat are cherubic TV and stage playwright Leslie Stevens ("The Marriage-

Round") and bouncy ex-agent Stanley Colbert, both in their mid-30s. Two fast-talking enthusiasts whose approach to art is strictly hard-sell, they rented a studio camera but used very inexpensive, short-lined lights and they put used bulbs in them. They paid rock-bottom union wages to everybody, including director Stevens and his leading-lady wife, Kate.

**At Homes:** The filming was done in Stevens' own Beverly Hills house, and in the house next door, which happened to be for rent. They spent two weeks rehearsing the cast of five (many movies don't rehearse at all). Finally they did something totally unheard of: They rehearsed the technical men as well.

As a result of this fine-tooth approach,



Kate Manx: Beauty and the beats

director Stevens shot most scenes only once. Producer Colbert had to pay virtually no overtime—although to avoid it, says Kate, "we sometimes had to stop shooting in mid-sentence"—and there were no actors and technicians sitting around in costly idleness. "On studio sets it's like one great big taxi meter running all the time," commented Stevens.

The filming took just ten days (compared with nine months for "Ben-Hur"). The cost for sets was \$500—the rental for the house next door. The total spent on props was 97 cents—for a box of cookies and a tuna-fish sandwich.

As Stevens half expected, the finished product got no Production Code seal (see review) and thus could not be re-

leased through the major studios, which had bid up to \$375,000 for it. But Stevens and Colbert, who describe themselves as the American counterpart of the "new wave" of young French film-makers ("We've got innovations that the French guys don't even know about"), got some studio approval of their own: They signed with Twentieth Century-Fox to make their own films any way they see fit, with studio financing if needed.

## Bad Dream Come True

**THE FUGITIVE KIND.** *United Artists.*  
Produced by Martin Jurow and  
Richard A. Shepherd. Directed by  
Sidney Lumet.

Once upon a time a movie critic had a bad dream about talent run amok. First, there was the writing talent: Taking off from a sporadically poetic play called "Orpheus Descending," playwright Tennessee Williams and screenwriter Meade Roberts wrote a long lecture on the prevalence of evil. Then, the acting talent: The poetry got flattened by the pretentious performances of Marlon Brando, who parodied himself, and Anna Magnani, who did the world's longest slow burn—it occupied nearly the whole picture. And the direction: Sidney Lumet paid so much attention to highly exaggerated realism that everything came out unrealistic.

Alas, with "The Fugitive Kind," the bad dream has come true.

**And-uh:** The movie opens with a long exchange between an unseen judge and Brando, who wears a snakeskin jacket and calls himself Val Xavier. Tilting his head, casting his eyes upward, and saying "and-uh" between every sentence, Val reveals that he is a low-liver bent on reform. In Two Rivers, Miss., he gets a job in a mercantile store run by Lady Torrance (Anna Magnani), whose husband Jabe is dying in an upstairs bedroom, sweatily and with a wicked grin. Val also meets Carol Cutrere (Joanne Woodward), a wealthy outcast who dresses like Raggedy Ann out of Moonbeam McSwine; but, being reformed, Val has no truck with her.

The ladies are struck all of a heap by the handsome clerk, business soars, and Lady Torrance enjoys having a fellow soul to commune with. But husband Jabe suspects that a romance is blooming downstairs among the drygoods, and the suspicion is father of the fact. The sheriff obligingly orders Val to get out of town by sunup. But Val finds he cannot leave Lady, and during a raging fire set by Jabe, both of them are murdered. At nightmare's end, Carol pulls Val's jacket out of the ashes, thus imaginatively cross-breeding a snake with a phoenix, and wanders desolately into the dusk.  
►Summing Up: All-star off-day.

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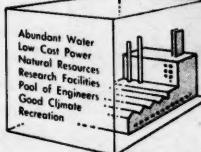
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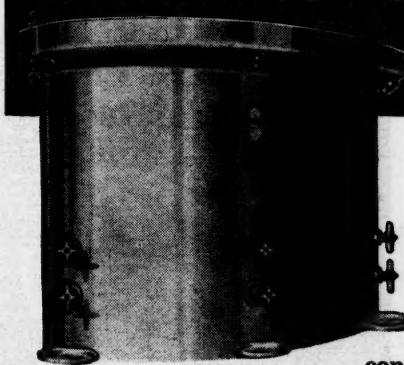


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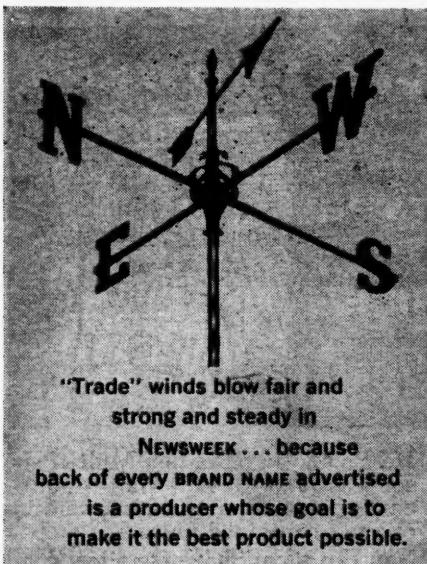
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**BOOKS**

**JUST OUT:**

**After Dark in Norway**

**LASSO ROUND THE MOON.** By Agnar Mykle. Translated by Maurice Michael. 459 pages. Dutton. \$4.95.

Agnar Mykle is a 44-year-old Norwegian writer who has achieved the difficult feat of scandalizing the Scandinavians. Two and a half years ago, Mykle made international news (NEWSWEEK, Oct. 21, 1957) when the broad-minded Norwegians dusted off an all but forgotten law and confronted him with an obscenity rap in a trial which—next to the case against Quisling—amounted to the best courtroom show modern Norway has yet seen.

For three days in court, Mykle—a tall, lean, touring tragedian type—read aloud in its entirety his censured novel, "Song of the Red Ruby" (second in a projected trilogy of which "Lasso Round the Moon" is the opening installment). When the recital was over, the author—overcome by his own performance—collapsed in tears. But the defense collapsed also. The court ordered confiscation of the book; the Norwegians ran over each other to buy it. Eventually, Mykle and his publisher won an appeal, and Norway wound up with a best seller—American-style. In a country of 3.5 million people, "Red Ruby" sold 75,000 copies.

Although "Lasso Round the Moon" came along too early (1954) to figure in the fun, it too is a blush-inducer of high potency. In recounting the agitated love life of his hero, Ash Burlefoot—a 20-year-old school principal who fathers two illegitimate children during one busy academic year—Mykle is downright dedicated in his attention to detail. In

his zeal to make clear what happens in Norway after the lights are out, he seems to be itching for a blackboard. Almost equally embarrassing, he seems—in his heaving, hambone emotionalism—to be itching to be Thomas Wolfe ("Restless heart, hungry soul, where did our voyage of discovery go? ... Can anyone ever go home again?")

**Breast Beaters:** In the face of all the demerits, however, Mykle has one overwhelming advantage. He is a born novelist—with a narrative vigor which is irresistible and a natural passion which saves the day even when he is beating his breast black and blue. The reader may tell himself that he is giving in to a Norwegian soap opera, but it is almost impossible not to share Ash Burlefoot's raptures and miseries as he tastes his triumphant pleasures and pays in frenzies of guilt. In aping another writer, Mykle has the sense to imitate the best parts, and—Wolfe-like—he is intensely moving in his portrait of Ash's family, a mother, father, and brother who love each other, but are all knotted up in their inability to live in harmony.

►Summing Up: Wolfe bites man.

**LATEST FROM THE AUTHOR**

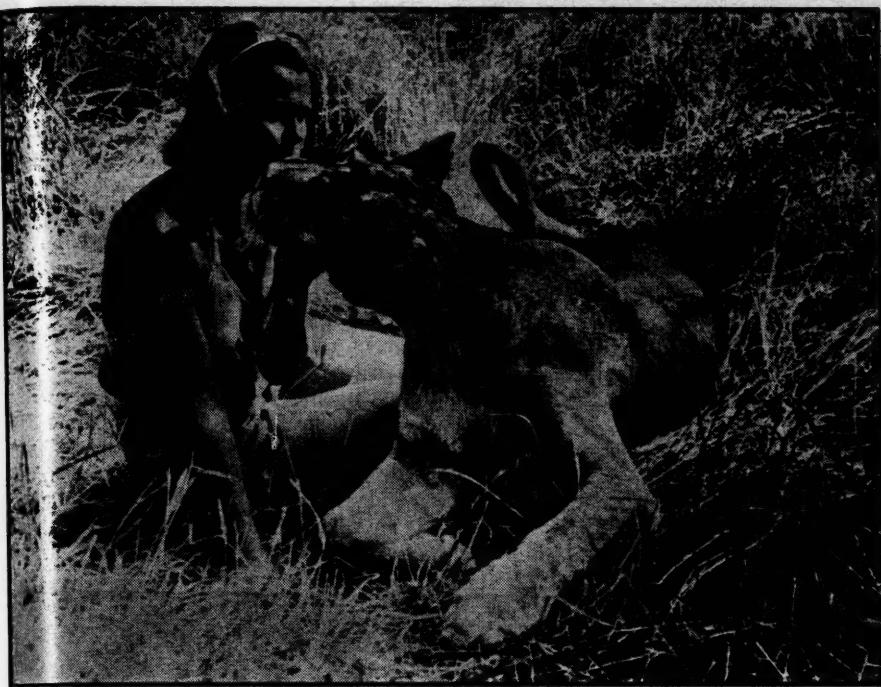
Far from fed up with court fights, Agnar Mykle told NEWSWEEK in Oslo the other day that he is planning to sue his American publisher to the tune of \$20,000 for unauthorized editing of "Lasso Round the Moon." It isn't that the juicier parts have been censored out. You can always trust an American publisher, Mykle said bitterly, to see that those stay in. What is missing are Mykle's favorite flights of fine writing. "I intend," he proclaimed, "to bring the whole principle of the literary digest to trial." The American inventors of the digest are guilty, the author complained, of making the public expect reading matter which takes no more mental effort than listening to a jukebox.

Another of Mykle's quixotic law jousts ended on a flat note. He sued the Grand Hotel in Stockholm last year for refusing to let him receive a woman guest in his room at night. The lady and he were discussing a movie contract, Mykle declared in court, and the delay caused by the hotel was worth 2,000 Swedish crowns (\$400) in damages. Later, when it appeared he would lose the case, he dropped the charges.

Mykle's publicity at home has been on the sour side since the "Red Ruby" trial, when he was swooned over by Norwegian women and swamped with bouquets of flowers. At the moment, he is completing a new novel, said to be based on his experiences in the U.S. in 1951-52, when he was a Fulbright scholar at the University of North Carolina—the alma mater of Thomas Wolfe.



Mykle: Best show since Quisling



"I HAD just given her a kiss to reassure her of my affection and to give her a feeling of security, but was it a kiss of betrayal? How could she know that it needed all the strength of my love for her to leave her now and give her back to nature—to let her learn to live alone until she might find her pride [a grouping of lions]—her real pride?" These are the words of a woman who gave a strange twist to the usual relationship of man and animal. In "Born Free" (220 pages, Pantheon, \$4.95), a book of charm and pathos, Joy Adamson, the wife of a Kenya game warden, tells how she had to teach a lioness to go wild. Brought up like a kitten by the Adamsons, the lioness, Elsa, was totally unfitted for freedom when her foster parents finally had to leave the country. Instead of packing Elsa off to a zoo, the Adamsons set out to teach the lioness to kill for her own survival. The book is filled with remarkable illustrations like the one above.

## The Mesta Machine

**PERLE: MY STORY.** By Perle Mesta, with Robert Cahn. 251 pages. McGraw-Hill. \$4.50.

These are the memoirs, as informal and homey as an old peignoir, of the buxom, enthusiastic, party-giving lady who from 1949 to 1953 was Her Excellency the Envoy Extraordinary and Minister Plenipotentiary from the U.S. to the Grand Duchy of Luxembourg. Seldom has diplomacy been conducted on a breezier basis.

It is small wonder that, at a London party two months after Perle Mesta left the Grand Duchy, Prince Jean of Luxembourg swept her around the dance floor to the strains of "The Hostess With the Mostes' on the Ball," which had been sung by Ethel Merman, in a broad burlesque of Perle, in the musical comedy "Call Me Madam." As for Ethel Merman herself, at another party, where Perle was singing "Remember" along with its composer, Irving Berlin, Miss Merman was heard to suggest with brassy resonance to Margaret Truman: "Get a load

of that Mesta. If she's going into my racket, I may ask your father for a diplomatic appointment."

Perle was born in the '90s, a daughter of the locally famous Oklahoma City oil and hotel man William Balser Skirvin. She was a sociable girl from the early days ("I never can find the time to read") and much interested in music. When she went to study the subject in New York in 1915 she met George Mesta, who wore "almost yellow" shoes and was referred to by her Aunt Florence as "a wop." He proved to be the self-made head of the rich Mesta Machine Co. of Pittsburgh (heavy steel machinery). They were married in 1917. It was a loving if disputatious marriage, but George Mesta died suddenly, in 1925, and Perle drifted into a restless life of heavy spending and gambling. She has never remarried.

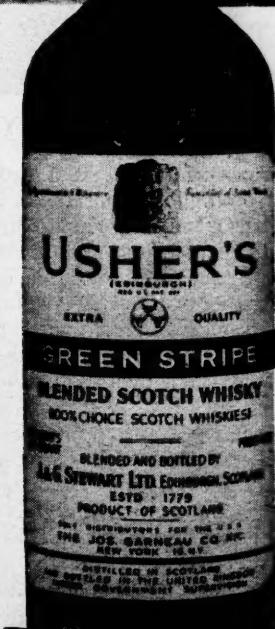
**New Democrats** Her first hard political work was for Alf Landon in Oklahoma in 1936. Four years later she was a Western leader for Wendell Willkie. But as his campaign went on, Perle grew disillusioned with Willkie's "liberalism." By 1944 she was a Democrat.

She was a pile-driving Democratic

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Party worker, but her subsequent political life was featured by personal friendships with both the Trumans and the Eisenhowers. She had President Truman to dinner in her Washington house; she heard him play Brahms' "Lullaby" on the piano for her infant grandniece; and Perle's "big moment" occurred when, as co-chairman of the 1949 Inaugural Ball, she entered the gala on the President's arm. Around this time, President Dwight D. Eisenhower of Columbia University greeted her at a party as follows: "Well, Perle, have you been to the Stork Club lately?" (referring to a night of dancing she had enjoyed at that resort with his brother Edgar Eisenhower).

Perle's famous tour of duty in Luxembourg started badly when her French chauffeur got lost and steered her to the Belgian border. It ended in warm triumph after four years in which she enlarged her party-giving proclivities to include large numbers of Luxembourg masters, GI's, and visits to plain citizens. She later visited Russia, where she was notably blunt with officials.

Perle writes of it all with Oklahoma zest and utter lack of side. After all, her secret, if any, seems to be that she knows how to promote a bang-up good time.

► Summing Up: Mme. Minister at home and abroad.

## Moody and Muddy

**THE BOTTOM OF THE HARBOR.** By Joseph Mitchell. 243 pages. Little, Brown. \$3.95.

The special talent of Joseph Mitchell, probably most widely known as the author of "McSorley's Wonderful Saloon" (nine printings), is a rare combination of prodigious reportage and the gentlest sort of writing touch. His diligent curiosity keeps taking him, to the great profit of his readers, into places that most of us either overlook or take for granted. The six articles which make up his latest volume, "The Bottom of the Harbor," were written over a period of fifteen years for *The New Yorker* (of which he has been a staff member since 1938). All are concerned with the New York waterfront but range from the water rats right in the city and the rivermen along the Jersey shore of the Hudson all the way to the Stonington (Conn.) dragger fleet, which annually supplies Fulton Fish Market with 20 million pounds of finfish and shellfish.

The whole sludgy, littered bottom of New York Harbor and its history are minutely explored. Mitchell's favorite

Fulton neighborhood restaurant, Sloppy Louie's, acquaints the reader with a remarkable menu—salmon cheeks, cod cheeks, sturgeon liver, blue-shark steak, squid stew, etc.—but reporter Mitchell characteristically doesn't let it go at that. The proprietor had always wondered what a man would find in the four boarded-up floors of the old hotel above his restaurant, and Mitchell takes him up there at some physical risk into the clouds of dust. They find only a few hairpins, a snapshot, old whisky bottles, and some signs ("All Gambling in This Reading Room Strictly Prohibited"), but out of these sparse findings Mitchell assembles, largely by implication, a low-keyed dirge for all the people who ever lived and hoped there.

On a purposeful excursion into an overgrown cemetery or sitting down to a waterfront shad-roe omelet at 5:30 in the



New York's Fulton Fish Market: Anyone for cod cheeks, shark steaks, squid stew?

morning, Mitchell repeatedly meets people as fascinatingly unlikely as some of his places. One oddball, a party-boat captain, told him of a strange ambition—to stand on the shallowest spot in the harbor (a hidden shoal, 4 feet under) and wave a flag at the Queen Mary, just to make all hands wonder what he was standing on.

Mitchell makes his method of getting off the beaten path sound simple. "When things get too much for me," he says, he puts "a wild-flower book and a couple of sandwiches" in his pockets and starts poking around. But one of his secrets seems to be that anything he discovers he treats with respect, whether it's a comically complaining fishing-boat captain out of Sheepshead Bay or a dim name on a Staten Island headstone.

► Summing Up: Magnificence distilled from the mundane.

## Pfft!

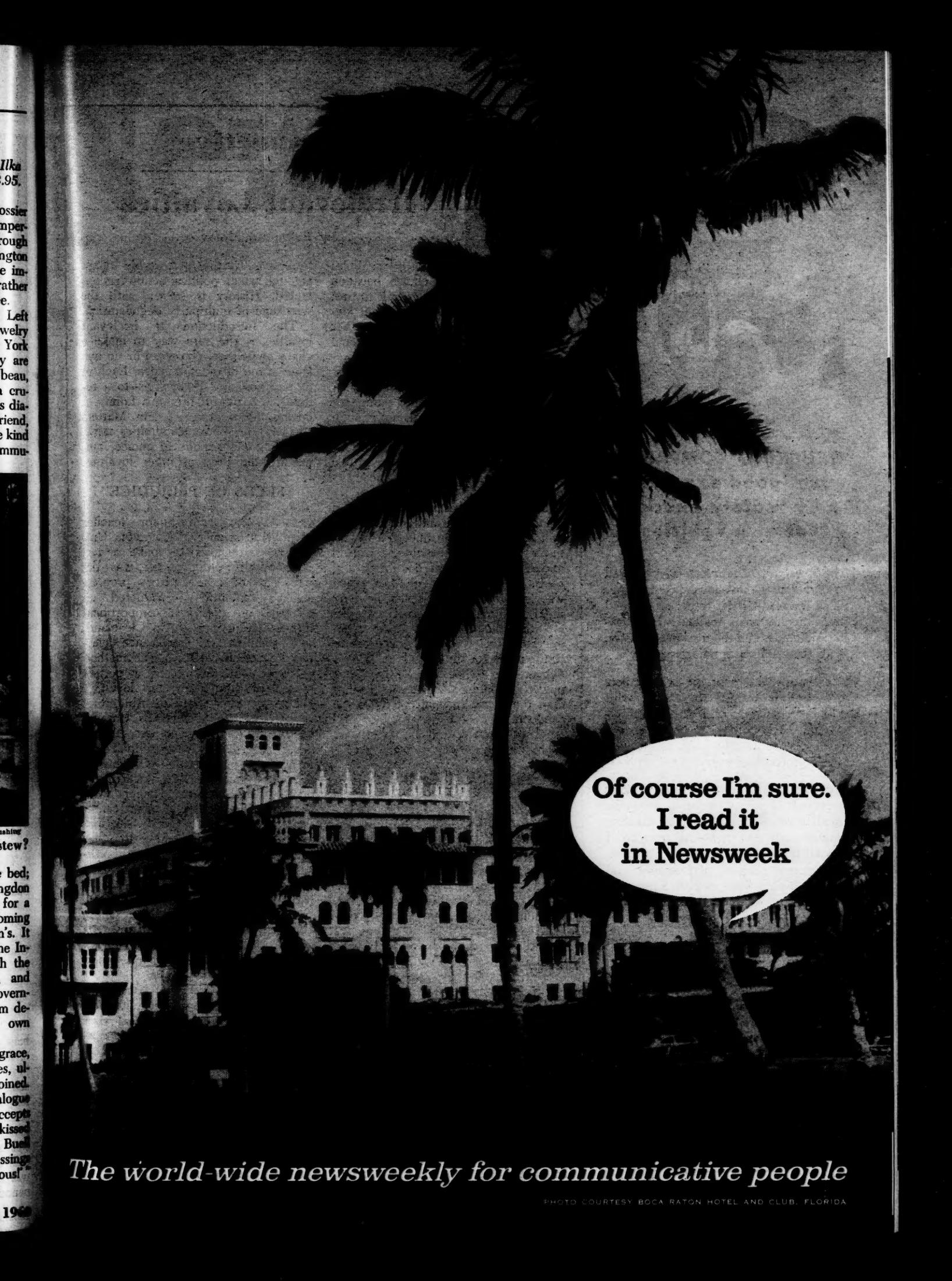
**THREE MEN ON THE LEFT HAND.** By Ilka Chase. 282 pages. Doubleday. \$3.95.

This latest tale by one of the glossier U.S. novelists, Ilka Chase ("Past Imperfect," "In Bed We Cry"), streaks through New York intrigues and Washington scandals at a rate which leaves the impression of disembodied velocity rather than anything resembling substance.

The title, "Three Men on the Left Hand," refers to three items of jewelry worn by the beauteous young New York press agent, Tansy Delafield. They are a gold wrist watch from an early beau, Cass Hanophy, who has become a crusading newspaperman; a sumptuous diamond ring from an old family friend, Joshua Buell Hutchinson, who is the kind of sinister capitalist for whom Commun-

nists are forever looking under the bed; and a wedding ring from Langdon Bishop, a handsome lawyer who, for a modest fortune, is not averse to becoming a political cat's-paw of Hutchinson's. It so happens that the Secretary of the Interior is engaged in an affair with the wife of the Secretary of State, and Hutchinson, who is interested in government favors with regard to uranium deposits, would like to have his own Interior Secretary.

All this leads variously to disgrace, death, partings, sentimental agonies, ultimate justice, and true hearts joined. Not only is the story swift; its dialogue is almost a blur, as when Tansy accepts Hutchinson's diamond: "Tansy kissed him again. How lovely. Joshua Buell Hutchinson, from whom all blessing flow. My God, isn't wealth delicious!" ► Summing Up: There it went.



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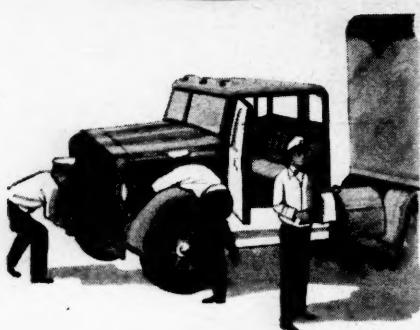
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## Irrelevant Loyalties

by Raymond Moley

**W**HEN party responsibility is absent or there is no choice between candidates, it is a human trait to turn to other and politically irrelevant loyalties in voting. Among these other loyalties religion, race, and national origins come first.

It hardly needs to be argued that to inject these as reasons for or against supporting a man is repugnant to decent Americans. It is not enough to say that the architects of our Federal and most of our state constitutions condemned a religious test for public office. Such prejudices are inconsistent with morality and justice.

Let us see what happens when a man's religion becomes an issue in politics. Our moral instinct to trust and make friends is frustrated. Hatred and suspicion corrode our minds and souls. We violate the sanctities which we claim for ourselves when we deny them to others. We infect and disintegrate the ties which make a cooperative society possible. We create fertile muck for the growth of bigoted demagogues who, like Hitler, seek power through the frailties rather than the moral instincts of men. We condemn our neighbor for his personal convictions and his liberty to express them.

### RELEVANT CHOICES

Let us see how such prejudices imperil our free political institutions.

In our choices among those who offer themselves for public service and in our preferences for the laws and policies which we wish to prevail, we inject completely irrelevant motives. In such choices and preferences common sense should tell us that we should seek wise, prudent, and efficient public servants, equitable laws to restrain dangerous power and to maintain opportunities for all in political and economic life. Republican government is the means through which free men seek a compromise between efficient centralization and protective decentralized power, between urgent help for the needy by the government and devitalizing paternalism—in short, between freedom and order. Politics is the very, very delicate means through which we guide and control that government. In politics the two-party system has

proved to be the most stable means through which political action has operated. History is strewn with the wreckage of multiparty degeneration.

The introduction of irrelevant loyalties is the sure way to make a chaos of political choices. For no one is an island of independence. Each of us is a complex of loyalties—to a religion, a nation of origin, a family, a community, a state, a region. Matters of taste and personal affinities move us. Eliminate a political choice, and we are the prey of other loyalties.

### SEEDS OF PREJUDICE

In 1923, as a junior teacher of political science in Columbia University, I decided to make a test of nonpartisanship, which was the panacea of the early progressive movement. I conducted an analysis of the first proportional representation election in Cleveland. (Published in Political Science Quarterly, December 1923.) The method of vote counting offered a perfect means of studying voter loyalties. When the ballots are distributed, it is easy to see preferences through the second and other choices. Among many others, two men with Polish names were on the ballot—Orlikowski, a Republican, and Benkoski, a Democrat. When Benkoski's ballots were distributed among the other candidates, 411 went to Orlikowski, and only 145 to the three other Republicans. Thus their party was subordinate to Polish loyalty. The same thing was apparent among people with other loyalties—religious, racial, and national. A cigar maker whose perfectos were displayed all over his section of the city ran far ahead. Voters were choosing a name on a cigar box.

When in the recent Wisconsin primary no Republican was active and the two Democrats had identical ADA voting records, voters in large numbers turned to religious preferences. There was also the choice between Humphrey ham and Kennedy coffee. Hair-dos, café-society atmosphere, and other diversions abounded.

Unless the Republicans offer a clearly articulated political choice, irrelevancies and apathy may choose the next President.