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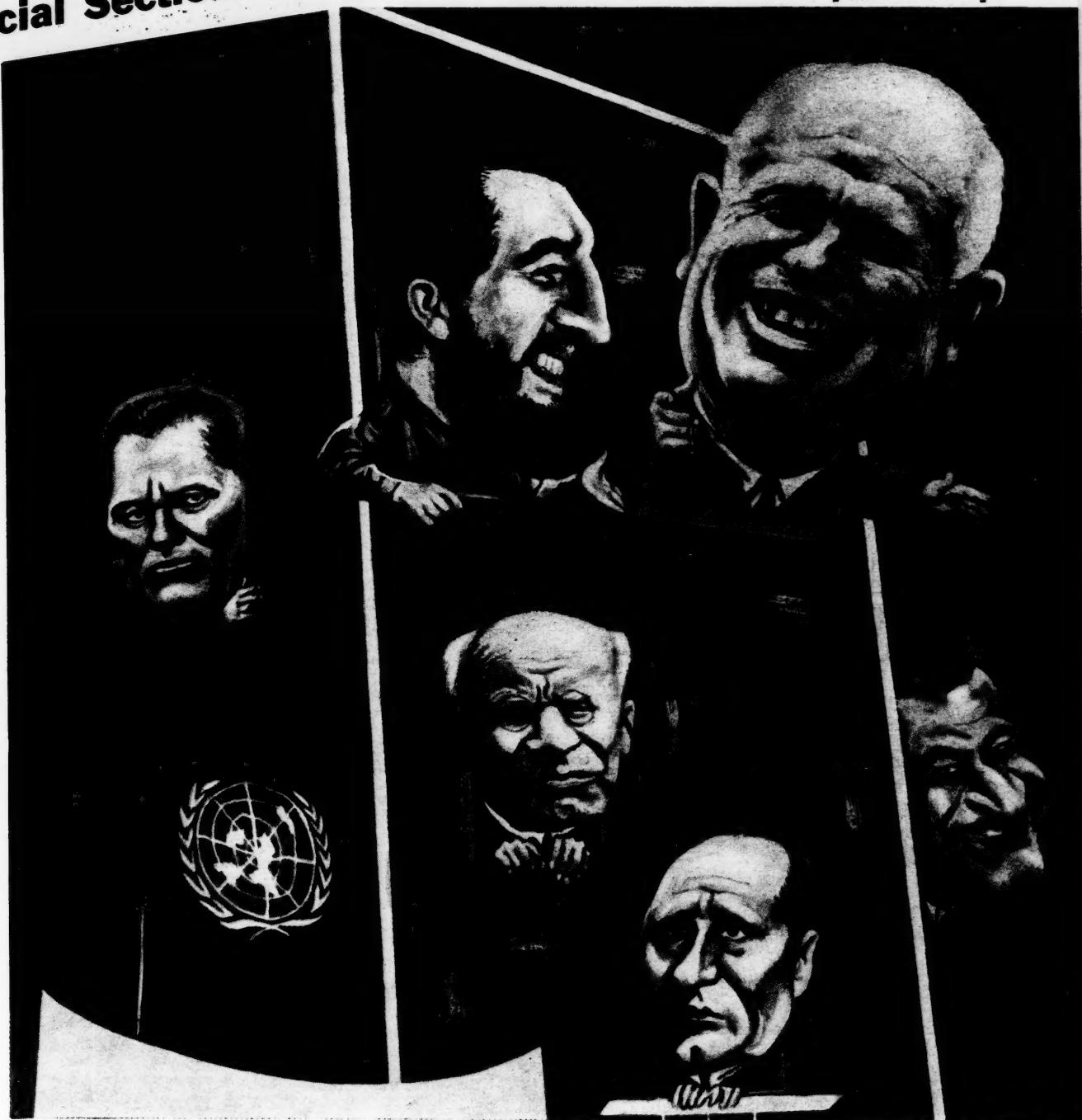
DOWNTOWN BRANCH

S-24

# Newsweek

## The 'INVASION' of MANHATTAN (Special Section: Is It 'Make-or-Break' for the U.N.?)

SEPTEMBER 26, 1960 25c  
[ INDEX-PAGE 23 ]



**How Important the 'Religious Vote'?**

A 50-STATE LISTENING POST SURVEY: CAMPAIGN '60

*Across the nation for more than a century, New England Life has helped policyholders to enjoy "the better life"*



FOR A LARGER FRAMING PRINT OF THIS ORIGINAL PAINTING OF A SCENE AT CANNON BEACH, OREGON, WRITE NEW ENGLAND LIFE, DEPT. C, BOSTON 17

## *The better life... the steps to take toward it*

Days free from care. They become possible when you've safeguarded your family against the uncertainties of the future. In short — when you have the protection of the "Better Life" policy.

The "Better Life" policy is designed to cope with almost any contingency. Its guarantees have been made just as comprehensive and generous and flexible as

possible. When you acquire this superior life insurance contract, you provide your family with the finest combination of guaranteed benefits available.

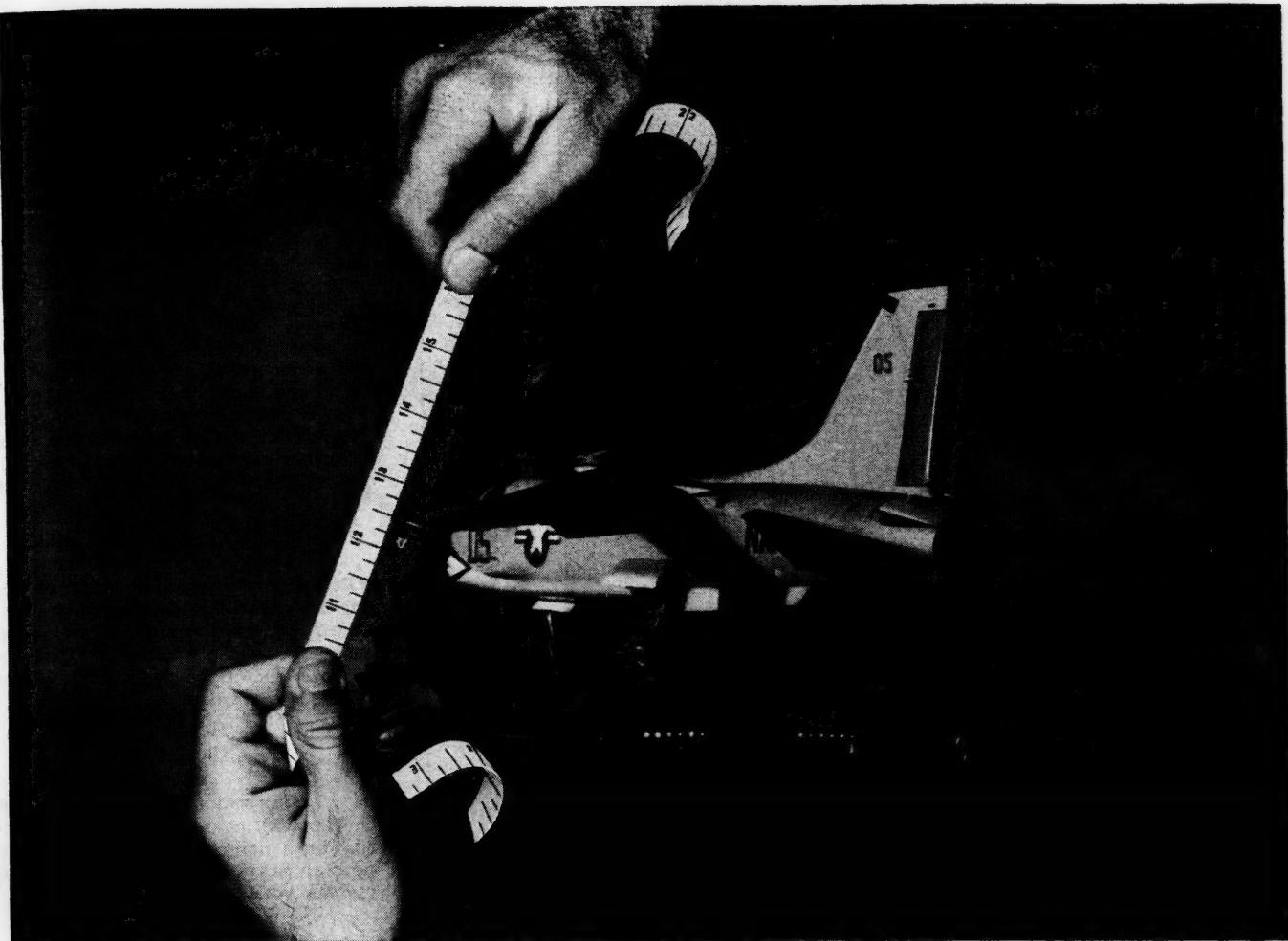
Rely, also, on the man who represents New England Life. After getting acquainted with your family's special requirements, he can expertly tailor the numerous features of the "Better Life" policy to fit. His

advice can readily lead to a better life for you and yours.

**NEW ENGLAND**

*Mutual* **LIFE** Insurance Company  
BOSTON, MASSACHUSETTS

THE COMPANY THAT FOUNDED MUTUAL  
LIFE INSURANCE IN AMERICA • 1835



U. S. Navy Chance-Vought F8U fighter, shown landing on aircraft carrier, is one of the types of military planes that will be helped by new Bendix Radar Altimeter.

## NEW RADAR ALTIMETER MAKES FLYING SAFER BY MEASURING AIRCRAFT ALTITUDE PRECISELY

A new Bendix lightweight radar altimeter will soon give Navy carrier-based pilots an absolute altitude reading any time of day or night, regardless of weather conditions.

An important breakthrough in altitude measurement accuracy, the Bendix Radar Altimeter has a bright future in safeguarding landings for all kinds of commercial aircraft—from large airliners to helicopters and light business planes—by providing super-accurate readings from zero to 5,000 feet above ground.

This device—developed and manufactured by our Bendix-Pacific Division, North Hollywood, California—is an especially important safety factor in carrier landings. It measures altitude by timing radar pulses as they bounce back from the deck. It is not affected by pressure variations resulting from sudden changes in weather conditions, and it thus supplements the standard barometric

altimeters which depend on atmospheric pressure to determine altitude.

Today there are literally scores of different Bendix instruments and controls meeting the highly specialized needs of the jet age. These include: vertical scale instrumentation—moving tapes that give pilots flight data in quick, easy-to-read fashion based on studies of human reactions; the first completely transistorized autopilot—to fly jets with great exactness and bring them down automatically for precise landing approaches; Bendix® Doppler Radar—an airborne pinpoint navigation system that is completely independent of ground facilities.

Among still other modern Bendix



Another important Bendix product is rectangular vertical scale instrumentation for latest-type military aircraft. Shown being assembled, it presents data to jet pilots on moving tapes and is fast superseding conventional clock-like instruments.

instrumentation devices are: airborne radar for storm avoidance; surveillance radar to guard you en route; airborne navigational computers; fuel metering systems; Mach number and airspeed indicators; rate of climb and descent indicators, and engine performance instruments.



A THOUSAND DIVERSIFIED PRODUCTS SERVING THESE FIELDS:

automotive • electronics • missiles & space • aviation • nucleonics • computer • machine tools • sonar • marine



## THE LEAN SILHOUETTE In Thunderbird Sportcoats by **WORSTED-TEX**

The longer, more flattering profile of the new LEAN SILHOUETTE design in Sportcoats. Expressed in clear-face Hound's Tooth Checks and deep, color-mix hues, alive with heather accents.

From \$39.95\*

Tailored Thunderbird Slacks From \$17.95\*

Sanitized treated linings and trimmings for hygienic freshness.

At our franchised dealers only, or write:  
**THE HOUSE OF WORSTED-TEX**  
200 Fifth Avenue, New York 10, N. Y.  
Makers of Worsted-Tex® • Tropi-Tex®  
Custom-Tex® • Ivy League®  
"10-Monther"® • D30-SPS™  
\*Prices slightly higher West of the Rockies

## LETTERS

### 'Where We Stand'

In this election year, your announced bipartisanship is a shining example in the Age of Political Alignments. You have attained the sublime goal of a free press.

DAVID P. THOMPSON  
Darien, Conn.

►Thank you for your very fair decision about not taking sides.

E. HAERING  
Pittsburgh, Pa.

►It is very much to the credit of NEWSWEEK not to advance the cause of either candidate. We welcome your respect for your readers' judgment.

CLARK J. FISHER  
Falmouth, Mass.

►Behold how good and pleasant it is for the editor of a weekly news magazine to attempt to inform the people, instead of telling them how to vote. I vote exactly as I am damned pleased to vote.

HENRY H. WOMACK  
Catron, Mo.

►And your announced decision to run the LETTERS columns during the election on a nonpartisan basis is almost heroic. Stay as clear, concise, and fair as you are.

JOSEPH T. KOREN  
Parma, Ohio

### Taking Sides

Nixon is the better man with overall experience, who will and should be a second Lincoln. Yes, many people who do not like him get absorbed by his fine and astute know-how, his

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POSTMASTERS: Send form 3579 to NEWSWEEK, 444 Madison Avenue, New York 22, New York.

# A sales lead is perishable— handle it fast by Long Distance!

While a sales lead is fresh, move in fast and first:

- *Telephone the prospect direct . . .*
- *Or phone the lead to your branch office . . .*
- *Or call it to a salesman in the field.*

Fast personal contact shows your company is on its toes . . . boosts the chances of wrapping up the order.

***Long Distance pays off! Use it now...for all it's worth!***

#### LONG DISTANCE RATES ARE LOW

*Here are some examples:*

Kansas City to Omaha . . . . .	70¢
Chicago to Toledo . . . . .	80¢
Detroit to New York . . . . .	\$1.25
Philadelphia to Indianapolis . . . . .	\$1.35
Washington, D.C. to Los Angeles . . .	\$2.25

*These are day rates, Station-to-Station, for the first three minutes.  
Add the 10% federal excise tax.*

**BELL TELEPHONE SYSTEM**



# Products and Ideas that can pay off for you



These stories illustrate how Koppers customers are using our products to cut costs, make a better product and improve efficiency. If there is an idea here that suggests a money-saving solution to you, just return the coupon and we'll send you full information on the subjects you check.



## Waterproof adhesive adds strength, reduces damage to corrugated boxes

Most corrugated boxes can't stand moisture, or even high humidity. Moisture breaks down the glue line, weakens the box and sometimes unfurls the corrugated paper. So the A. E. STALEY MANUFACTURING COMPANY, Decatur, Ill., worked with Koppers and developed an alkaline-curing waterproof adhesive by incorporating Koppers Resorcinol.

The adhesive is called STAYBIND # 5030. KEYSTONE BOX COMPANY, Pittsburgh 15, Pa., uses this waterproof adhesive in the manufacture of JONES & LAUGHLIN STEEL

CORPORATION nail boxes that have replaced the old wooden nail keg. Because the boxes are made with waterproof starch-resorcinol adhesive they aren't bothered by moisture conditions frequently found on construction sites.

This same waterproof adhesive can prevent the moisture damage to corrugated boxes incurred during shipment. Box damage from moisture in storage can be practically eliminated, even in high stacks, when boxes are made with STAYBIND # 5030. Check the coupon for complete information.

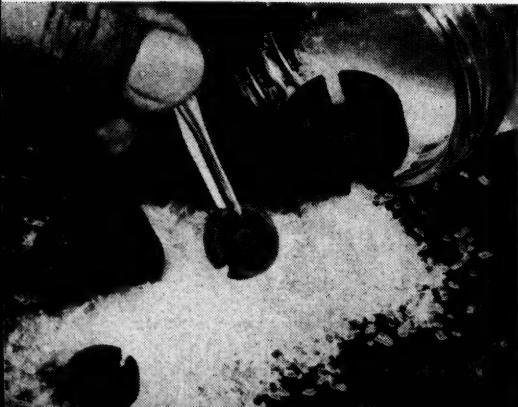
## How to mold a better ferrite with HALOWAX®

Powder metallurgy is a way of making metal parts by mixing powdered metals with a binder, molding the mixture in the desired shape, then firing the part, as a ceramic artist would fire a vase. This technique is used to make ferrites, special electrical and electronic parts used for such things as

miniature receivers and transmitters for missile guidance systems.

Now, manufacturers of ferrites are improving their product with HALOWAX chloronaphthalene, a binder produced by Koppers. HALOWAX gives the part enough "green" strength to be machined, *even before firing*. When the part is fired, HALOWAX vaporizes completely, at a uniform distillation rate (180°F—1,000°F). This prevents internal stresses, during firing, that can cause cracks in the finished ferrite. HALOWAX also leaves no carbonaceous residue to adversely affect its chemical and electromagnetic properties. And HALOWAX works equally well in glass or ceramic parts, especially where complete burn-out is essential.

If you're concerned with the production of powdered metal, glass or ceramic parts, get complete information about HALOWAX. Check the coupon.



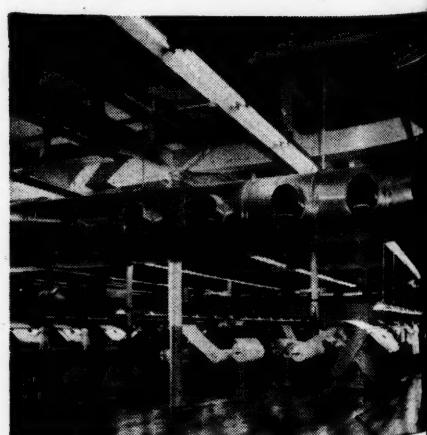
## It wasn't the heat that bothered them—it was the overhead

If you think heat and humidity get you down, you should see what they do to a roof. In the weave room at the DAY RIVER MILLS plant in Danville, Va., humidity has to be kept from 85% to 90% and temperature about the same in degrees. The four-acre wooden roof started to rot away. Repairs were frequent and costly, but they couldn't keep up with decay. The roof had to be completely rebuilt. With what?

A metal roof was out because it wasn't a good insulator and temperature would vary too much in the weave room. Reinforced concrete would erode. Wood was still the best material. Light. Low cost. Easy to erect. But, with ordinary wood they would still have to overcome the problem of decay.

The consulting engineers, Lockwood GREENE, INC. of Spartanburg, S. C., recommended WOLMANIZED® pressure-treated lumber. All the lumber for the new roof was placed in a pressure vessel and air was drawn out of the wood cells. Then a WOLMAN® preservative solution was forced under high pressure deep into the fibers of the wood. It gives permanent protection against rot and insects.

The new roof was completed in less than six months and at one-half the cost estimated ten years ago for a roof constructed of another material! And, it will save money in the future because WOLMANIZED lumber is practically maintenance-free. Get complete information about construction with WOLMANIZED lumber. Check the coupon.



## See-through plastic boxes end closet litter

Now you can straighten up every closet in the house (or at the office, for that matter) with these new plastic storage boxes.

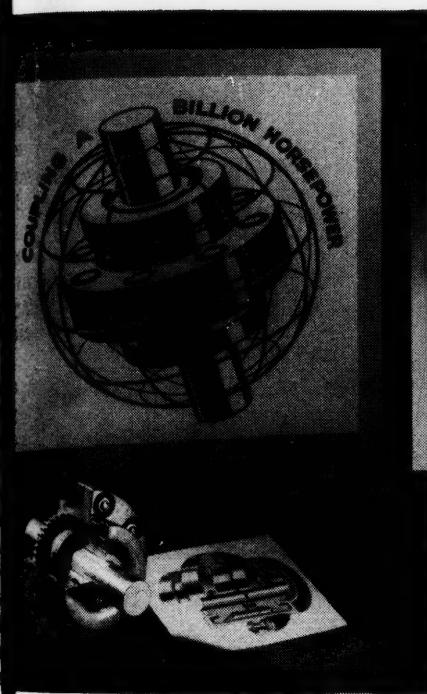
The boxes have pull-out drawers or swing-open doors. They are grooved so that they link together to form a chest-of-drawers, or any other shape you want. And you can see inside them, so you can tell at a glance where every object is. They are ideal for storing shoes, hats, clothes . . . anything you'd

put away.

STUART M. LERNER, INC., Long Island, New York, makes the boxes from DYLENE® polystyrene, a strong Koppers plastic that gives the boxes almost infinite service life. They are sold under the name EYE-FUL\* and are available at department and variety stores.

For more information about these boxes, or about DYLENE, check the coupon.

\*EYE-FUL is a registered trademark of  
Stuart M. Lerner, Inc.



## Enough couplings to transmit one billion horsepower

When FAST's gear-type self-aligning couplings were first introduced in 1921, they pretty well outmoded all other types of power transmission units. They still do. The simplicity of the basic design of the unit, plus improvements in materials and fabrication methods, have enabled Koppers Metal Products Division to develop new FAST's couplings for almost any power transmission situation.

The couplings themselves range from units that weigh 5 pounds to 20 tons. Almost a million of them have been sold, and some of the originals are still in operation after more than 40 years of continuous service. If all of them were operating at the same time, they could transmit more than one billion horsepower.

If you would like to have complete information about FAST's couplings, check the coupon.



## Fire-protected wood in Michigan Supermarket cuts construction costs, reduces insurance rates

Three massive wood beams are the main roof supports for the new CLINTON COUNTRY MARKET, Clinton, Michigan. The beams are 82' long and 12" by 50" thick. They cost less than conventional metal structural beams of the same strength. Because the wood beams are lighter, they allowed a savings in the design of the supporting columns.

Insurance rates are low because these beams are made of NON-COM fire-protected wood . . . the first automatic non-combustible lumber ever offered for industrial and commercial construction. NON-COM wood could be called a material with a built-in fire extinguisher. When temperatures approach the ignition point of wood, the chemicals, pressure-impregnated in NON-COM wood, catalytically produce carbon and water vapor to choke off any flame and prevent the spread of fire. NON-COM wood is permanently protected . . . safe from mechanical or human error you normally associate with fire protection systems.

NON-COM fire-protected wood reduced the CLINTON COUNTRY MARKET insurance rate 31% below the rate for the same design and construction, using untreated wood. Do you have a problem Non-COM fire-protected wood might solve? Check the coupon for complete information.

# KOPPERS

Divisions: Chemicals & Dyestuffs • Engineering & Construction • Gas & Coke • Metal Products  
Plastics • Tar Products • Wood Preserving • International

— PUT THESE IDEAS TO USE NOW! —

To: Fred C. Foy President  
Koppers Company Inc. Room 1422A  
Koppers Bldg. Pittsburgh 19, Pa.

Please send me further information on the  
following money-saving products and ideas:

- Resorcinol-based Adhesives
- HALOWAX® Chlorinated Naphthalene
- FAST'S Couplings
- WOLMANIZED® Lumber
- NON-COM Fire-Protected Wood
- DYLENE® Polystyrene

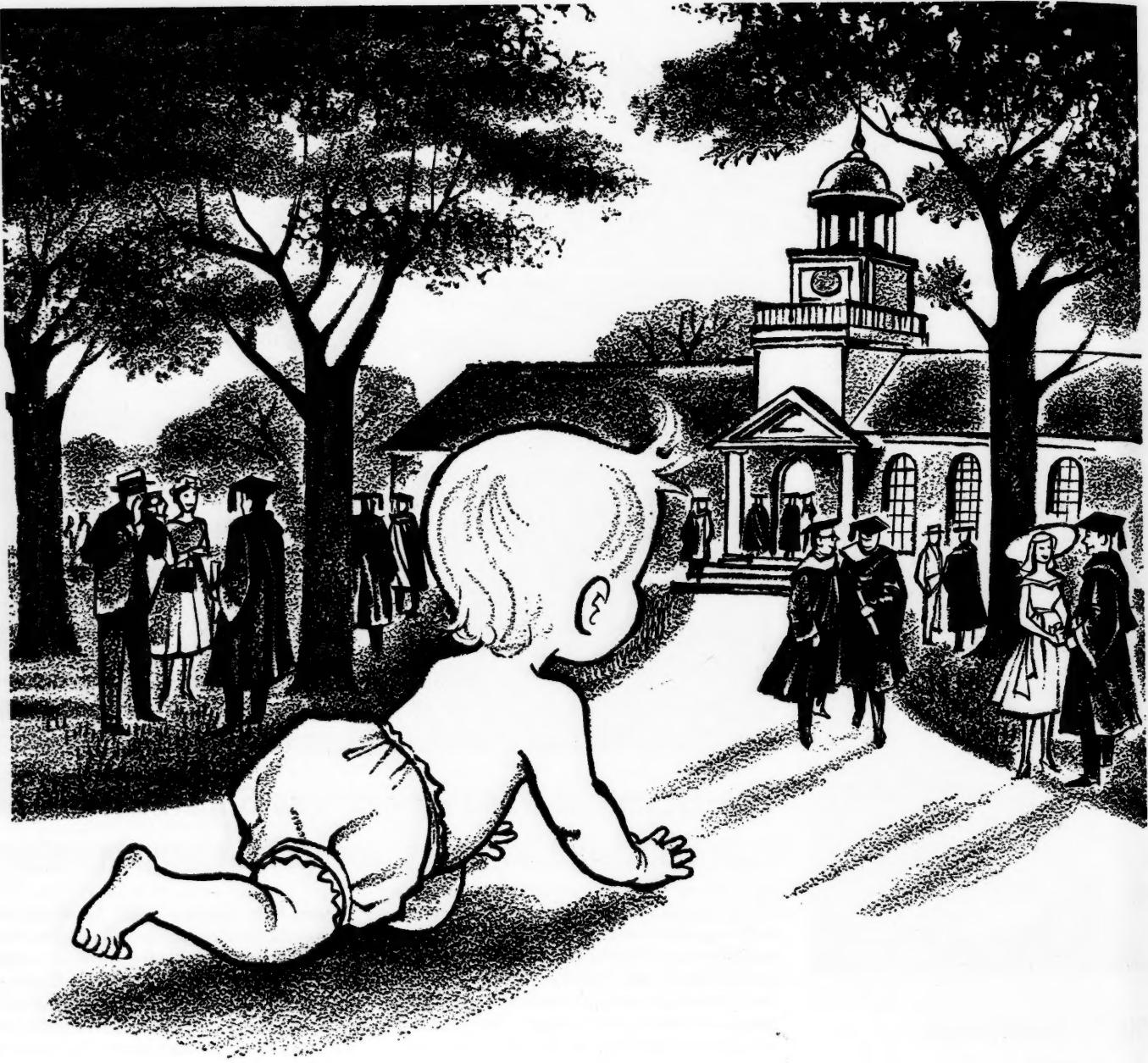
Name \_\_\_\_\_

Company \_\_\_\_\_

Job Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## *Starting right now, you can be sure he'll make it*

Will your child have the money he needs to get to college? You can make sure he will. In fact, you can insure it. Best of all, you can do it today—through life insurance carefully programmed for you by your Metropolitan Man.

As soon as the insurance is in force you can stop worrying. When he reaches college age, even if you should not be living, the money will be there. But even more than that . . .

Permanent life insurance is a form of property. It can be your constant, dependable assurance that, starting right now, specific sums in line with your plans for the future will be at hand when you need them. Backed by the resources of the Metropolitan.

Today your insurance can be tailor-made to the exact needs of your family—not merely for the edu-

cation of your children but for the mortgage, an emergency, your retirement—just about all the foreseeable financial needs you will face.

Your Metropolitan Man now has the largest selection of policies, with the newest and most flexible provisions and benefits, in all Metropolitan's history.

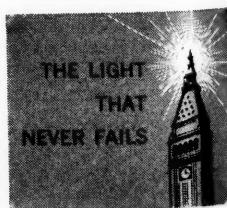
For your family, make sure now and for the future. Call your Metropolitan Man today.

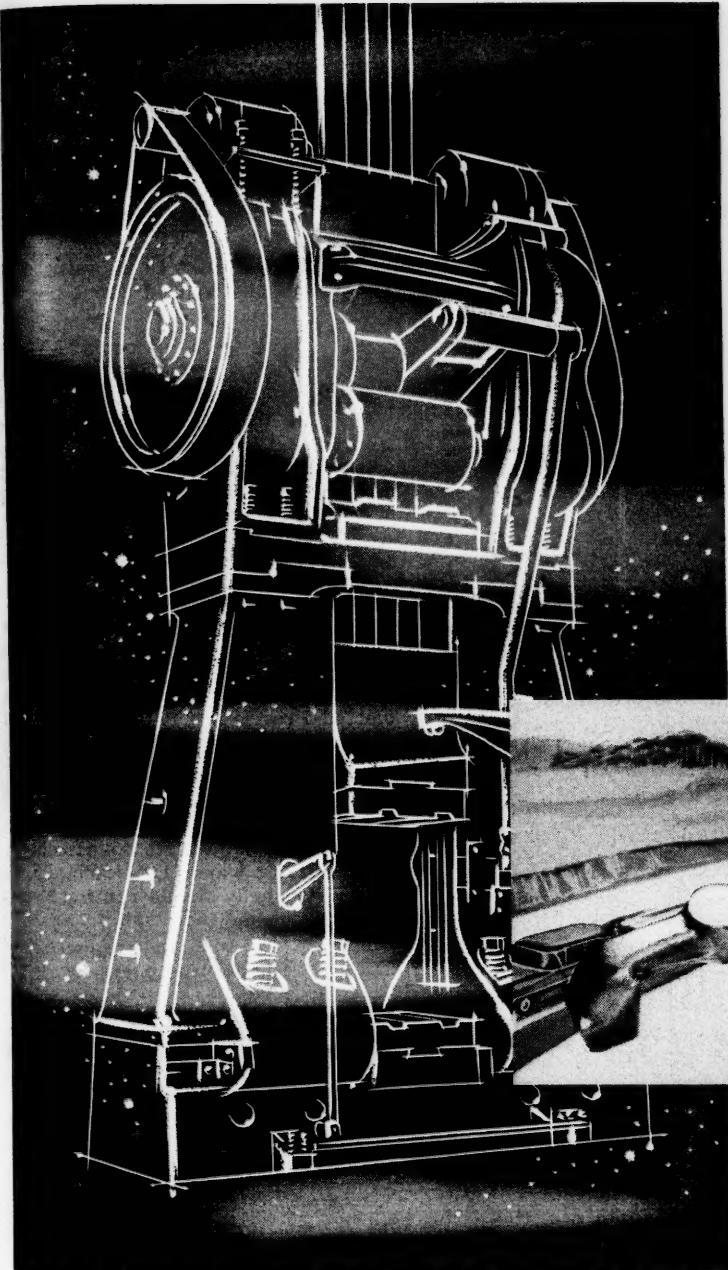
**Metropolitan Life**

INSURANCE COMPANY®

A MUTUAL COMPANY

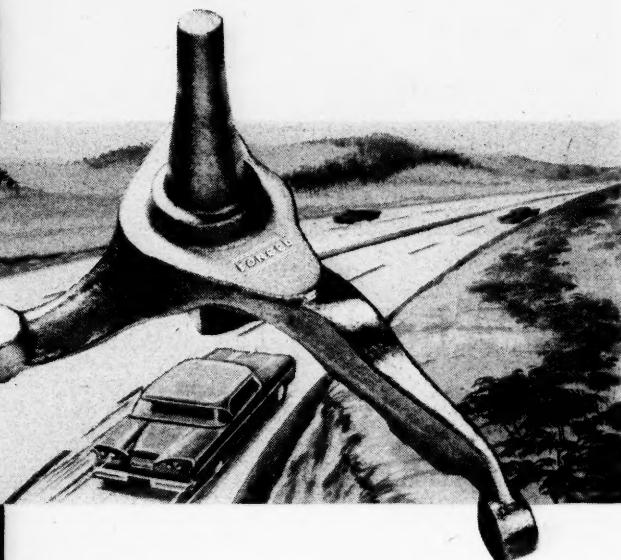
1 MADISON AVE., NEW YORK 10, N. Y.





*Modern board-lift forging hammer*

# How FORGED PARTS give peace of mind to turnpike drivers



At turnpike speeds, so very much depends on your car's steering system . . . and the total reliability of each part in the system.

Forged parts, such as this automobile steering spindle, will safely endure thousands of peak-stress turns, thousands of miles of road shock. The *better* metals that are always the start of forgings are made *even better* by the compacting hammer blows or high pressures of forging equipment.

Whether you shop for a car or a production tool, be sure vital parts are "FORGED."

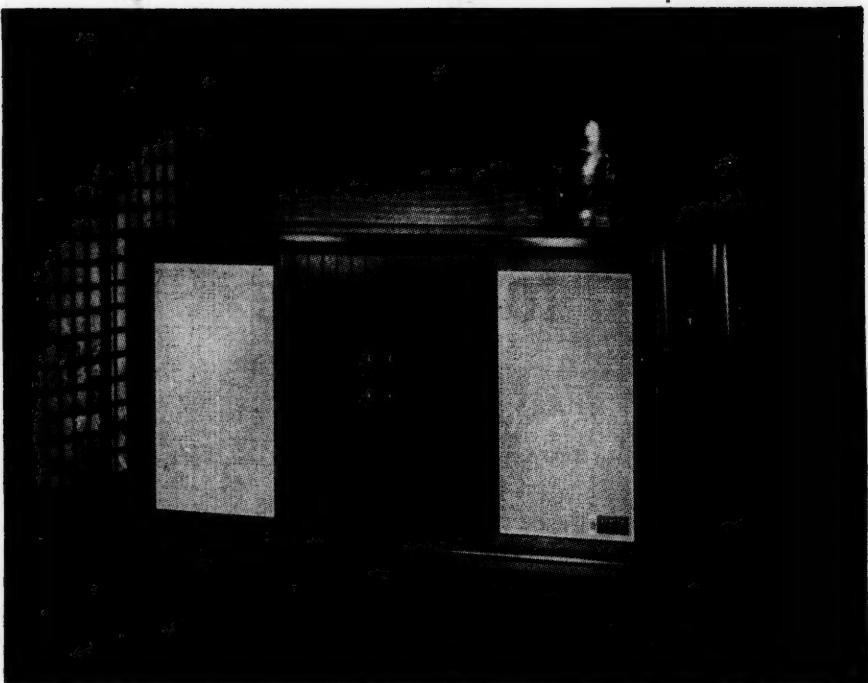
*When it's a vital part, better make it*

**FORGED**

Drop Forging Association • Cleveland 13, Ohio

*Names of sponsoring companies on request to this magazine.*

## 1961 ZENITH STEREO



A hidden realism lies deep  
in every record you own—only Zenith  
has found the way to set it free!

Here is why. Zenith's famous Extended Stereo now gives you Extended Sound Reverberation—the newest, most dramatic dimension in the world of sound. Zenith's exclusive Extended Reverberation system makes possible continuous shadings of depth and resonance. Not only do stereo records take on a concert hall quality, but all monaural LP's, old 78's come alive, too. Even FM/AM radio. Zenith's magnificent fine furniture cabinets, in decorator designs and a variety of custom-crafted finishes, are acoustically designed, sound tested. Above is the Zenith Beethoven—Danish Modern styling from the Decorator Group. FM/AM radio. Provision for four sources of sound with Zenith Radial Speakers. Model SFF 2570 in walnut veneers and solids, blond oak veneers and solids or ebony color, \$750\*.

# ZENITH

*The quality goes in before the name goes on*



ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONTARIO. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 42 years of leadership in radionics exclusively.  
\*Manufacturer's suggested retail price. Slightly higher in the Southwest and West Coast.

Prices and specifications subject to change without notice.

### LETTERS

warm outgoing friendliness when they meet him in the flesh for the first time, as we here in Detroit did. Pat is a great asset to him and will be to us. She is perfect for that role.

B. RICHNER  
Detroit, Mich.

►While Nixon talks to us about God, Kennedy talks to God about us.

KAY TORREZ  
Phoenix, Ariz.

►We in Texas are the most fortunate people in the U.S. We get to vote against old Lyndon twice in one election—against him for Vice President and against him for senator. No other state can make that statement.

D. W. MCCORD  
Garland, Texas

►Our country is at a crossroads. One road leads to a new and glorious frontier, while the other leads to probable disaster. If Kennedy is not elected President, the American people, not Kennedy, will be the losers.

JAN JACOBI  
Bedford Hills, N.Y.

►Thank heavens we are not electing a President for warmth, personality, or charm. Kennedy should run for President of Charm, Inc.

BEN BROWN  
Seattle, Wash.

►We have had enough of wishy-washiness in the White House. It is about time for a man who really believes in something more than motherhood, apple pie, and the American way of life with its hypocrisy, comfort, and gaudiness.

JAMES H. HALL  
Daytona Beach, Fla.

►There is tremendous respect for Lodge throughout the world. He is the beacon of America. He represents America's spiritual values, her very character. If Nixon and Lodge are defeated, it will be an eternal blot and America will lose face.

RUTH F. CAROTA  
Milton, Mass.

►There are much better reasons than golf and "nicked by Nixon" to pass up the Republican Party ticket, but they are minor when compared with Kennedy and the unfulfillable Democratic platform.

RALPH RUSK  
Chicago, Ill.

►The Democrats didn't put millions out of work, lower our prestige abroad, use Madison Avenue pressure tactics to make us believe their mirages, spend thousands on instruments of terror that don't even get off the ground, or split the people into almost another civil war. If the American



Because  
it holds more...

## new Camel ink-cartridge\* goes miles further without running dry!

There's an oasis of ink in the remarkable new Camel ink-cartridge. That's why the famous "cross between the pen and pencil"® gives you far more writing mileage...far greater economy than any other office writing tool. Other Venus ball PEN·cil features:

New cone-shaped extended point that never wobbles, writes easier from any angle; slim; lighter wood barrel; permanent ink; nothing to twist, click, turn. Nine styles: 29¢, 39¢, 49¢. Less by the dozen. Blue, black, red, green ink. Sold through stationers and stationery departments.

Order today. **VENUS ball PEN·cil®**



Venus "365"®...the de luxe retractable model. Guaranteed to write 1 year or new refill free. \$1.29.

**Dow**  
**INDUSTRY'S  
CHEMICALS**

*what's  
making news?*

The uranium that powers our atomic navy goes through many processing operations between its being pried from the ground and going to sea. Well done, these operations require integrated chemicals and chemical know-how—and both are supplied only by an industry approach to mining problems. This is the Dow approach . . . that gears products, technical assistance and developmental research to serve the special requirements of specific industries. To management men in every industry using chemicals, this approach means that knowledgeable laboratory and field experience, research and developmental skills in the chemistry of their industry are on call . . . eager to serve.

## TAKES A HEAP OF DIGGING TO FUEL THE "SKATE"

To manufacture one pound of the uranium that powers the U. S. S. Skate and her sister nuclear-powered submarines, about 84,000 pounds of raw uranium ore must be unearthed. And when the digging's done, the work—the real "digging"—has barely begun.

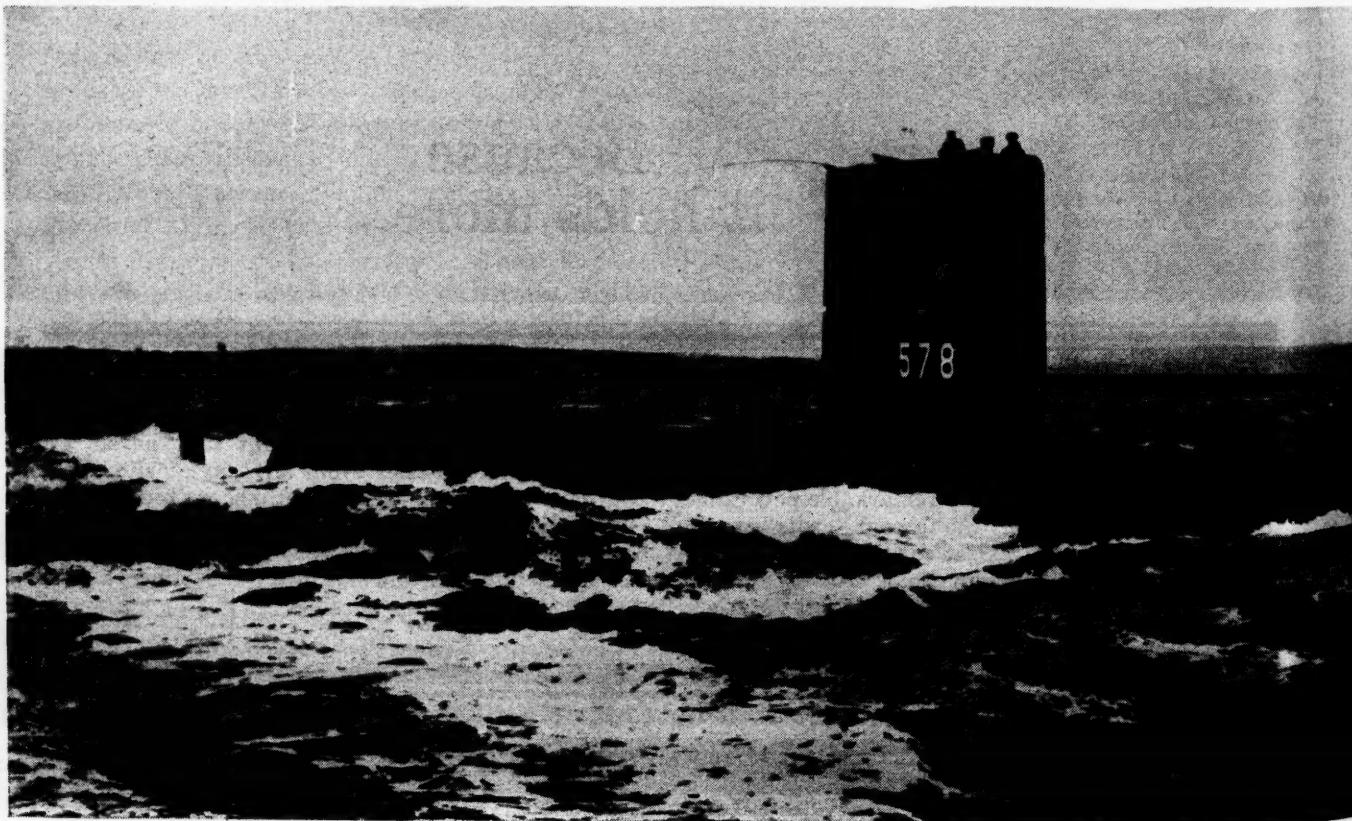
Then begins a series of processes in which great quantities of raw ore are crushed, classified, flooded with water, attacked by powerful chemicals.

There is no one set procedure for recovering uranium. The processor may choose from a number of different mining chemicals—and work with specialists who know how to make these chemicals do the best job for the particular ore being processed. This is the role often

played by Dow's mining technical service staff—an experienced group of men well-travelled in the mining world.

### RECIPE FOR YELLOW CAKE

After uranium ores are mined, they move to a mill where they are ground into fine particles and are then passed into leaching tanks. Highly active chemicals—such as sodium carbonate—are then used to leach (dissolve out) the



uranium. Separan® NP10, a remarkable flocculating agent developed by Dow, is used as an aid for settling and filtration. The molecules of Separan agglomerate the undissolved waste particles, and quickly settle them to the bottom. The final step of precipitation is accomplished with such Dow products as caustic soda, magnesium hydroxide, or ammonia.

A final precious concentrate of uranium oxide, called "yellow cake," is derived daily from hundreds of tons of ore.

#### **MINERALS RIDE THE BUBBLES**

Dow's technical service representatives have a large and versatile complement of flotation chemicals at their command, all of which are specialized in function and highly selective in their effects upon different types of ore. Dow Xanthates, for example, help segregate wanted minerals. They selectively coat sulfide minerals so that the minerals will adhere to the bubbles or froth formed by Dowfroth® 250. Once captured by the froth, the desirable ore particles are floated off the top and concentrated.

#### **EXPERIENCE PLUS**

Dow's experienced staff of flotation metallurgists maintain high service standards throughout the mining industry. Extensive laboratory facilities for mining chemicals research reinforce the efforts of Dow specialists in the field. These labs are concerned with developmental and research work as well as day-to-day problem solving. For example, in recent years they have

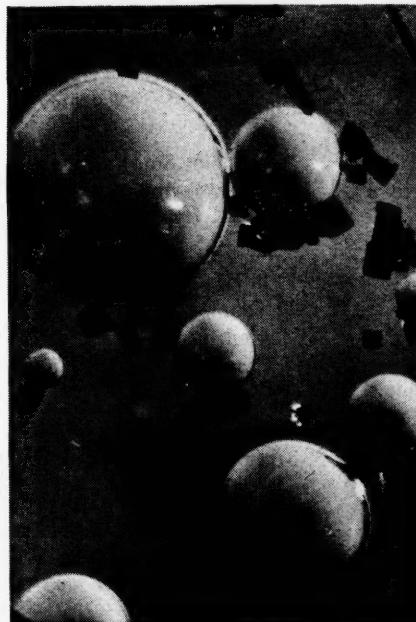


Dow's settling agent, Separan NP10, quickly flocculates waste particles from uranium solution, settles them to the bottom.

helped develop new metallurgical applications for old chemicals and new chemicals for many of our present operations.

#### **CHEMICAL TEAMWORK**

The processing of copper ores provides another excellent example of the way Dow tech service men work with highly selective chemicals. With certain ores in which the metal content is composed of several minerals, Dow technical specialists may use a combination of different chemicals to achieve the best metallurgy. For example . . . Z®-200 and Z-11, important new collecting agents, are frequently used in combination with Dowfroth 250 in removing copper from its natural environment. The results are higher grade metal concentrates, better metal recovery and increased economy in processing. With chemical combinations such as these, low grade ores can often be utilized that would otherwise be uneconomical to mine for today's market.



Ore particles cling to Dowfroth 250 bubbles, resulting in better metal recovery and higher grade metal concentrates.

**What about your industry?** This comprehensive interest in mining's chemical problems is typical of the Dow approach to the industries it serves. Dow sales and technical groups are oriented on an industry-by-industry basis and their depth of experience in the operations of these industries frequently proves of inestimable value to Dow customers. We've prepared brief summaries that tell the story of Dow products and services to the automotive, mining, petroleum and paint industries. If you'd like one of these booklets, or more specific information about any of the products mentioned, contact the Dow sales office near you or write THE DOW CHEMICAL COMPANY, Midland, Michigan, Chemicals Merchandising Dept. 302HE9-26.

See "The Dow Hour of Great Mysteries" on TV.

**THE DOW CHEMICAL COMPANY**  
Midland, Michigan



# YANKEES WELCOME

Some areas in the world are turning on the American businessman with hostile acts and words. America's own economic frontier — The Middle South — welcomes "outside" capital and talent while working to develop its own.

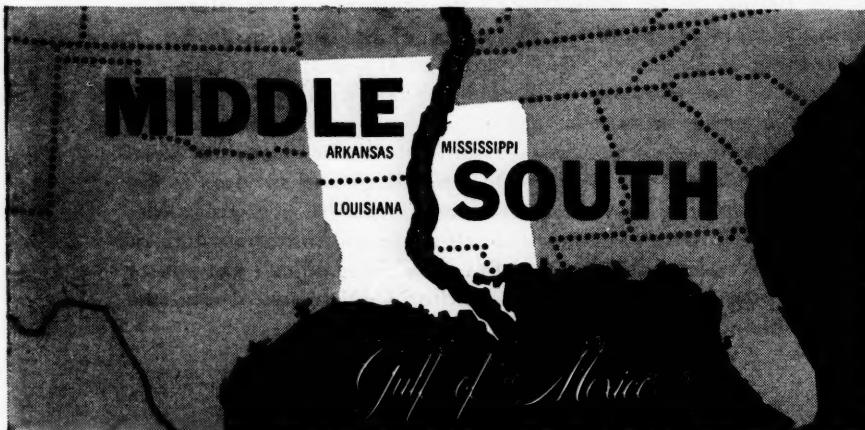
The people of Arkansas, Louisiana and Mississippi, stirred by continuing economic gains, are determined to earn even higher living standards. They have learned that increased productivity is the answer. Favorable business climate laws and energetic economic development programs in all three Middle South states are evidence of this progressive attitude.

In the Middle South, per capita output of the area's farms, mines and factories increased 18.6 per cent in the past five years. For the United States, the gain was 10.9 per cent in the same period.

What is the real picture of economic progress in the changing Middle South? Here there are profit potentials for alert businessmen and investors. Let us bring you up to date. Call or write for the facts today.

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New Orleans, La.



## LETTERS

people are wise, they will vote for Kennedy and Johnson, who will get us out of the doldrums and into a safer, younger world of peace and security.

MARY CONNORS  
Philadelphia, Pa.

## Snoopers at Work

Your article on industrial espionage (BUSINESS, Sept. 5) was a pleasure to read. Particularly did I enjoy your comments on the efficaciousness of the IE agents. In their fields they are found to be just as accomplished and dangerous as the best enemy agents.

HARVEY G. WOLFE  
Los Angeles, Calif.

►There's another kind of industrial spy who deals in glamour. This is the "enemy agent" who scouts the



Newsweek—Bresnan

'Enemy agent': Spying on style

high-priced dress market, sketches styles surreptitiously, and makes them available to cheaper concerns.

JOAN SMITH  
Chicago, Ill.

## Decker for President?

To those who feel they can support neither a Catholic nor a Republican, there is a perfect candidate: Rev. Rutherford Decker, pastor of the Temple Baptist Church of Kansas City, Mo., and the candidate of the Prohibition Party.

GREGORY A. COMNES  
St. Petersburg, Fla.

## The Unwanted, Unloved

Relative to the LETTERS (Sept. 12) concerning the alteration of the abortion laws, it seems to me that several of your readers have lost the point when they complain of murder, loss of personal liberty. Is bringing into the world an unwanted and unloved

**Now—make your  
family's future  
secure...**



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# Did you know that your wife will probably elect our next President?

ON NOVEMBER 8th your wife and 56 million other eligible American women will outvote men in a Presidential election for the first time in our history. From 1948 to 1956, the number of women who exercised their right to vote increased by almost 40%. Because of this upward trend, plus the fact that there are now over 3 million more women eligible to vote than men, political scientists predict that women will cast over 2 million more votes than men this year. Thus, a record women's vote could easily be decisive in electing our next President.

**Influential** as the American woman will be nationally, she will be even stronger locally, for her political interest increases closer to her home—and her family. More than 600,000 active members of women's political clubs watch closely over the actions of local governments. All in all there are an estimated 20 million women affiliated with 600 organizations dealing with all kinds of civic affairs.

From past successful political experience in her home town, the American woman has come to know that her political maturity is a potent asset to her family. She has seen the better schools, housing and community centers that an enlightened administration can provide.

Your own wife's interest in good government is a reflection of her concern for her family. Like every other American woman she is constantly on the alert for any idea, product or service that will improve her family's well-being.

An interesting example of this alertness is the fact that millions of women—shopping for half the families in America—save S&H Green Stamps. Perhaps your wife is one of these prudent shoppers. The little "luxuries" she gets when she redeems her S&H Green Stamps reward her thrifty nature and bring better living to her family.

*An American Way of Thrift for 24,800,000 Families...*

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The beauty of owning stock in a company that's prosperous and growing is that, as part owner, you can prosper and grow with it.

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Drop in at a nearby Member Firm of the New York Stock Exchange for friendly and experienced advice. The broker who serves you there has met the Exchange's qualifications for knowledge and integrity. He helps new investors every day. Discuss your investment objectives with him. Perhaps he'll think bonds or preferred stock would suit your needs best.

To help you get started, we've prepared a booklet, "DIVIDENDS OVER THE YEARS." It's packed with valuable information. It lists stocks on the New York Stock Exchange that have paid progressively higher dividends in recent years. And it gives you the records of more than 400 stocks that have paid a cash dividend every year for 25 years and more. Just send the coupon and we'll mail you a copy free. Find out how to invest for an income that can grow.

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#### LETTERS

child any more right than keeping a crippled calf or lamb? The individual should be allowed the choice. The severe critics of Dr. Guttmacher are attempting to play God as much as those they accuse.

PETER C. LEAR  
Center Sandwich, N.H.

►Your readers' letters against legal abortion appall me. This is a matter, in a free country, for individuals to decide. Just who thinks he has the right to play God?

Mrs. PHILIP MEESKE  
Spring Lake, Mich.

►Isn't it more humane for illegitimate babies to be aborted than to have them brought into a cold world without love?

JUDITH ANDERSON  
Edgewater, N.J.

►The solution lies not in weakening our laws but in strengthening the moral fiber of our nation.

Mrs. W. C. WELSH  
Downey, Calif.

## The Barbaric Whites

Saying that the Congo situation would be duplicated here if our congressmen were replaced with Stone Age white people (LETTERS, Aug. 15) is not true. The situation in the Congo does not begin to approach the depths of barbarity that existed in Germany just 25 years ago. These atrocities were perpetrated by white people far, far removed from the Stone Age.

GEORGE F. HARRIS  
New York City

## A Grateful Comedian

THANK YOU FOR THE VERY KIND AND INTERESTING STORY ABOUT ME AND MY TV PLANS FOR THIS SEASON (TV-RADIO, Sept. 12). IT'S SUCH A PLEASURE TO READ A TRUE ACCOUNT OF AN INTERVIEW.

THE GREAT GLEASON\*  
NEW YORK CITY

## Humane Killing?

Congratulations to the Army on its humane killing gases (SCIENCE, Sept. 5). That should make us humane animals—if we would rather be humane animals than moral humans.

JOHN CHRISTIAN  
Yellow Springs, Okla.

►The potential effects of an A or H bomb are localized compared with the potential effect of some biological and chemical agents.

WARREN SCHACHENMAN  
South Bend, Ind.

\*Jackie, that is.



Newsweek—Tony Rollo

Van Doren: Which was he?

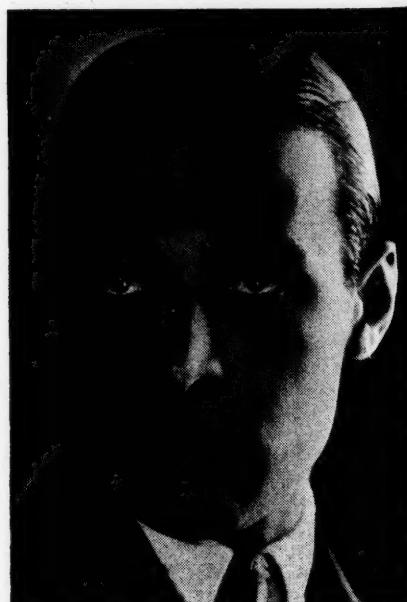
## 'Weak' or 'Tragic'

Collegiate reaction to the plight of Charles Van Doren (EDUCATION, Sept. 12) is one of the oddest things I have ever read. Why should students look on him as a tragic hero? He was a very gifted young man who was weak and erred. That's all. There's no element of 'nobility.'

GEORGE SIMPSON  
Portland, Maine

## '... But to the Grave'

So at least one tradition goes on. I refer to the women mourners making their annual pilgrimage to the grave of Rudolph Valentino (NEWSMAKERS, Sept. 5). Frankly, I can't see anyone beating a mournful path to the graves of any of today's glamour boys when they die. Will Elvis



Culver

Valentino: A 'Lenin cult'

Newsweek, September 26, 1960

*America's modern way of doing business*



*AIR EXPRESS speeds newly created parts to assembly site in time for car to bow at international auto show*

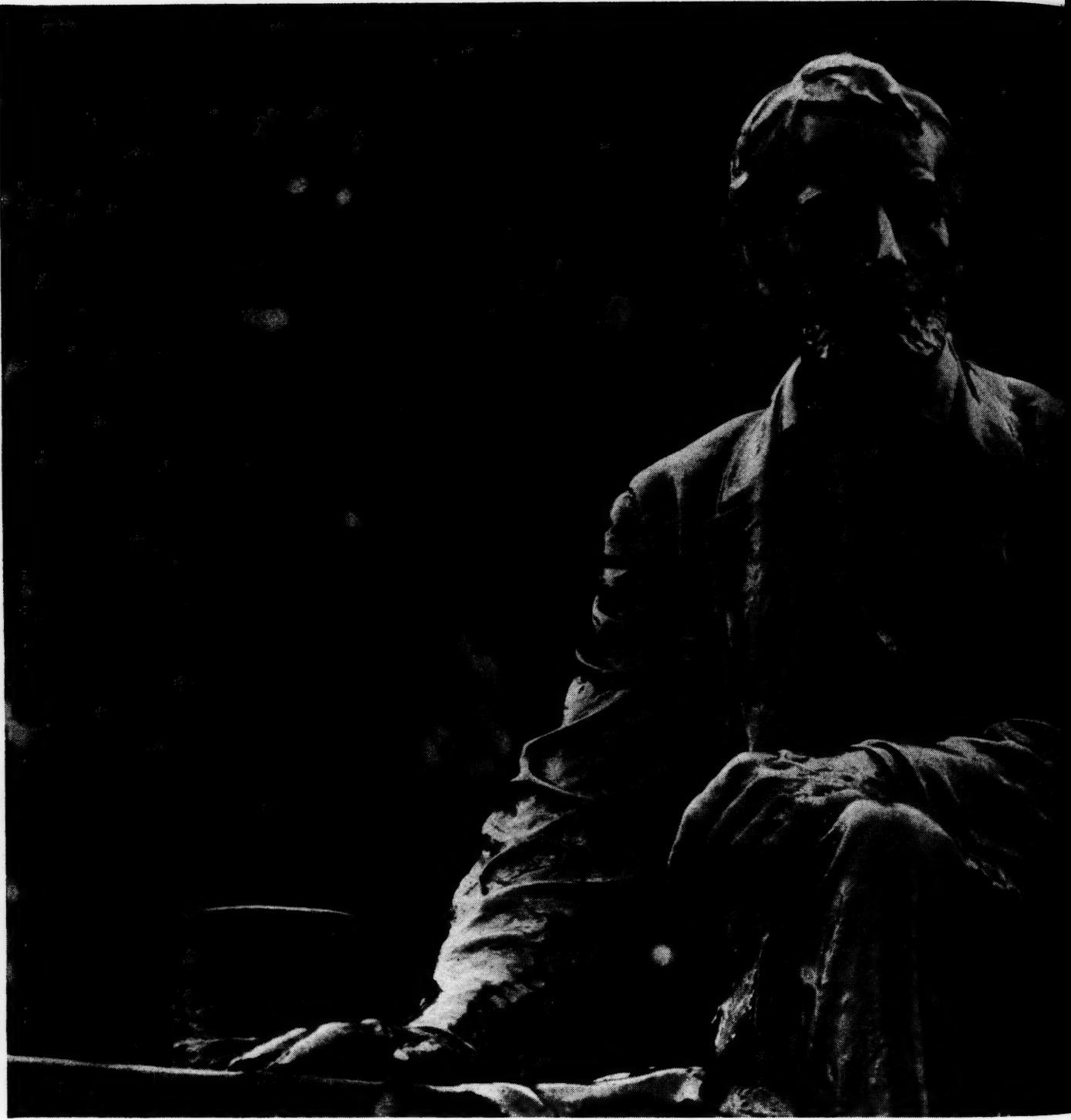
## **Air Express takes priority on all scheduled U. S. airlines**

*AIR EXPRESS is in the auto business, now! This crew is just finishing off the latest model. Hours from now, it will bow at a glamorous auto show. Many new parts were completed just in time, and flown to this assembly point with jet speed. All 35 scheduled U.S. airlines pampered them with priority treatment. AIR EXPRESS trucks (13,000... many radio-dispatched) rushed them door-to-door at both ends of their flights. As each part arrived, the shipper got a teletype receipt. That's service! AIR EXPRESS is in other businesses, too. It should be in yours. There's no finer partner and rates are low. One phone call is all it takes.*

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The legacy of an American child *is made up of many good things.*

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An example of what the principle of independence can accomplish is your electric service.

It was developed by independent electric companies—so successfully that it puts the energy of 67 men to work for every man, woman and child in America today!

These companies—more than 300 of them—serve 4 out of 5 users. Often they work together, interconnecting lines and pooling facilities to improve service and keep the price low.

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and able to supply all the additional electric service the country will need.

This is a good reason why there is no need for the federal government to spend taxpayers' money on more government-owned electric plants and lines. As Abraham Lincoln warned, government should do for people only what people cannot do for themselves.

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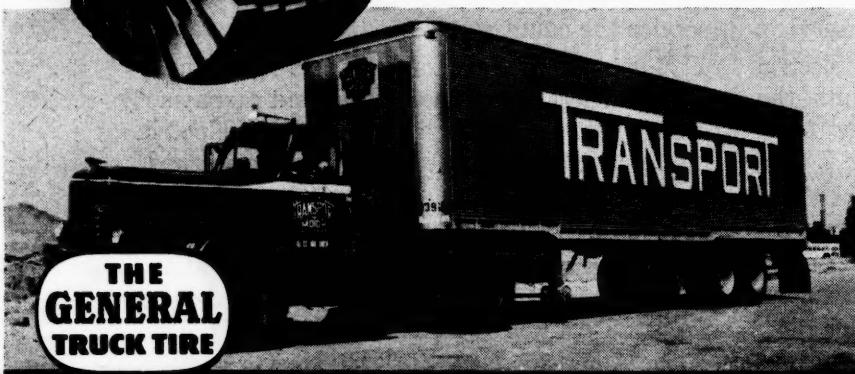
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## LETTERS

or Rock or Frankie be thus remembered? It's a lugubrious thought, but I doubt it.

JOHN MILLER  
St. Louis, Mo.

► "The paths of glory lead but to the grave," according to Thomas Gray. But in Valentino's case, the ladies are still treading along that path 34 years after he reached that grave. Valentino and Lenin are about the only two about whom the present century built a cult of the dead.

HENRY ANDERSON  
Seattle, Wash.

## K at the U.N.

Why don't all the Western nations stay away from the U.N. when Khrushchev speaks? Let him speak to empty benches.

J. WHITE  
Dallas, Texas

► His proposals will be either old, unacceptable, or impossible. Why must they be treated as "news"? I think if the news media played him down, treating him with the contempt he deserves as a declared enemy of our country, a real service would be done our cause in the cold war.

BARBARA R. MOORE  
Caldwell, N.J.

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

Newsweek, September 26, 1960



# From National: Materials For Mightier Defense

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**DIMAZINE®** storables liquid rocket fuel. This will enable Titan II intercontinental ballistic missiles—and others—to be fully fueled and ready for instant firing from hidden underground pads. A joint venture of National and Food Machinery and Chemical Corporation has been awarded contracts exceeding \$20,000,000 for Dimazine by the Air Force.

**ZIRCONIUM**, a special metal made by 60%-owned Reactive Metals Inc., is essential in fuel element components for nuclear submarines.

**TITANIUM**, another Reactive Metals' product, is finding increasing use in missile and rocket compo-

nents calling for light weight combined with high strength and heat resistance.

**PETROTHENE® polyethylene** is used to make nuclear radiation shields for atomic powered vessels. These are lighter in weight than those made of ordinary materials, yet provide complete protection from nuclear bombardment.

Such materials are fulfilling National's stated objective at the start of its program of expansion in chemicals to seek an industry "with a growing peacetime demand . . . which manufactures materials allocated for National Defense and for essential civilian needs in times of emergency."

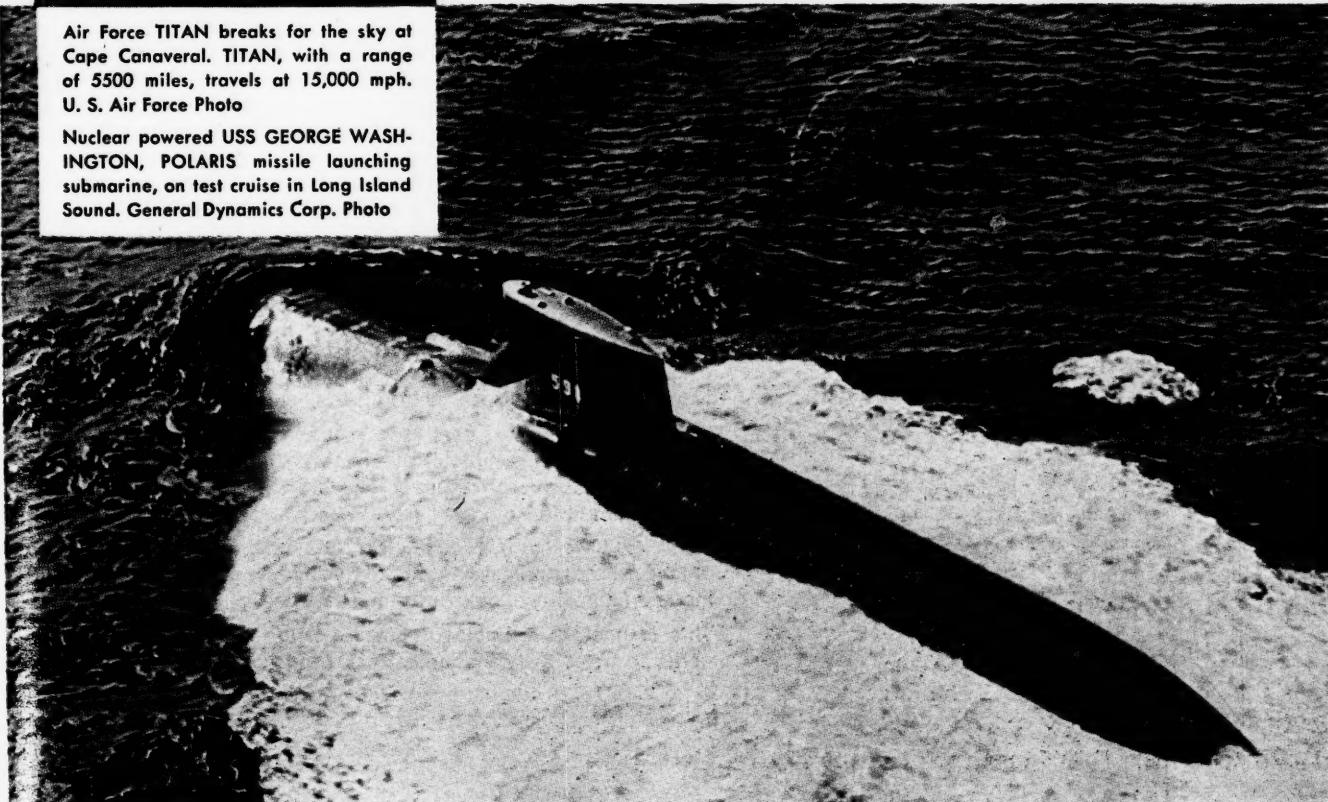


**NATIONAL DISTILLERS and CHEMICAL CORPORATION**

NEW YORK 16, N.Y.

Air Force TITAN breaks for the sky at Cape Canaveral. TITAN, with a range of 5500 miles, travels at 15,000 mph. U. S. Air Force Photo

Nuclear powered USS GEORGE WASHINGTON, POLARIS missile launching submarine, on test cruise in Long Island Sound. General Dynamics Corp. Photo





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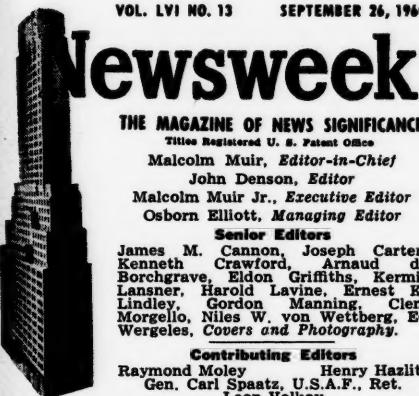
This is another example of how General Telephone & Electronics works to meet the communications needs of today — and tomorrow.

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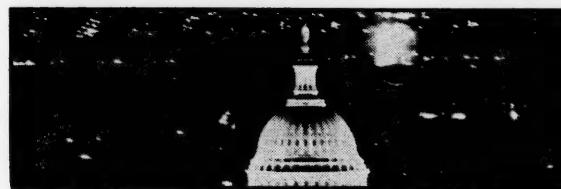
A Well-Informed Public  
Is America's Greatest Security

## Top of the Week



### THE 'INVASION'—A SPECIAL SECTION

- In eight pages, the whole drama-laden story of the onslaught at the United Nations led by the unpredictable Mr. K. What fateful game is he playing in backing the Castros and the Kadars? Has he got a space 'shocker' ready to spring? The scorching U.N. issues. The shifting U.N. power 'blocs.' Can we protect the Red bosses when a million wish them dead? In the global danger zones—the Congo, Cuba, Laos. Pages 31-38. (Photo—U.N. and Manhattan at night.)



### CAMPAIGN '60—A SPECIAL SECTION

- In another report-in-depth (ten pages), the way the White House sweepstakes look now. How important the 'religious vote'? Could it swing the election? Will voters vote their faith? A 50-State LISTENING POST Survey reports on these vital questions and the effect of 'bloc' voting. And, importantly, a debate—a debate in the reasoned printed word—begins between candidates Nixon and Kennedy. Nixon leads off on the big issues—from Khrushchev to the economy. Pages 41-56. (Photo—Washington at night.)

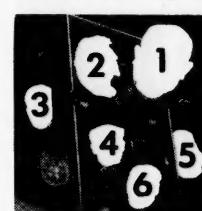
✓✓✓✓ Peering Through the Stock Market Haze.  
This week's SPOTLIGHT ON BUSINESS searches for the shape of the future in Wall Street. Is it a bull or a bear? Page 100.

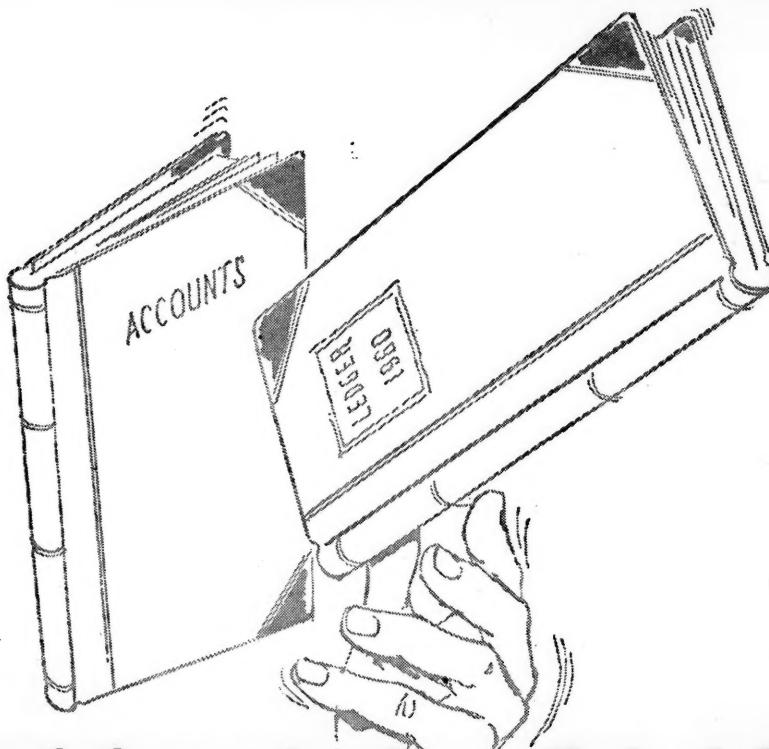
### — The Index —

#### SPECIAL SECTIONS—U.N. (PAGES 31-38) AND CAMPAIGN '60 (PAGES 41-55)

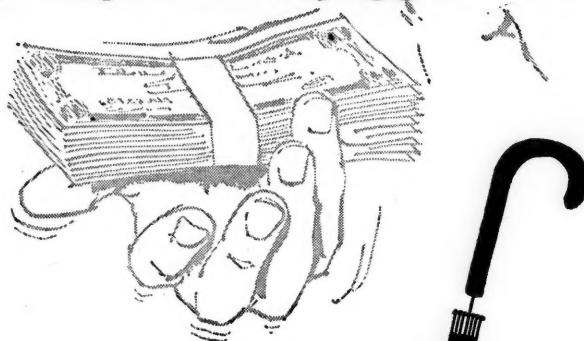
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**THE COVER:** All eyes are on the U.N., and on its array of world leaders, including (1) Khrushchev, (2) Castro, (3) Tito, (4) Gomulka, (5) Nasser, and (6) Kadar. President Eisenhower also is coming, with a new plan for peace. For a report on the biggest U.N. session, see pages 31-38. NEWSWEEK painting by Bob Engle.





## anybody have a juggler on their staff?



You wouldn't know until it's too late if you have an embezzler working for you. If you do it's someone you'd never suspect . . . a trusted employee who can juggle to his or her heart's content because of that very trust . . . plus a knowledge of the loopholes in your "controls." Such losses can cripple, even bankrupt a firm—because invariably the company is under-insured.

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# The Periscope

Reg. U.S. Pat. Off.

## Periscoping the World

Stretching K's Stay?  
Noel Field's New Job  
How Many Soviet A-Subs?  
Kennedy's Bad Mistake

### Behind the Headlines

**UNITED NATIONS** — How long will K be here? The assumption in Washington has been about two weeks. But Russia's chief U.N. delegate, Valerian Zorin, told a different story to two Asian representatives last week: "He is not at all in a hurry to return home. It is quite possible he'll stay four, five, or six weeks, or even more."

**LONDON** — An American—an African expert for the OSS in World War II and now a college professor in the U.S.—has been feeding guidance to the Soviets on strategy in the Congo and elsewhere in Africa. This tip from diplomatic sources here in a position to know.

**EMBASSY ROW** — Soviet diplomats in Washington are dropping hints that all's not quite as rosy as it was between Havana and Moscow. The reason: Castro has been playing off Red China against the Soviets. Anytime the Russians fail to agree with him 100%, the Cuban Prime Minister threatens to align himself even more closely with Peking.

### The Inside Story

**STATE DEPARTMENT** — As if they didn't have enough with K, Castro, Kadar, et al. on their hands, security officials here are now trying to track down the Red-lining author of a letter, typed on a department typewriter and an official letterhead, signed "Foreign Service Employees for Separation of Foreign Service and Espionage." Widely circulated, the letter demands an end to "CIA activities" in U.S. embassies and consulates.

**EAST BERLIN** — From now on, secret-police agents will make up at least 30% of all diplomatic and technical missions to Africa, Asia, and the Mideast from European Communist countries. An order putting this into effect has just gone out from Moscow to all satellite capitals.

**BUDAPEST** — American defector Noel Field has a new job here. He's advising Hungarian technical teams on the right way to behave overseas,

and on how to compete against American technicians. This from Red diplomats. Field, a one-time State Department aide and friend of Alger Hiss, disappeared behind the Communist Iron Curtain in 1949.

### Security Flashes

**WHITEHALL** — Worth noting in view of testimony by that former Soviet naval officer who defected to the West (see page 58): The Russians, having built at least two atomic submarines, now have plans for no less than 100 more.

**NAPLES** — Russian spy-trawlers are also operating in the Mediterranean. With Soviet subs, eight of which now sail out of Red Albania, the phony fishing boats keep close tabs on U.S. Sixth Fleet movements. The Americans, in turn, tail the Red vessels.

**VILLEFRANCHE** — U.S. warships are being equipped with special underwater sound equipment to foil enemy subs by masking propeller noise. In a recent test in the Mediterranean, a submerged sub actually hit the keel of an aircraft carrier so equipped; it had thought the carrier was 5 miles away. No serious damage was done.

**NICE** — U.S. observers note this incongruity in de Gaulle's policy toward NATO nuclear weapons: He won't let the U.S. store nuclear warheads in France, blinks at Sixth Fleet aircraft carriers, which are virtually floating A-bomb arsenals, anchoring in French harbors.

### Red Gambits

**VIENNA** — One big reason Molotov was shifted here from Outer Mongolia: Moscow wants to show the West that even Stalinists like "Old Iron Pants" can be rehabilitated under the Khrushchev system. This from neutral diplomats.

**EAST BERLIN** — Look for No. 2 Chinese Red Liu Shao-chi to tour Communist Eastern Europe

# The Periscope

this fall—as an advance man for Peking bossman Mao Tse-tung. Informed Red diplomats say Mao will be along early next year to pose a subtle challenge to Russia's ideological leadership among the satellite states.

**BELGRADE**—“We have learned something from you. We want films to make money, not carry messages.” That was the Yugoslav plea

when U.S. cultural-exchange officials last week refused a request for ten Hollywood movies, all heavy on sex or crime. The U.S. still said no.

**PRAGUE**—Requests that satellite-nation volunteers get seats on Soviet manned-space flights have been going unanswered by Moscow. The same silence has greeted proposals that satellite space scientists join in research projects.

## Periscoping the Nation®

### Campaign Close-up

**PORTLAND, ORE.**—The reason Nixon is so far making no firm dates for the last week of the campaign: It's reserved for trouble-shooting. He'll try to fly to every reported weak area for intensive last-minute campaigning.

**NEW YORK CITY**—To intimates Kennedy now admits he made a bad mistake in not taking a firm public stand against the late Sen. Joe McCarthy. “Had I known then that I was going to run for President,” the nominee says, “I would have gone on crutches to vote for censure.” Note: Kennedy was convalescing from back surgery at the time of the 1954 vote.

**GOP HEADQUARTERS**—Republican National Chairman Thruston Morton has quietly asked for a Federal crackdown on anti-Catholic extremists. Both Attorney General Rogers and Postmaster General Summerfield, to whom he appealed, had to say no soap. The reason: Their investigators already had been at work, could find no ground for legal action.

**CAPITOL HILL**—Party loyalty may count as much as seniority in assigning committee chairmen if the Democrats control the next Senate. That's the latest threat of Northern and Western Democrats angered by refusal of some Southerners—notably Virginia's Harry Byrd—to come out in support of the Kennedy-Johnson ticket.

### Navy Log

**PENTAGON**—Under development now by Navy scientists: A new, highly sensitive infrared detector designed to enable patrol planes to spot enemy submarines deep under water. It will sense the heat of a sub's engine, either conventional or nuclear.

**NAVY HEADQUARTERS**—Here's why the defection of NSA cryptographers Mitchell and Martin shouldn't hurt the Navy: The Navy is now using a top-secret, new coding machine. It's kept in a separate room, apart from other coding

machines. Mitchell and Martin couldn't possibly have known about it, insiders here insist.

**NORFOLK, VA.**—Atlantic is the name of an extraordinary, long-range anti-sub airplane being developed by NATO. It will be powered by two turboprop engines, carry the latest radar and magnetic detection gear. The plane is a joint effort of the U.S., Britain, and France.

### Where Are They Now?

**CHICAGO**—Terry Brennan, appointed head football coach at Notre Dame in 1954 at age 25 and abruptly fired just before Christmas 1958, is now assistant to the vice president of Miller & Co., a pig-iron distributor, and lives with his wife, Louise, and five young children (1 to 8) in a four-bedroom brick house on Chicago's far South Side. His duties, he says, are “two-thirds administrative, one-third sales.” Now 32, the star halfback on three undefeated Notre Dame teams (1946-48) plays golf, but “not often and not well.” Is he bitter that the Irish dropped him after his teams won 32 of 50 games? “No. [Coaching] has many hazards. It's short in duration, but lots of fun and I don't regret it a bit.”

**ST. LOUIS**—Carl G. Snavely, for 26 years (1927-52) the highly successful “Gray Fox” of big-time college football who coached Bucknell, Cornell, and North Carolina to top national honors, is owner-manager of a drive-in car-wash outfit here. Now 68, he lives with his wife, Bernyce, and 15-year-old adopted son, Carl III, in a three-bedroom ranch house in suburban Kirkwood. He finds little time for his hobby, golf, or for watching football. Exception: Kirkwood High School games. Tackle on that team: Carl G. Snavely III. Snavely came to St. Louis in 1953, a year after he resigned from North Carolina, following a two-six season; coached Washington University for six years.

For Periscoping TV-Radio, page 108; Books, page 122.

# INTERPRETS FACTS

Here's vital, needed information for industrial site-seekers! Instead of general, unevaluated facts, the N & W can now offer an unbiased, scientific analysis that shows positively whether or not your new plant will make more money in our territory. To give you this unequivocal, dollars-and-cents answer, the N & W recently engaged Fantus Area Research to make an exhaustive, scientific evaluation of its 6-state territory... first depth study of this size and penetration ever undertaken by any railroad. Fantus, which has helped locate 3,000 plants, analyzes, sifts, weighs and interprets all pertinent facts—pinpoints the advantages or disadvantages of each area in relation to specific types of industry.

Nation's Longest Railroad



MARKED FOR JACK DANIEL'S, this Tennessee Whiskey Tree will help gentle our whiskey to an old-time sippin' smoothness.

The old Charcoal Mellowing process we still employ to smooth out our whiskey calls for a certain kind of tree: a *hard maple* growing on *high ground*. When it's rick-burned, it produces a special charcoal that we tamp hard into vats 10 feet deep. Then we seep our whiskey down through it... drop by drop... for 10 unhurried days. A sip of Jack Daniel's, we believe, will tell you that only the smooth sippin' part comes out.



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# The Periscope

## Washington Trends

### The First 100 Days

Both Nixon and Kennedy already are mapping the first moves they'd make in the White House.

Nixon would:

- Take a hard new look at defense policies, even calling for higher taxes if necessary.
- Ask Congress for more money to reduce farm surpluses under the stepped-up soil-bank program he announced last week.
- Get the Federal interstate highway program moving again by asking for higher taxes (on gasoline) if necessary.
- Re-emphasize support of the U.N. and the Organization of American States—to demonstrate his Administration's desire for peace.

### ... And Kennedy

Kennedy would:

- Press hard for medical care for the aged tied to higher social-security payments, and the \$1.25-an-hour minimum wage.
- Call for a stronger civil-rights bill.
- Rework Ike's final budget, especially to beef up defenses, and, if necessary, call for higher taxes.
- Like Nixon, attack farm surpluses.

As of now, both candidates would reject a summit meeting with Khrushchev. Kennedy, however, might go to troubled Africa.

### New Lease for Dirksen?

Discount reports that Nixon would oust Illinois' Everett Dirksen as Senate Republican leader.

In private talks, Nixon is making it plain he wants Dirksen to stay where he is.

Reason: He thinks Dirksen did a masterly job in the last Congress of thwarting the Democrats.

### As They See the Primaries

Here's how Washington strategists are interpreting the results of last week's key primaries:

- Minnesota: Republicans are "encouraged" that their Senatorial candidate, Minneapolis Mayor

P. Kenneth Peterson, drew almost as many votes as Democrat Hubert Humphrey. As of today, though, Humphrey still looks like the winner.

►Utah: The GOP is worried about the heavy Democratic vote cast in Utah. In the gubernatorial race, Democrat William A. Barlocker drew 74,099 votes, Republican incumbent Gov. George D. Clyde, 50,788.

►Georgia: Democrats were jolted by Georgia's approval of unpledged Presidential electors. They don't think this means they'll lose the state, but they are angling for a strong endorsement of Kennedy by an influential Georgian—probably Sen. Herman Talmadge.

►Massachusetts: The upset victory of Springfield Mayor Thomas J. O'Connor over Gov. Foster Furcolo in the Democratic Senatorial race was a blow to the Republicans. They consider O'Connor a tougher man to beat, frankly admit that GOP Sen. Leverett Saltonstall may not be able to handle him.

### K and the Congo

The U.S. has learned that the Soviet adventure in the Congo was not Nikita Khrushchev's idea at all.

As intelligence agents have pieced together the story, Khrushchev was skeptical of the Congo project from the beginning.

But he was persuaded to go along by the Communist Central Committee, which insisted on going ahead in Africa and backing the forces of Premier Lumumba.

The inference: K is not always the undisputed master of his own house.

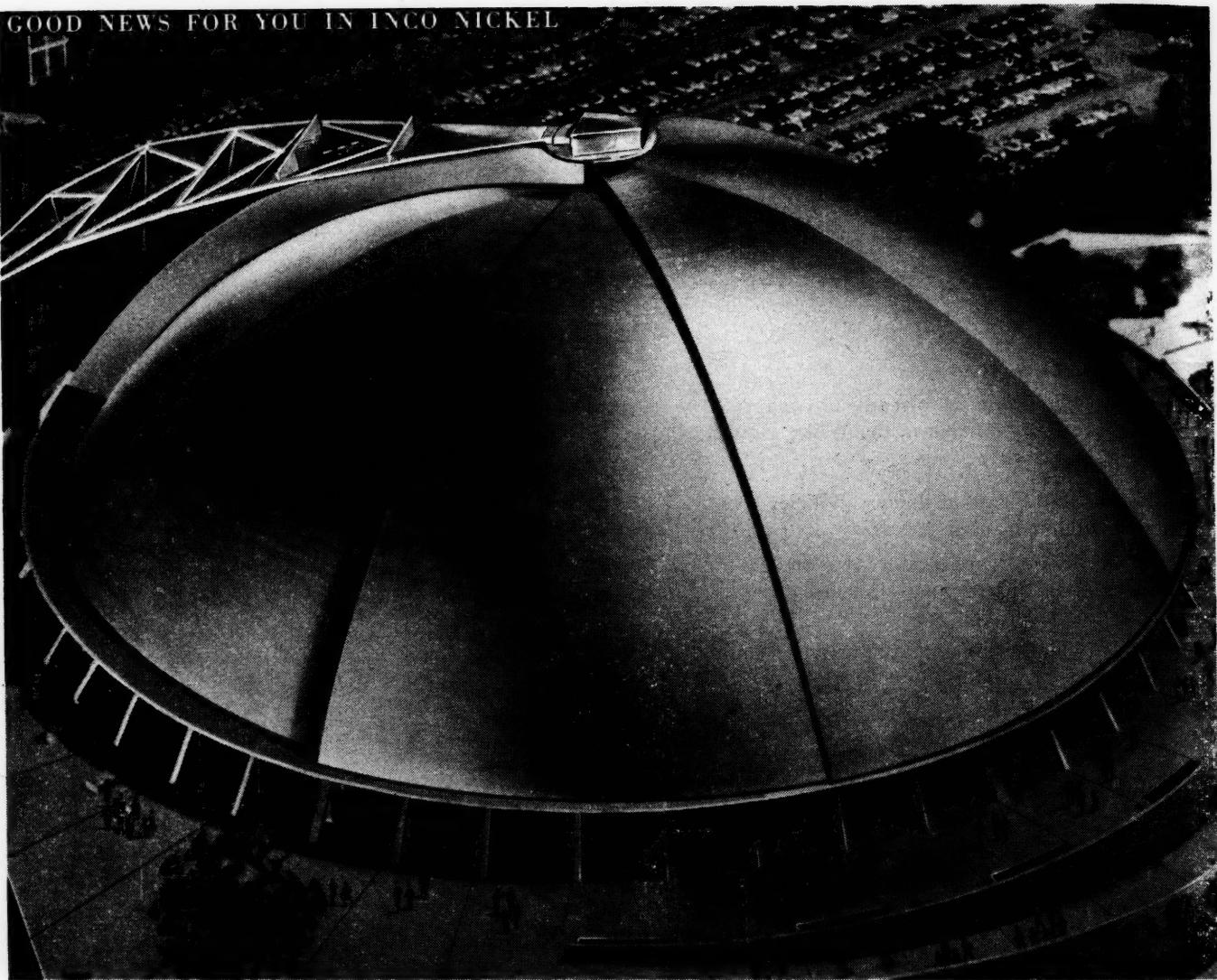
### Hanging Onto the South

Top Kennedy men are convinced now that the way to hold the South is to emphasize Democratic tradition, and play down the nominees.

Southern campaigners will henceforth soft-pedal the ticket, appeal instead to old party loyalties.

**For Business Trends, see page 89.**

GOOD NEWS FOR YOU IN INCO NICKEL



All-weather auditorium in Pittsburgh will be covered by a 415-foot diameter Nickel Stainless Steel dome. Largest of its

kind in the world, the dome will protect an audience of more than 14,000. Shown below: Auditorium with dome rolled back.

## New push-button roof of Nickel Stainless Steel is strong, light, and stays bright



It's a year-round, weatherproof auditorium—or an open-air stadium—at the push of a button!

Under sun and stars, the Nickel Stainless Steel segments of this giant roof will nest together, out of the way. When rain threatens, these segments will glide around an outside track to form a protecting umbrella roof.

This lustrous stainless steel will provide carefree beauty. Beauty that lasts year after year. *Why?* Because Nickel Stainless Steel is one of the most durable of metals. It's corrosion-resisting all the way through.

With these advantages, it's easy to see why stainless steel is opening up new opportunities in architecture and in other fields, as well.

For example, in automobiles and appliances, manufacturers are using stainless steel brightwork to add beauty that's easy to maintain. In kitchenware, stainless steel helps designers achieve good looks and long life. In industrial equipment, it provides needed corrosion resistance and high strength.

The benefits of long-time Inco research in Nickel Stainless Steel are available to all industries. Also, Inco would be glad to send you the 40-page booklet, "Stainless Steel in Product Design." It tells how stainless steel can improve the design of your products. Write: Dept. H106, *The International Nickel Company, Inc., 67 Wall Street, N. Y. 5, N. Y.*

©1960, INCO



Typical of the modern buildings using stainless steel is the new Four Gateway Center Building in Pittsburgh. Nickel Stainless Steel is used as sheathing for its service core and for its mullions running top to bottom.



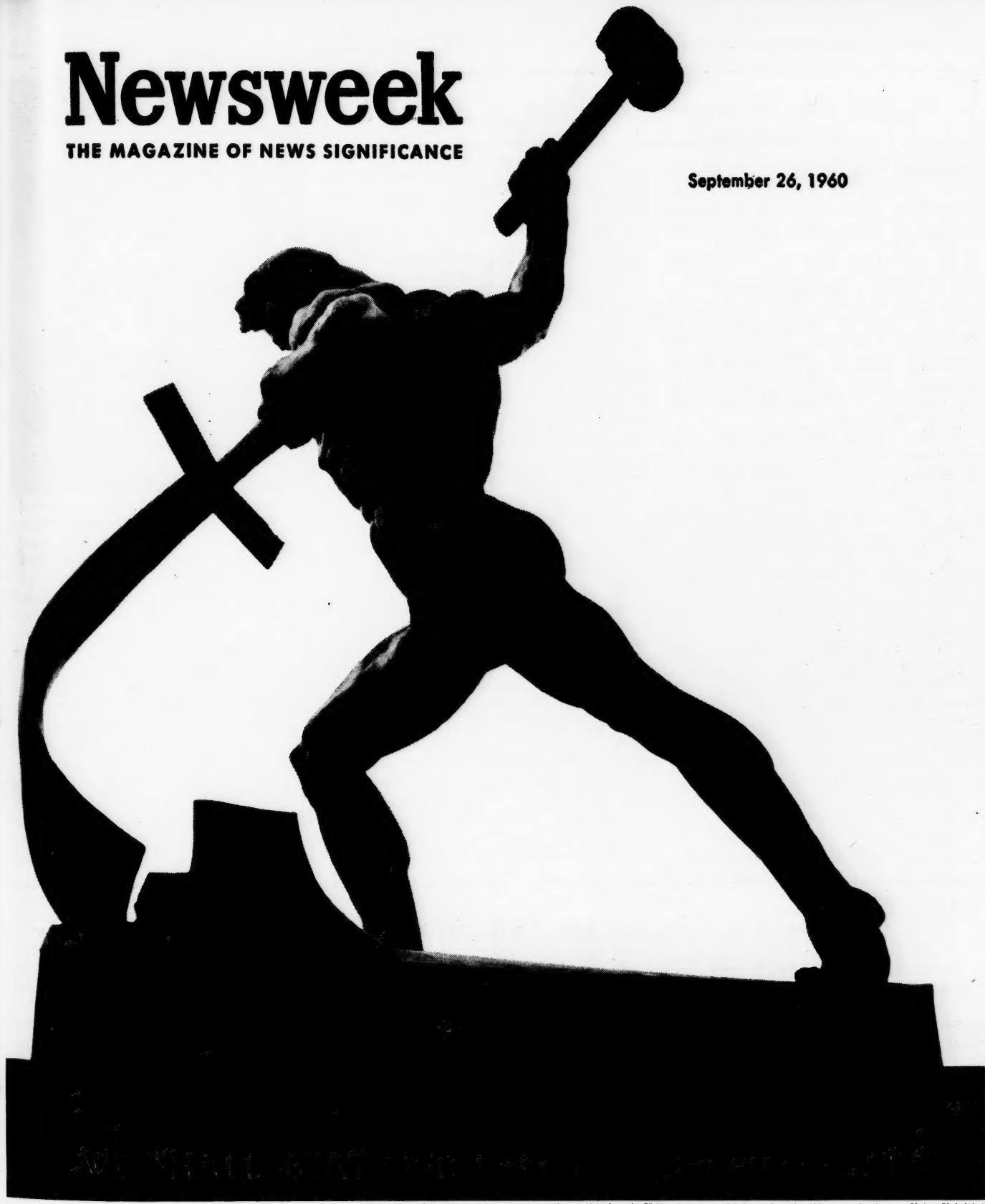
# International Nickel

The International Nickel Company, Inc., is the U. S. affiliate of The International Nickel Company of Canada, Limited (Inco-Canada)—producer of Inco Nickel, Copper, Cobalt, Iron Ore, Tellurium, Selenium, Sulfur and Platinum, Palladium and Other Precious Metals

# Newsweek

THE MAGAZINE OF NEWS SIGNIFICANCE

September 26, 1960



Out of Isaiah 5:3 come the words on this heroic U.N. statue, a gift from Russia (Newsweek photo—Vytas Valaitis)

## United Nations—The Onslaught

IN THIS EIGHT-PAGE SPECIAL SECTION: The great Red power play, led by Khrushchev, puts the U.N. to the acid test—The boiling issues—Something from space in K's orbit?—The shifting strength of U.N. blocs—New faces—Keeping the Communist bosses safe—Global danger zones.



The Invasion  
of Manhattan

## Chiefs and Stooges—And Great Events?

From the ends of the earth they came, each a mighty man in his own far country. There were black men in flowing gowns with tribal scars on their faces, brown men in turbans and fezzes, white men with unkempt beards or wearing Savile Row suits and Homburg hats.

Altogether, there were a thousand delegates, and ten were Presidents, sixteen Prime Ministers. They ruled over islands like Ceylon and Haiti, archipelagoes like Indonesia, subcontinents like India, peninsulas like Malaya, and deserts like the Chad.

As they poured into New York City this week to attend the opening of the fifteenth session of the United Nations General Assembly, each of these chieftains, great and small, knew that they and their people stood at a historic juncture. When Nikita Khrushchev stepped ashore in Manhattan this week, the Soviet air waves were humming with rumors that told of a giant Russian rocket, preparing to shoot the first man into space. No one in the U.S. dared scoff at these rumors, for on the basis of past achievements, it seemed not unlikely that the Soviets were on the point of a new breakthrough in space (see box, opposite page). Yet such was the nature of the times that the exciting prospects of man escaping from terrestrial limits would be judged, at least in part, for its grimmer military significance.

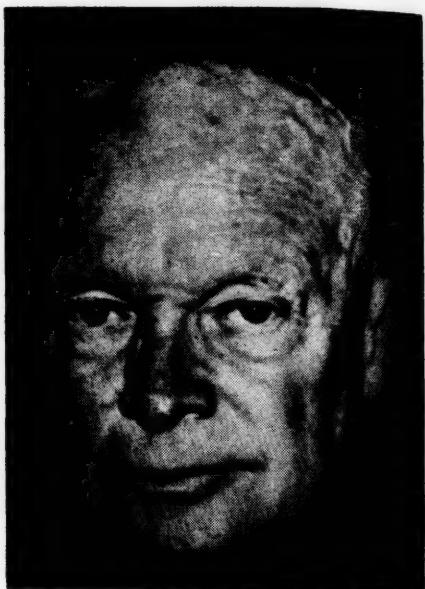
Thus it was, as the leaders gathered, that they shared a sense of common

peril. Could they reach agreement on how best to avert it? Or would this historic meeting—the greatest congregation of leaders in the history of the world—fizzle out in angry language? Would it make—or break—the U.N.?

The answers largely depended on two men—Dwight David Eisenhower and Nikita Sergeyevich Khrushchev.

**U.S. Kickoff:** Mr. Eisenhower, who would speak first in the U.N., already had asked the American people to treat their visitors, even Khrushchev and Kadar, courteously. The President was determined to present the world with tangible proof that the U.S. not only wants peace but believes peace can be won, if Russia will collaborate.

The first essential, the President believes, is vigorous support for the U.N. itself. He would therefore pledge all Americans anew to strengthening the U.N. and its Secretary-General, Dag Hammarskjöld. Specifically, the President may propose a new open-skies agreement, supervised by the U.N. and equipped with America's now-idle squadron of U-2 photo planes. He may offer a massive new "Food for Peace" plan to distribute U.S. agricultural surpluses, again under U.N. auspices. To provide new energy for underdeveloped lands, Mr. Eisenhower may also offer 30,000 kilograms of U-235 from American weapon stocks for conversion to peaceful uses under U.N. supervision. This would become available when the



Associated Press

**From Ike, a plea for courtesy**

Russians produced a similar supply.

Khrushchev's response was likely to be what U.S. diplomats already are calling a "Soviet spectacular." He is expected to announce reduction in Russia's own armed forces—but without inspection. Then Khrushchev seemed sure to charge the West, and principally the U.S., with "re-imposing colonial rule" (i.e., backing the U.N. in the Congo), "warmongering" (i.e., rearming West Germany—just as Russia has rearmed East Germany), and "provocative espionage" (citing the U-2 and RB-47 incidents). In this fashion, he was hoping to gain wide Afro-Asian backing and—for the first time in U.N. history—to overturn the Gen-

### **The Fiery Issues That Beset This Session of the World Assembly**

"Jaw-jaw," said Winston Churchill, "is better than war-war." The main subjects of "jaw-jaw" at the U.N.'s fifteenth assembly, opening this week:

►**Congo:** East and West will accuse each other of trying to take over Africa. The Africans, backed by the Asians, will support U.N. action but warn both power blocs to keep out.

►**Cuba:** Castro will accuse the U.S. of "economic aggression," and Khrushchev will support him. The U.S. will line up its Latin American partners to defeat this Communist ploy.

►**Aggression:** The U.S. will renew charges of Soviet aggression in Hungary—and denounce the Kadar regime. Communist China will be charged with aggression against Laos, and "suppression of human rights" in Tibet. Russia in turn will charge the West with "warmongering" in rearming West Germany, and will threaten to seize Berlin. For good measure, tiny Jordan and the United

Arab Republic will charge one another with "aggression."

►**Espionage:** Khrushchev will rake over the Francis Gary Powers case, possibly even producing the U-2 wreckage as an "exhibit." Meantime, two U.S. airmen who survived the shooting down of an RB-47 last July will go on trial and Russia may claim "confessions." The United States will charge that the Communist bloc's spy system is the biggest of all—and will offer proof.

►**Disarmament:** President Eisenhower will renew his open-skies aerial-inspection proposal—and may offer the United Nations a squadron of U-2 aircraft to put it into effect. He will also suggest that all nations renounce the use of outer space for military purposes, and will offer large supplies of U.S. uranium to be used for "peaceful purposes." Russia will refurbish Khrushchev's scheme for total disarmament now and possibly offer an alternative step-by-step plan. It also may

suggest a new disarmament forum, including Red China, India, and some African states.

►**Red China:** Khrushchev will demand that Peking be seated immediately. The U.S. will object, and the proposal will be pigeonholed.

►**Algeria:** The Arab and Asian nations will call for a U.N.-controlled referendum in Algeria. If it looks as though they will succeed, France will walk out.

►**Racial discrimination:** The Africans will press for action against South Africa's apartheid policies, and will seek United Nations backing to recover South Africa's mandated territory of Southwest Africa. Faced with this, South Africa would walk out.

The only item on the General Assembly's long agenda that seems sure to get by without an argument: A one-minute prayer period right after the session opens. The Communists may not pray—but at least they will keep silent.

eral Assembly's pro-Western majorities.

In all this confrontation the stakes were enormous. If Khrushchev feels himself losing in his long-trumpeted bid for leadership, he may turn savagely on the U.N. and demand Hammarskjöld's resignation or even a move of the U.N. from U.S. shores. And, despite Mr. Eisenhower's initial advantage, he would be going before a body in which many members are dubious of U.S. motives and a few (notably Castro) are blindly antagonistic. If the cry of "imperialist" goes up (and Castro is sure to raise it), Khrushchev may be able to recoup.

Thus the diplomats reasoned—but there were other calculations, too. Politicians were anxiously calculating the possible effects of the U.N. session on the U.S. election campaign.

**Strategies:** If Khrushchev chose to insult the President, Democrats feared that Americans would rally around Mr. Eisenhower, leaving Senator Kennedy unable to continue attacks on the Administration without risking an unfavorable parallel. Republicans, on the other hand, worried that if higher national interest dictated that Mr. Eisenhower invite President Nasser or President Tito to Washington, the nation's Jewish and Catholic voters might be affronted.

Yet, vital as it was in the Presidential campaign, the U.N. confrontation transcended American politics. In a sense, it even transcended the diplomats' clash between the East and the West. For this was the first time in history that every corner of the earth except a few dwindling colonies left in Africa would be represented in a single body designed to keep the peace. At a time when every corner of the earth can be destroyed, the fifteenth session of the United Nations could take an important stride toward a lofty goal: Peace in our time.

## The Encounter

Seated on the sun porch of his rustic mountain retreat at Camp David, Dwight Eisenhower worked on the address he is to make this week at the fifteenth session of the U.N. General Assembly. From time to time, he rubbed his chin and gazed out on the scene below—a few wisps of smoke from chimneys in the town of Thurmont, quiet in the Maryland plain, the first touches of fall color among the mountain maples.

It was a tranquil scene, and yet no one relaxed. Everyone at Camp David knew that Mr. Eisenhower's speech may



## A 'Shocker' in K's Orbit

With Khrushchev here, can a Soviet space shoot be far behind?

Twice before, Soviet international politics and Soviet space science have ridden neatly in tandem. When First Deputy Premier Anastas I. Mikoyan arrived in the U.S. in January 1959, his trip was heralded by Lunik I, which wheeled into orbit around the sun as the solar system's "tenth planet." And when Khrushchev himself visited the U.S. one year ago, Soviet missilemen sent an 860-pound sphere, carrying the Soviet coat of arms, 240,000 miles to hit the moon. It was a spectacular performance.

Once again last weekend, there were strong indicators that something big may be going up. Russian ships, loaded with tracking antennas, were on station in the Central Pacific; a Red-fleet tug and a tanker, carrying long-range radio equipment and recovery gear, were spotted in the North Atlantic.

What more exalted target could the Soviets aim at now to put the Soviet Premier in the proper orbit for the current U.N. sessions? American spacemen, familiar with Soviet efforts, saw two possibilities:

- A 250-day rocket trip to Mars, totaling 350 million miles, or
- A manned space flight (photo) like the dogs Belka and Strelka took (NEWSWEEK, Aug. 29).

Dr. Krafft Ehricke, the German rocket pioneer now with Convair, points out that Earth and Mars are now in the middle of the best period for launching a Martian-bound rocket. The next favorable period is two years away. By then, however, the U.S. will have the rocket-booster power available for a Mars launching. So if the Russians want an assured first, Ehricke reasons, they must try before the favorable period ends on Oct. 15.

On the other hand, the support ships spotted by U.S. planes seemed outfitted for helping a manned flight. In addition to gear essential for tracking a satellite around Earth, the Soviet tug carried what looked like a

partially inflated baby blimp—useful for searching when an object returns from orbit.

Strengthening the suspicion that manned orbital flight is what the Russians have in mind is the smooth success they claimed for Belka and Strelka. Their flight plan could serve as a guide for the manned effort: A 5-ton satellite ship traveling at 18,000 mph would be rocketed into a 200-mile orbit. Some 24 hours later, after eighteen circuits of Earth, retro-rockets would kick the ship out of orbit. A 5,000-pound cabin would plunge to earth. Para-



Pictorial Parade

chutes or an emergency capsule would set the traveler down at a gentle landing speed of 13 mph. The manned flight could follow the dog flight in one further—and startling—detail. U.S. spacemen familiar with the power of present Russian rockets expect the 5-ton Russian spaceship to have two, or perhaps three, Cosmonauts aboard. (For comparison, the U.S. Mercury space capsule, weighs just over 1 ton. It is designed to carry one astronaut on three orbits around the world—four hours and 30 minutes in space all told.)

Will it be Mars, or men, to celebrate Khrushchev's U.N. visit?

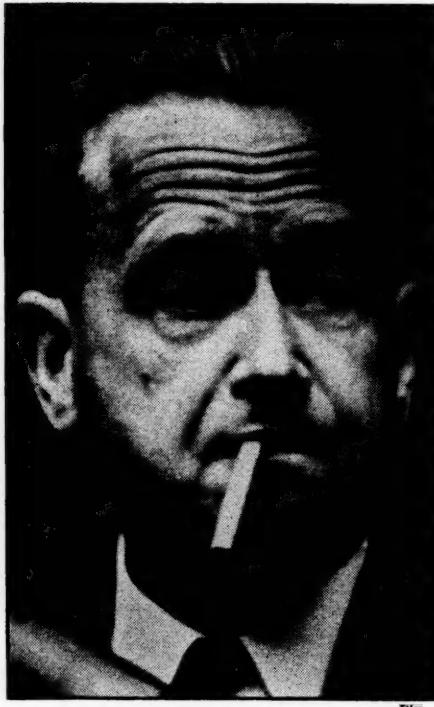
"In my opinion, I think they may try to do both," says expert Ehricke.

## A SPECIAL SECTION

well be the most important of his eight years in the Presidency.

Hundreds of miles away, churning steadily across the Atlantic on the Soviet liner Baltika, was the man who was President Eisenhower's guest at Camp David just one year ago—Russia's Nikita S. Khrushchev. He, too, presumably was meeting with his advisors and drafting a momentous speech.

With K were the leaders of Communist Europe—Janos Kadar, the "butcher of Budapest," Gheorghiu-Dej of Rumania, Todor Zhivkov, boss of Bulgaria. Encountering rough weather, some of these top Communists were reported to be feeling "a bit uncomfortable." But this week, as the Baltika sailed up New York's East River, it marked the opening



pix

**Hammarskjöld: 'Clear vision'**

of the most spectacular invasion of Manhattan since the Redcoats landed.

It was an "invasion" because none of the visitors had been invited by the U.S. Khrushchev had invited himself, as he is entitled to do as head of the government of a member of the U.N. And the others—Nasser and Tito, Castro and Trujillo—had simply followed his lead. Arriving as they did in the midst of a Presidential-election campaign, the "invaders"—even the friendly ones—were unlikely to receive the usual hospitality Americans show guests. But the invasion of Manhattan at least ensured that Americans would have a ringside seat at the greatest confrontation the U.N. has ever put on.

As the show opened this week, the muffled *crrummp* of TNT explosions could be heard in the blue and gold U.N. Assembly Hall. There was no cause for alarm—the detonations came from the

opposite end of the U.N.'s 18-acre sanctuary on the East River, where workmen were busy blasting an excavation for its new \$6.2 million library. More serious were the verbal explosions expected inside the U.N.—oratorical barrages of East vs. West, Arab vs. Israeli, ex-colony vs. former empire.

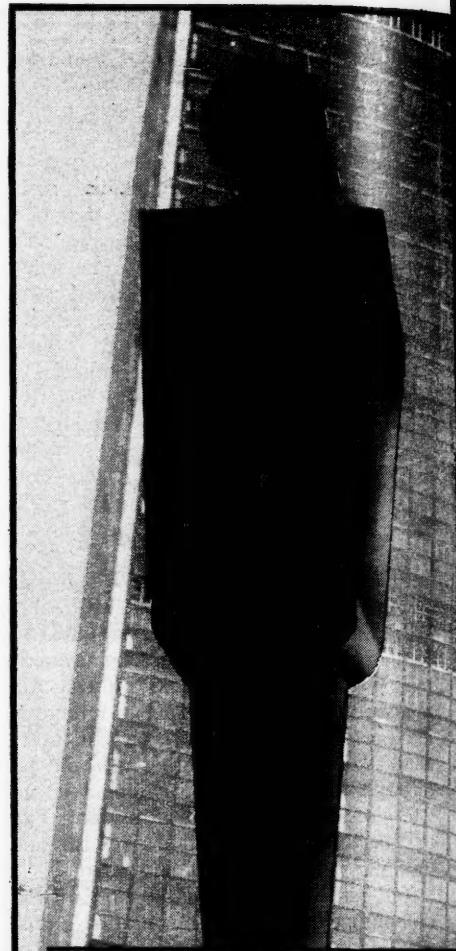
This time, a great new voice was heard in the U.N.—the voice of Africa. The Africans spoke hesitatingly at first, and in a cacophony of strange languages and dialects, but theirs was a voice that could not be denied. For this is the "African Year"—a year in which no fewer than seventeen newly created African nations are proudly taking their places in the U.N.

Africa's newcomers would change irrevocably the U.N.'s voting alignment. Gone are the days when the West could count on solid majorities, founded on the alliance of NATO and SEATO powers, plus Latin America. Today, the Africans and Asians hold the balance of power (see chart opposite). And it was because he believes that the Afro-Asian votes can be weaned away from the West that Khrushchev had set sail.

**Soviet 'Spectacular':** With the Afro-Asians as his main target, Khrushchev seemed likely to stage some sort of Soviet "spectacular" at the opening of the U.N. debate. This may include a series of unilateral "concessions" in the disarmament field—a further reduction of Red ground forces, a detailed plan for limitation of nuclear delivery vehicles (a scheme particularly dear to the French but frowned upon by the U.S.), and an extension of the nuclear-test moratorium (page 32).

Khrushchev's chief object in all this is to embarrass the U.S. He wants to impress the world as a man who keeps offering his hand to the Western Powers, even though they turn him down. At the same time, K is anxious to overawe the newer nations with a sense of Soviet power. Hence, his forceful reminder to the Assembly of Russia's latest plans to conquer space (see page 33).

Above all, Khrushchev hopes to sell to the Afro-Asians the notion that Communism is on the side of history. Every Soviet propaganda organ will be repeating his theme: "The East wind is prevailing over the West." To back this up, the Russians are counting on such henchmen as Fidel Castro (who has asked K to visit Havana on his way home), on such neutralists as Nasser, self-styled spokesman of the Arabs, and on Sukarno of Indonesia, who wants to "synthesize" the East and West points of view. But it is to the African nations that Khrushchev



### WESTERN BLOC

(25 votes)

**Austria, Belgium, Canada, Denmark, Finland, France, Greece, Iceland, Ireland, Italy, Luxembourg, The Netherlands, Norway, Portugal, Spain, Sweden, Turkey, U.K., U.S., N.Z.**

(including Australia, Israel, Nat. China, S.A., Cyprus)



### THE RED BLOC

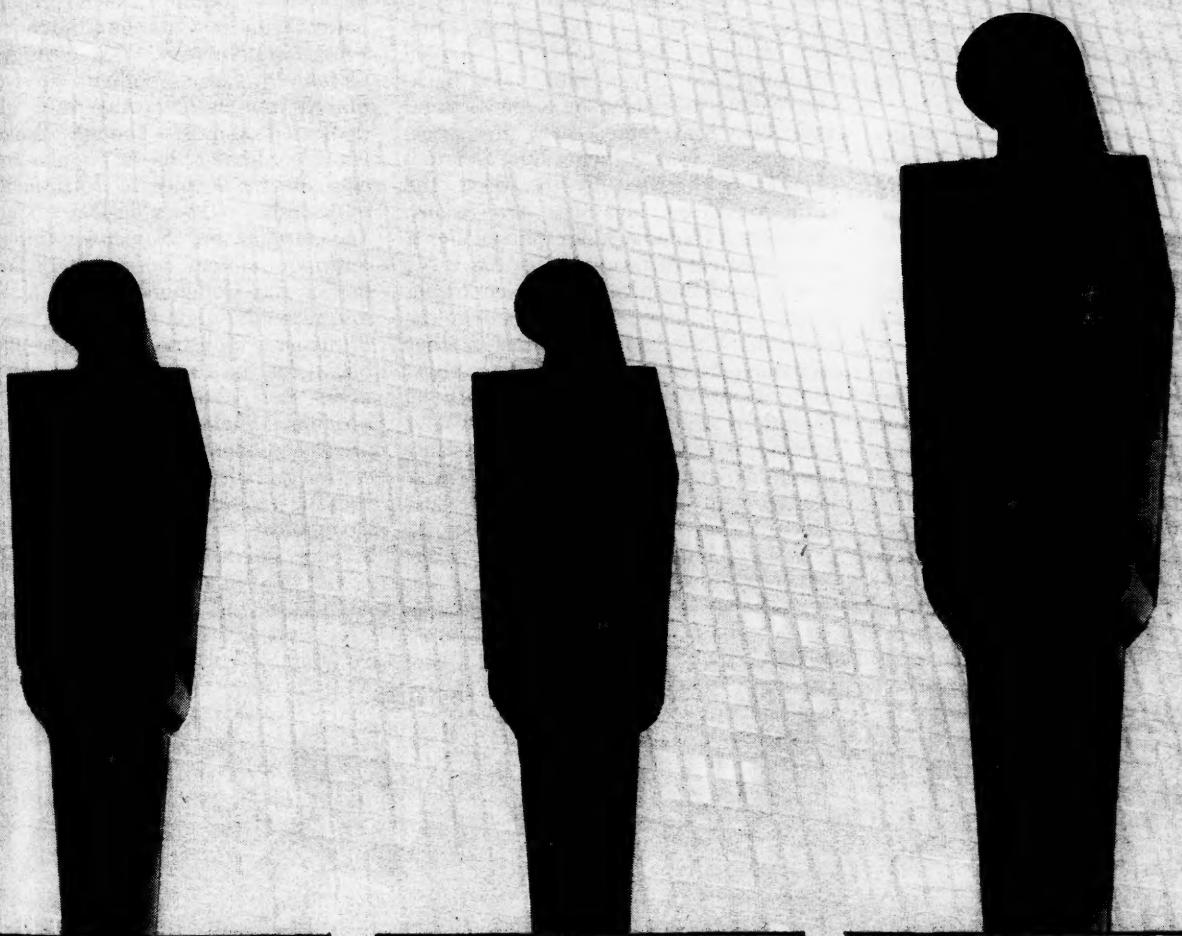
(11 votes)

**Albania, Bulgaria, Byelorussia, Czechoslovakia, Hungary, Poland, Rumania, U.S.S.R., Ukraine, Yugoslavia**

(including Cuba)



# Whose United Nations Is It? The Blocs and the In-Betweens



## **LATIN AMERICANS**

**(19 votes)**

Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela

## **ARAB-ASIANS**

**(19 votes)**

Afghanistan, Burma, Cambodia, Ceylon, India, Indonesia, Iran, Iraq, Japan, Jordan, Laos, Lebanon, Malaya, Nepal, Pakistan, Philippines, Saudi Arabia, Thailand, Yemen

## **AFRICANS**

**(26 votes)**

Cameroon, Centrafrica, Chad, Congo (Belg.), Congo (Fr.), Dahomey, Ethiopia, Gabon, Ghana, Guinea, Ivory Coast, Liberia, Libya, Malagasy, Mauritania, Morocco, Niger, Nigeria, Senegal, Somalia, Sudan, Sudan (Fr.), Togo, Tunisia, U.A.R., Volta

must look to find the support he needs to win a U.N. majority. And it was in Africa last week that he suffered a defeat and, in anger, threatened to open a new front of Cold War.

Patrice Lumumba, the Kremlin's candidate in the Congo, had been pushed aside by his enemies, who had then booted the Communists out of Leopoldville. At the weekend, Lumumba was trying to stage a comeback, but his—and the Reds'—future was in doubt. There was no doubt, however, that in turning on the U.N., Moscow had badly misjudged the African nations' outlook.

**Showdown:** Soviet delegate Valerian Zorin accused U.N. Secretary Dag Hammarskjöld of "siding with aggressor nations . . . hiding behind bushes . . . treason to the U.N." Red-faced with rage, the Secretary-General replied that he would "leave it to the African peoples" to decide whether he was a "tool of the West." What's more, said Hammarskjöld, he would resign, at once, if members judged his services "not to be in the best interests of the U.N."

That judgment, when it came, slapped the Russians down hard. Recalling Hammarskjöld's impartial handling of a number of crises (Suez, Lebanon, Kashmir), and reminding one another of the U.N.'s vital assistance in stamping out leprosy (in Nigeria), building a penicillin plant (in India), providing low-cost housing (in Panama), the Afro-Asians rallied to Hammarskjöld's support.

"As an African state," said Mongi Slim of Tunisia, "we consider that our best bulwark against any attack on our young independence is, incontestably and without any hesitation whatever, the United Nations." Quickly, Morocco, Ethiopia, Liberia, even Nasser's U.A.R., endorsed

Hammarskjöld. The strongest acclamation of all came from Ghana, whose President Nkrumah had backed Lumumba's regime in the Congo. Pasting a last minute addition to his prepared speech, Ghana's Alex Quaison-Sackey said: "To us, the office of the Secretary-General of our world organization is very dear and my President would like me to appeal to your Council to refrain from all personal attacks on Mr. Hammarskjöld. Sir, the clear vision of this man, his merited rank, his superior eloquence, his splendid qualities, his eminent services, the vast space he fills in the eyes of mankind" (apologies to Burke) must embolden us to pay tribute to him for his great services in the cause of peace."

As midnight approached on the third day of the Security Council debate, Tunisia and Ceylon offered a resolution formally endorsing Hammarskjöld's actions in the Congo. Caught on a limb, Russia cast a veto—its 90th. But on a motion by the U.S., the Security Council challenged the Soviet veto. The "Back-Dag" resolution was taken to the General Assembly. And there, early this week, the Soviets found themselves isolated. They were defeated by the West, the Latin Americans, and most Afro-Asians.

For Dag Hammarskjöld, personally, it was a moment of triumph. For the U.N., it was something more. By endorsing Hammarskjöld's action in the Congolese crisis, the U.N. had shown that neither cold-war politics nor Communist designs would be allowed to interfere with its mission for peace. A U.N. force was now in being, backed by Africans and Asians, Americans and Europeans. This was a positive gain—a new force for peace—that not even Khrushchev's journey to New York could be permitted to wreck.

## New Faces

Many of the faces were familiar to Americans—Nehru and Nasser, Castro and Khrushchev, Sukarno, Nkrumah, U Nu. But many were newcomers to the U.N. Most prominent among the faces:

►Janos Kadar, 48, boss of Hungary since the Red Army put down the 1956 revolt. He spent two years in a Stalinist jail but under K he became Hungary's top Red. A muscular man with rough, proletarian manners, Kadar once said: "My regime is not cruel enough."

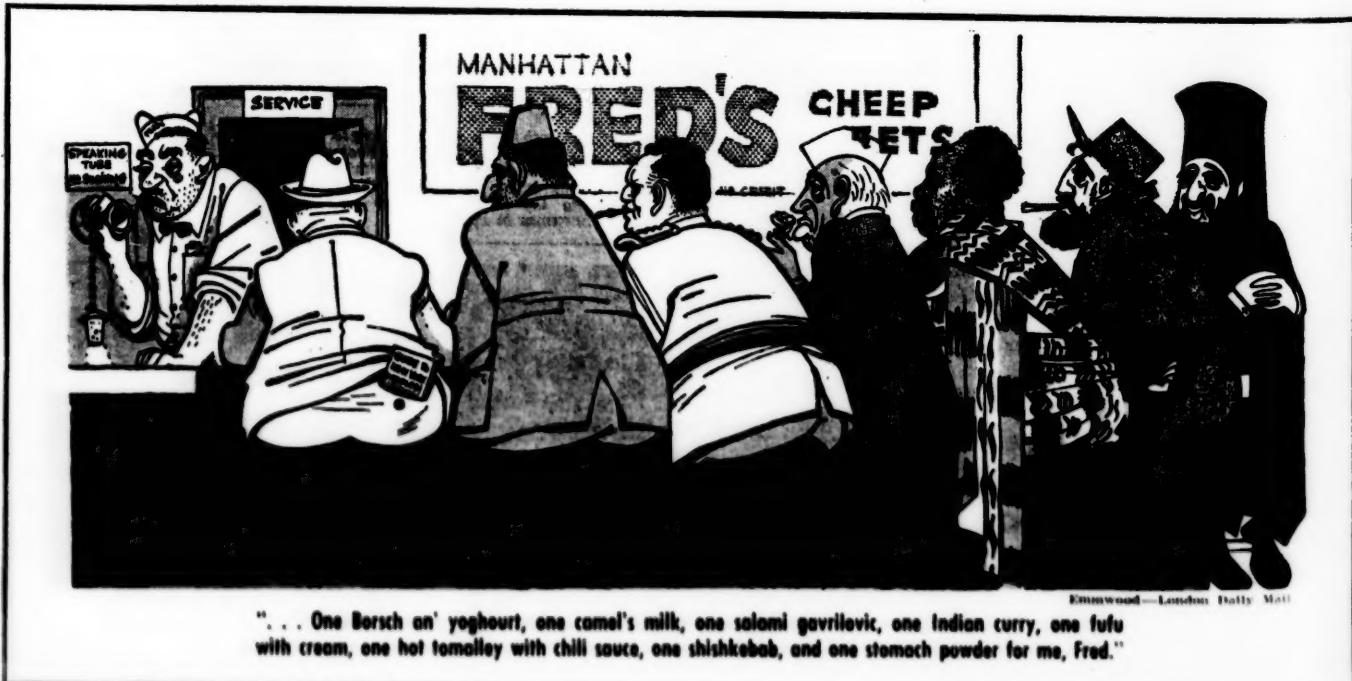
►Wladyslaw Gomulka, 55, First Secretary of Poland's Communist Party. Born in Kroso, he is the odd-man-out among satellite leaders. He was jailed by Stalin, defied Khrushchev, and stands for a "liberalized" Communism that goes slow on collectivization, and is prepared to coexist with the Catholic Church.

►Antonin Novotny, 55, President of Czechoslovakia. Another survivor of Stalin's purges, Novotny is a gloomy, dedicated Marxist. Though disliked by his subordinates, he is popular in Moscow for his loyalty to Khrushchev.

►Gheorghe Gheorghiu-Dej, 58, First Secretary of the Rumanian Communist Party. A railroad worker at 18, a member of the Communist Party at 29, he rose rapidly; today, he gets the credit for Rumania's industrial program—and the blame for the thousands who have died in its slave-labor camps.

►Mehmet Shebu, 47, Premier of mountainous Albania. A former Moslem, he enjoys the distinction of speaking good English (a rarity among the leaders of Communist states in Eastern Europe).

►Todor Zhivkov, about 45, First Secre-



*tary of the Bulgarian Communist Party.* In his youth he was a leader of an anti-Nazi underground (Bulgaria was a Hitler ally). He calls the Russians "our fellow Slavs," and since 1956 has been Khrushchev's party proconsul in Sofia.

►Archbishop Makarios of Cyprus. The bearded Greek prelate, fiery leader of Cyprus's struggle against British rule, became the first President of the Mediterranean island republic in August.

►Premier Sylvanus Olympio of Togo. A quizzical-browed, urbane reformer, he started as a clerk in the United Africa Co., was interned by the Vichy French during World War II, emerged as boss of tiny Togoland (population: 1.1 million) when the U.N. held a plebiscite there—and gave it independence in April of this year.

►President Philibert Tsiranana of Madagascar. Uneducated until he was 12, Tsiranana got into politics through a teachers' union. His island republic (Madagascar) larger than France. His politics: Socialism—and *vive de Gaulle*. ►Felix Houphouet-Boigny, 55, Premier of the Ivory Coast. A strong Catholic in a country that is 98 per cent animist (spirit-worship), this West African chief with two degrees from the Sorbonne is France's best friend in West Africa.

## Danger Zones

### IN THE MAD CONGO

"We are madmen here," shouted Congolese Sen. Isaac Kalonji to his fellow senators one day last week. "We have two Presidents, two Premiers, two governments. We are just plain crazy."

That there was madness in the Congo, few could dispute, certainly not after the events of last week. But now this madness was spreading, threatening to reach out to Moscow, to Washington, to the United Nations. A single audacious demagogue, whose name the world hardly knew a scant three months ago, was threatening to bring Soviet forces into the heart of Africa.

That Lumumba was even alive this week seemed a near miracle. Fired two weeks ago by President Joseph Kasavubu, he had fought all last week to cling to his ebbing power. Repeatedly, Lumumba marched up to the U.N.-held radio station and demanded to speak. Three times he was driven off under arrest, and twice he came roaring back, shouting "Victory. Victory."

Finally, it seemed Lumumba's hour



September 26, 1960



UPI

## A Million Wish Them Dead

The arrival in New York of Nikita S. Khrushchev and thirty other foreign chieftains—nine of them Communist bosses—posed the most staggering security problem any police force has ever faced.

Compounding the problem was the melting-pot nature of New York with 200,000 Khrushchev-hating Russians, 380,000 anti-Gomulka Poles, 25,000 anti-Castro Cubans, and six times as many anti-Nasser Jews as there are in Tel Aviv. Perhaps a million New Yorkers believe they have good reason for wishing one or another of the visitors dead.

To protect them, the U.S. first of all imposed unprecedented restrictions on their movements. If Khrushchev's car tried to cross the Hudson River, New York's finest, firmly and politely, would turn it back. Castro and his gun-toting bodyguards were told to leave their artillery at home.

Coordinating the police work was Elmer Rodie Hipsley, brawny, 47-year-old former Secret Service agent who heads the State Department's Division of Physical Security. Hipsley normally has no more than 100 Federal agents at his disposal, but before the Baltika docked this week, help arrived from all directions.

The New York Police Department canceled days off for all of its 23,596 men, increased their weekly duty tour to 60 hours (from 42). Thirty-

five hundred were assigned the chore of getting Khrushchev and company safely from the Baltika to the Russian delegation's Georgian brick Park Avenue residence. Along K's route, police removed such potential weapons as metal trash baskets, made shouting pickets keep to carefully watched areas. Stern blue-coats, each with club at hand, lined the 48-block path.

At the United Nations itself, the security force was increased to 300 (from 200). They barred the public from all sessions and for the first time insisted that reporters have their photographs on press cards.

But most of the burden still would fall on New York's finest. Their chief, Commissioner Stephen P. Kennedy, set up a cot in his office—a cot that will see little use this week—and sighed: "This is the toughest security job in my experience."



Associated Press  
K will stay on Park Avenue

was done. Seized in an army coup led by a new strong man, Col. Joseph Mobutu, Lumumba was imprisoned in an army barracks. While he was there, Baluba soldiers, enraged because Lumumba's forces had cut their kinsmen to pieces in a drive to end the secession of the breakaway Kasai state, solemnly pledged to cut off the Premier's hands, his feet, and his testicles, then his head.

**Torn Shirt:** Assaulting the barracks, they drove back a cordon of blue-helmeted U.N. Ghanaians, and managed to get near enough to Lumumba to tear his shirt. Rumor ran through the city that the Balubas had executed him. But Lumumba escaped and went into hiding in the Guinean Embassy.

Assuming Lumumba was finished, his opponents dismantled his Communist-lining regime. President Kasavubu broke off diplomatic relations with Russia and Czechoslovakia, and ordered their ambassadors to get out within 48 hours. Standing in the smoke of burning documents, Soviet Ambassador Mikhail Yakovlev watched the Red Hammer and Sickle come floating down the embassy staff, then boarded his white Ilyushin airliner. As the plane swept off to Moscow, Russian newsmen told their Western colleagues: "Bye, bye—see you again in another place."

For the Soviet Union it was a stinging defeat. But Moscow was not giving up quite that easily. Amazingly, Patrice Lumumba stepped out of hiding again, and announced he was rescinding the ouster of the Reds. Whether Lumumba could recover full political power was far from clear this week, but his re-emergence had given the Soviets an instrument for intervention.

**Bitter Blast:** They seized on it with alacrity, blasting the West with some of the bitterest language used since the Korean war. Lumumba, screamed Radio Moscow, was a victim of "dirty provocations." His removal, it said, was a result of "intrigues by colonizers and their agents as well as interference by the U.N. command." The government of Congolese Chief of State Joseph Kasavubu (a government recognized by the Soviet Union on Independence Day, June 30), was characterized as "a puppet regime obedient to foreigners." The implication: That Russia would intervene to destroy this regime.

To back up the Russian attack, Lumumba himself was trying to come to New York. If he does arrive and join forces with Khrushchev and Cuba's Castro, their shouts against "imperialism" could rock the U.N. to its foundations. Backed by the U.S., the U.N. would have to meet this offensive head on. For this clash—bringing the cold war swirling back into the heart of Africa—the Congolese and Africans everywhere could thank Patrice Lumumba.

## IN CHURNING CUBA

Mrs. Marjorie Lennox, 26, a blond, blue-eyed secretary at the U.S. Embassy in Havana, was asleep in her apartment when three of Castro's secret agents burst in the door about 1:30 one morning last week. They got her out of bed, ransacked the apartment, and questioned her for ten hours. Then they took her off to jail.

Promptly, U.S. Ambassador Philip Bonsal called the whole thing "completely illegal." The Cuban response: To deport Mrs. Lennox as a "spy" and confine Ambassador Bonsal to a 10-square-mile area of Havana.

What was behind it all? Coming on the eve of Premier Castro's departure



Congolese strongman Col. Mobutu (left) and Lumumba: Whose 'victory'?

for New York (see above), it seemed partly retaliation for the U.S. order confining him to Manhattan Island. It was also part of the continuing harassment of all American interests in Cuba. Last week, for instance, Castro's militia took over the Cuban branches of three U.S. banks. Castro also seized 48 Cuban and American tobacco plants for "conspiring against the economic interests of Cuba." This brought the total of U.S. assets so far "nationalized" close to \$900 million. Compensation paid to date: Not a cent.

## IN EXPLODING LAOS

The green jungles of Laos still dripped with the rains of the monsoon. In remote villages, there was sporadic shooting, as there had been for more than ten years. But this time there was a difference:

Laos last week was close to disappearing from the map.

The little kingdom had splintered into three feuding factions. One was in the capital of Vientiane, where neutralist Prince Souvanna Phouma, appointed as compromise Premier after last month's coup d'état (NEWSWEEK, Sept. 12), was struggling to assert his authority. Another was in the jungle, in the mountainous northeastern border areas of the kingdom, where the Premier's pro-Communist half brother, renegade Prince Souphanouvong, was hiding out with his Pathet Lao guerrillas. The third and newest faction also had its Prince-Boun Oum na Champassak, heir to the vanished kingdom of Champassak, which once included five of Laos's twelve

provinces. Boun Oum was backed by the anti-Communist strong man of the old regime, Gen. Phoumi Nosavan, who still claimed the loyalty of the army. The Prince announced that Souvanna Phouma's week-old regime was ousted, formed a "revolutionary committee" to rule Laos in its place, and declared martial law. Souvanna Phouma's retort: He proclaimed martial law, too.

But while the Princes bickered and dickered, the Pathet Lao was not waiting. At the same spot where they launched their invasion one year ago from Communist North Vietnam, the rebels emerged from the jungle. Their initial objective was the same as last year's: The little thatch-roofed provincial capital of Samneua. Souvanna Phouma issued a desperate call for national unity. And—like last year—Laos prepared to appeal to the U.N. for aid.

## CAMPAIGN '60

# 43 Days Before Election Day

The contrails of the chartered campaign jets streaked farther each crisp day now, and so did the shadows cast by cathedral spires and the glassy shaft of the United Nations Building. The daylight hours grew always shorter, like the time until Election Day, 43 days from the date of this issue. Almost before a voter could say "World Series," the frost would be on the pumpkin, and the ballots in the boxes.

To harassed John Kennedy, the Democratic Presidential candidate, it often seemed on these first autumnal days that time was running out too fast. To equally harassed Richard Nixon, his GOP opponent, time hardly could run fast enough.

To more or less nonpartisan observers, the reason was simple: By most accepted tests, Vice President Nixon commanded an impressive, but highly perishable, early lead over Senator Kennedy. Nearly everywhere, the keenest political analysts of both parties were saying in private: "If the election were today, Nixon would win." But the Democrats were quick to add: "The election, thank heaven, is not today."

In many ways, it was the most unusual and absorbing White House race in the nation's history—a contest between two able and articulate men in their 40s, whose careers in government had been roughly parallel for fourteen years. In at least one way, it might go down as the most deplorable campaign in history. Try as either side might to smother it, crush it, stamp it out, the issue of John Kennedy's Roman Catholic faith proved as elusive and indestructible as quicksilver (see page 42).

Whatever their innermost feelings, professional politicians of both parties were appalled by the religious question, because it was proving to be their most frightening and frustrating enemy—an imponderable.

**The Battle:** The two candidates themselves—trying earnestly and constantly to avoid the religious issue—went their separate, jet-borne, confetti-strewn ways, pressing hard with the arguments that each feels will bring him victory.

After Nixon's whirlwind, fourteen-state tour by jet, prop plane, and motorcade last week, NEWSWEEK's chief Congressional correspondent, Samuel Shaffer (who accompanied him), reported that an increasingly confident and sure-footed (despite a knee that continued to pain him) Nixon was preaching the doctrine of man above party.

Wherever Nixon went, whatever the size or sentiment of the crowds, his message was essentially the same: "The issues are bigger than any party. They involve the future of America. Don't just vote your party line.

Consider the candidates, their experience, their background."

Once he had set forth The Issue (as it came to be known in the Nixon entourage) Nixon then moved quickly into his second play: A stirring defense of the Eisenhower record.

For Jack Kennedy, the strategy was exactly opposite. Everywhere he went, from Texas to St. Louis to New York to Pennsylvania to Maryland to North Carolina, Jack Kennedy wrapped himself in the mantle of the Democratic Party. His was the party of Woodrow Wilson, Franklin D. Roosevelt, and Harry S. Truman. "The Vice President is in the tradition of Taft, Harding, Coolidge, Dewey, Landon, and all the others," he said. Rarely did Kennedy mention the name of President Eisenhower—it was the Republican Party that had let the country stagnate economically, that jeopardized America's world leadership.

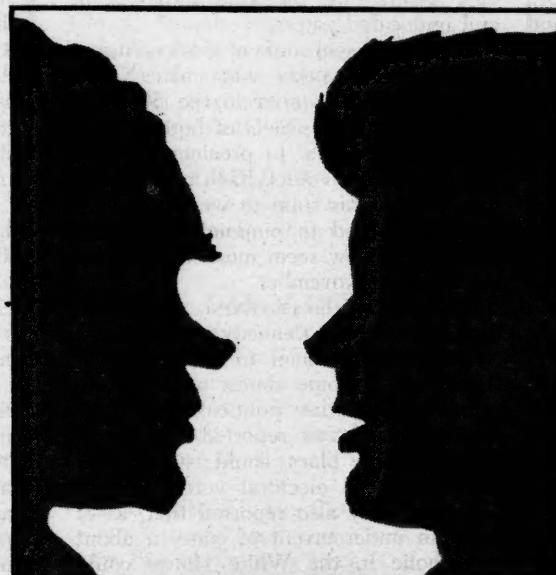
**Unlikely Cast:** As both Richard Nixon and Jack Kennedy well know, the outcome of this election is still not decided. Events and their exploitation can still swing it either way. And this week, one of the most historic events of modern times will not only affect but overshadow the American Presidential campaign. The most unlikely cast of hostile chiefs of state ever collected outside the covers of a history book converges on New York to make propaganda at the United Nations General Assembly. What is said and done there is certain to confuse some American voters.

The Khrushchev issue is like the religious issue, another political imponderable. If Khrushchev should attack President

Eisenhower, then Americans would rise to the President's defense and make Vice President Nixon the political beneficiary of their indignation. If Khrushchev should somehow make Mr. Eisenhower look ineffectual in the eyes of the nation and the world, then Kennedy's charge that the Republican Administration has jeopardized American prestige throughout the world might gain currency with the voter. No one can accurately predict who—Nixon or Kennedy—will win or lose from the United Nations.

Still other events—foreign or domestic—could tip the delicate political balance, could cause the vast number of undecided voters to pick one or the other. Many minds will be made up, and some will be changed, after the series of historic Nixon-Kennedy television debates that begin on Sept. 26. Others will wait until the closing weeks and arguments of the campaign, and some voters—as they do in every election year—will even wait

### The Debate



The big campaign questions—put by NEWSWEEK. Nixon answers this week, Kennedy next. Page 47.

until they walk into the polling booth. At this stage, six weeks before the election, both men are confident, but neither is sure. One of Nixon's advisers said last week: "It will be close, either way; or a landslide for Nixon." One of Kennedy's intimates said: "It could be 55-45, either way."

## Pastors and Politics

The man in the middle of the persistent campaign controversy over religion last week was not the Catholic Democratic nominee, John F. Kennedy, but the prominent Protestant clergyman who had been identified with Kennedy's severest critics: The Rev. Dr. Norman Vincent Peale.

In a dramatically abrupt statement, Dr. Peale disassociated himself from the group of 150 Protestant clerics and laymen which, only one week earlier, had issued a manifesto stating that a Catholic President would be "under extreme pressure" (NEWSWEEK, Sept. 19).

At the time of the group's meeting in Washington, Dr. Peale had acted as its spokesman and had been listed on its program as presiding officer. Now the country's best-selling author-clergyman announced:

"I did not call this meeting and had nothing to do with setting it up. I was merely present as an invited guest. I did not take part in the preparation of its statement of conclusions."

The statement was issued through the Hall Syndicate, which handles Dr. Peale's newspaper column, "Confident Living." (The column had been canceled the day before by one of the largest outlets, The Philadelphia Inquirer.) Dr. Peale himself told a reporter: "I was not duped—I was just stupid. I went . . . innocently, like a babe in the woods."

**Ottery:** Meanwhile, such liberal Protestants as Dr. Reinhold Niebuhr deplored the Washington manifesto; the Democratic leadership tore into it; Republicans were frankly worried by its boomeranging effect. But loudest of all was the protest from major Catholic publications, which up until then had largely tended to soft-pedal the issue.

This week one of the most influential, the Jesuit weekly America, is bringing out a special Church-State issue, pegged to the manifesto. On its cover appear words of the theologian, Father John Courtney Murray: "My chief hope is that old Catholic angers will not rise, as the ancient anti-Catholic text, with its new footnotes, is endlessly recited . . ."

In an earthier editorial, America remarks: "This is a time . . . for the keeping on of shirts. Dr. Peale (and others) would look a lot more dignified if they hadn't taken theirs off."

## HOW IMPORTANT IS THE RELIGIOUS ISSUE?

*More important than either candidate would like it to be. In at least fifteen states it could definitely swing the balance for or against John Kennedy. In many more, it's a powerful, if not decisive, factor.*

## DOES THIS MEAN ALL CATHOLICS ARE LINING UP FOR KENNEDY AND MOST PROTESTANTS AGAINST HIM?

*By no means. Many Catholic Republicans are sticking with Nixon and there could be a big boomerang Protestant sentiment for Kennedy. The size of these blocs fluctuates and could hold the key in November.*

## WHAT ABOUT THAT USUALLY POTENT LABOR BLOC?

*It's packing surprisingly little wallop. Despite its leaders' claims, union members are divided. Organized labor may be significant only in a handful of states—West Virginia, Oregon, Hawaii—and perhaps a few others.*

## Will Voters Vote Their Faith? . . .

In all the twentieth century, never has a Presidential campaign been so confused. While John F. Kennedy and Richard Nixon crisscross the nation, while the motorcades roll, the confetti drifts down, and the loudspeakers blare, the claims and counterclaims multiply. One key to the election, almost all agree, is the religious issue, but they're far from sure who will benefit most, or be hurt most, by it. Other big question marks are the size and the strength of the labor and farm blocs, and which way they will go. And cutting across them all, bigger and less predictable than ever before, are the vital independent and undecided voters.

To try to dispel some of this confusion, the political experts who man NEWSWEEK'S LISTENING POST in the 50 states talked to political chiefs of both parties, to opinion leaders, to precinct workers, and to ordinary voters. Each took a long, hard look at his state to weigh the religious issue and to pinpoint the voting groups that now seem most likely to tip the scales in November.

Collectively, the LISTENING POST found that the issue of Kennedy's Catholicism is being talked about in practically all states, and in some almost to the exclusion of every other political topic. The LISTENING POSTERS reported that as of now Catholic blocs could swing four states, with 49 electoral votes, to Jack Kennedy; they also reported that, as of now, an undercurrent of concern about a Catholic in the White House could tip eleven states, with 97 electoral votes, to Nixon.

Yet in many states the LISTENING POSTERS found that, though the religious is-

sue is unquestionably important, nobody so far knows how it will be translated into votes in November. Clearly, not all Catholics are for Kennedy; and not all Protestants are against Kennedy.

Somewhat surprisingly, the LISTENING POSTERS found little evidence that organized labor will be a key factor. Labor was mentioned as significant in only a few states (among them Hawaii, Oregon, and West Virginia). Farm unrest is largely confined to the Midwest. Although the Kennedy camp has been trying to sign up new young voters, the LISTENING POSTERS do not yet believe that the newly registered voters will be sufficiently numerous to prove decisive.

**In Air:** In just about all the marginal states—the ones where one bloc or another is not strong enough to clinch the outcome—the LISTENING POSTERS found that the decision rests with the vast numbers of independent and undecided voters. The politicians of both parties are ardently wooing the millions (including ex-Democrats) who voted for Dwight D. Eisenhower in 1952 and 1956.

Even in the South, the LISTENING POSTERS found large numbers of undecideds. Conservative Democrats seem to hold the balance of power in most Southern states and they will not easily turn away from their long tradition of voting Democratic. But they are concerned by the Democratic platform on civil rights and Kennedy's Catholicism. What disturbs Democratic strategists is that enough may turn Republican, or stay at home, to throw several Southern states to Nixon.

On the next three pages, the LISTENING POSTERS summarize the situation in each of the 50 states.



By Rosen—Albany Times-Union

## WHAT ABOUT THE FARMERS?

*Less influential than usual, too. Farmers are an important factor in some Midwestern states, of course. But even in this area, chronic farm unrest seldom ranks with the throbbing religious question.*

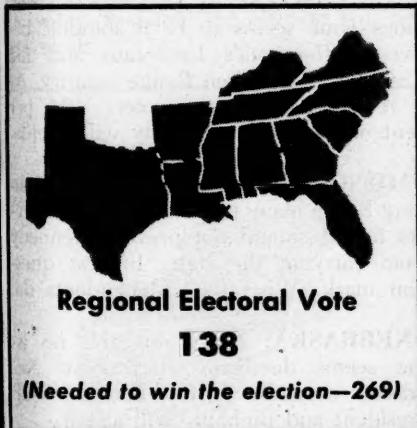
## WHAT SEGMENTS OF THE ELECTORATE WILL HOLD THE ANSWER?

*The ones that cut across all the blocs, that are bigger and harder to assess than ever—the independent and undecided voters. These largely are the people who voted for Eisenhower in 1952 and 1956.*

## AND WHAT WILL INFLUENCE THEIR VOTE?

*They may be influenced by any of the issues—Nixon's experience, Kennedy's religion, or their own pocketbook—and their vote will be decisive in many marginal states, including the South.*

# .... Will 'Bloc' Voting Swing It? A 50-State Survey



**ALABAMA:** Kennedy's religion hurts badly in this state. But many Alabama Democrats can't see Nixon, either. The stay-at-home vote could well be the decisive factor.

**ARKANSAS:** Regular Democrats and organized labor should combine to keep Arkansas Democratic. Still resentful of Ike's intervention with Federal troops at Little Rock, Arkansas won't go for a GOP President.

**FLORIDA:** Conservative Democrats, leery of Kennedy's Catholicism and the Democratic civil-rights plank, will be decisive here. So far they seem to be leaning to Nixon.

**GEORGIA:** Despite deep misgivings about the Democratic platform and Kennedy's religion, Georgia's solid Democratic tradition should tip the scales in favor of Jack Kennedy.

► **KENTUCKY:** Anti-Catholic sentiment, very strong in predominantly rural (and Protestant) Kentucky, is a key factor. It could be decisive.

► **LOUISIANA:** Political leaders in both parties agree that religion probably will determine the winner. Hard-shell Baptists of North Louisiana are expected to go against Kennedy, while heavily Catholic South Louisiana (including New Orleans) should go for him. The way it looks now: A slight edge for Kennedy.

► **MISSISSIPPI:** Much depends on how hard U.S. Sens. James O. Eastland and John C. Stennis, twin leaders of the conservative Democratic forces, decide to work for Kennedy. Anti-Catholicism runs deep but does not now appear to be enough to push the Republicans in.

► **NORTH CAROLINA:** Anti-Catholic feeling is a dominant factor and could give this normally Democratic Southern state to Nixon.

► **SOUTH CAROLINA:** Dissident Democrats, who voted for Dixiecrat Strom Thurmond in 1948 and very nearly put Dwight Eisenhower over in 1952, are the real key. This year they seem more upset by the liberal Democratic platform than by Kennedy's Catholicism.

► **TENNESSEE:** Anti-Catholicism is so strong it could well cost Kennedy this state. But an opposing force is organized labor, which is backing Kennedy.

► **TEXAS:** The independent Democrats swung Texas for President Eisenhower

in 1952 and 1956. This year, distrustful of Kennedy's religion and the Democratic platform, they are again the key, and not even native-son Lyndon Johnson's place on the ticket has quite appeased them so far.

► **VIRGINIA:** Conservative Democrats, worried about the Democratic civil-rights plank and Kennedy's religion, are the key group. They take their cue from the powerful Sen. Harry Byrd, who so far has them sitting on their hands.



► **ALASKA:** Participating in its first Presidential election, Alaska is full of imponderables, not the least of which is how its 19- and 20-year-olds, enfranchised under the new state constitution, will vote. The only recent guidepost the politicians can find is the fact that

Alaska went largely Democratic in its first state elections in 1958.

►ARIZONA: Independent Democrats, whose conservatism is shown by the fact that they continue to elect Republican Barry Goldwater to the Senate, hold the balance of power. They liked Lyndon Johnson for President, but are still dubious about Kennedy.

►CALIFORNIA: The political forces at work in this key state are almost as varied as its topography. It has rugged independents who seem to be lining up on both sides (but more for Nixon), strong labor unions (pro-Kennedy), dissatisfied Stevensonians (who were sitting on their hands but now seem to be getting with the Democratic ticket). One signpost: Registered Democrats outnumber Republicans by well over a million.

►COLORADO: Religious feeling runs deep in rural areas of the east and northwest parts of the state, but is of little political consequence in Denver and other cities. Independent voters (about 30 per cent of the electorate) probably will decide.

►HAWAII: Independent voters and organized labor are the key factors. The powerful longshoremen's union is supporting Nixon while the AFL-CIO backs Kennedy. In tolerant Hawaii, Kennedy's religion probably weighs less than in any other state.

►IDAHO: Religion seems certain to play a major part in this state that is one-third Mormon. Anti-Catholic feeling is evident, and it could be decisive.

►MONTANA: Independent voters, who backed Dwight Eisenhower while voting heavily Democratic on the local level, are the controlling group. They seem to like Nixon.

►NEVADA: The registered Democrats outnumber the Republicans 2 to 1. Neither the religious question nor any other issue seems likely to upset a straight party-line vote.

►NEW MEXICO: Conservative Democrats, disenchanted with the liberal Democratic platform, appear to be moving to Nixon. Moreover, anti-Catholic sentiment is rising, notably in populous eastern New Mexico where elections are won, and it could become the decisive factor—against Kennedy.

►OREGON: A close election is expected. Probable key factors: Organized labor (backing Kennedy) and religion.

►UTAH: Independents probably hold the balance of power. So far the religious

question is not conspicuous in this heavily Mormon state, but could tip the scales in a close election.

►WASHINGTON: Independents, who make up 30 per cent of the vote, hold the balance of power. Kennedy's religion is far from a handicap in a state where the governor and five other top elected officials are Catholics.

►WYOMING: Religion is being talked about almost to the exclusion of everything else. But both parties agree it may not be decisive in November. Wyoming is expected to vote largely along party lines, giving the Republicans a narrow edge.



►ILLINOIS: Religion could well be the decisive factor in this pivotal state. Chicago's heavily Catholic population (the Chicago archdiocese, embracing 2,073,616 Catholics, is the nation's largest) is expected to give Kennedy big backing. Remaining question: How many anti-Catholic votes will there be among the largely Protestant (and Republican) rural areas downstate?

►INDIANA: Hoosier farmers, worried about low corn and hog prices, may be tempted to desert the GOP as they did in the 1958 Congressional elections. The one thing that could keep them in the Republican column: Antipathy to Jack Kennedy's religion.

►IOWA: Anti-Catholic feeling seems to be giving Nixon an edge. But farmer unrest is another potent factor, could well offset this.

►KANSAS: Settled originally by Protestant abolitionists from New England, this state is deeply troubled by the religious issue. Kansas farmers talk about it more than they do Ezra Taft Benson. It could be decisive.

►MICHIGAN: Once Republican, Michigan is now very nearly a 50-50 state. This means that independent and new voters—rather than organized labor as popularly supposed—should be decisive. If the religious issue grows, it could benefit Kennedy. Michigan's electorate is 20 per cent Catholic.

►MINNESOTA: As of now, the religious issue seems to be a standoff between Minnesota's Lutherans and the Catholics of the Iron Range country. As a result, independent voters (24 per cent of the total) probably will decide.

►MISSOURI: Religious feeling is running hot in many rural areas, but observers feel it should not prevent Kennedy from carrying the state. Biggest question mark: What the independents do.

►NEBRASKA: No group and no issue seems dominant at present. Nebraska normally votes for a GOP President and probably will again.

►NORTH DAKOTA: Troubled farmers, anti-Catholics, independents—all are key factors in this normally Republican state. In the end, the independents (46

## A Catholic Shift? One Sample

Will Catholics follow their religion and vote for John F. Kennedy?

One test of this important campaign question was made by reporters of The Chicago Daily News, who went out and sampled Chicago precincts where the voters (1) went for Dwight Eisenhower in 1956 and (2) are largely Catholic.

In one area—suburban Hillside—the reporters found that the vote in 1956 was 2 to 1 for Eisenhower. Now the latest sampling shows

it has swung 3 to 2 for Kennedy.

Furthermore, of the still undecided voters (who constituted roughly 30 per cent of those questioned), no less than three out of four said they were leaning toward Kennedy.

One general conclusion soon became apparent: That there has been a substantial shift among Catholics who voted in the past for Mr. Eisenhower—including those with higher incomes—toward Kennedy.

per cent of the vote) very probably will be decisive.

**OHIO:** A shifting mass of 300,000 to 400,000 independent voters could well be decisive in this state. It has many thousands of voters not yet registered (the deadline is Sept. 28). But religion also is a factor. Indications are that a heavy wave of anti-Catholicism could cause Ohio's heavy (about 30 per cent) Catholic vote to unite behind Democrat Kennedy.

**OKLAHOMA:** Anti-Catholic feeling is very strong, could well tip the election to Vice President Nixon in this normally Democratic state.

**SOUTH DAKOTA:** This state normally votes Republican in Presidential elections and no group of voters—or any issue—seems likely to change the pattern.

**WISCONSIN:** Historically Republican but now turning more and more Democratic, Wisconsin is a puzzle. Anti-Catholic sentiment is a factor, but it could well be neutralized by pro-Catholic votes. Probably the election will be very close.



### Regional Electoral Vote

**153**

(Needed to win the election—269)

**CONNECTICUT:** The big Catholic vote (48 per cent of the total) is rated a solid plus for Kennedy. As yet, however, not much fuss has been made over the religious issue here.

**DELAWARE:** The State's large number of independents (about one-fourth the total) hold the key, but many will vote their religious preference. At the moment, anti-Catholic sentiment is running strong.

**MAINE:** Anti-Catholics may supply the balance of power in this state that

## Newsweek's Listening Post Experts in 50 States

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has been swinging from rock-ribbed Republicanism to at least part-time Democratic support (e.g., Democratic U.S. Sen. Edmund Muskie). As of now, they are giving Nixon the edge.

**MARYLAND:** The big question is whether Maryland's Catholic vote (23 to 24 per cent of electorate) can swing the election for Kennedy in the face of anti-Catholic feeling in the Protestant Eastern Shore area. In a standoff, independents may be decisive.

**MASSACHUSETTS:** This state's 1 million independent voters (who outnumber both the Democrats and Republicans) are the decisive group and have two native sons—Kennedy and Lodge—to choose between. What may tip the election scales is Kennedy's religion. Fully 50 per cent of all the voters in Massachusetts are Catholic.

**NEW HAMPSHIRE:** Normally 2 to 1 Republican, New Hampshire does not seem likely to deviate unless the Catholic issue grows stronger. In that case, its sizable Catholic population (36 per cent) might push Kennedy over.

**NEW JERSEY:** Independents (one-third of the total) probably will hold the answer, as they have in almost every New Jersey election in modern times.

**NEW YORK:** The more than 1 million independent voters in this crucial state may hold the balance of power, as they did when they gave Gov. Nelson Rockefeller his surprise victory in 1958. In New York City the Jewish vote, which

is nominally Democratic but also went to Rockefeller in '58, could be important. But beneath the surface, the religious issue has been building up. With New York's electorate 30 to 35 per cent Catholic, this could well benefit Kennedy.

**PENNSYLVANIA:** Anti-Catholicism is strong in some rural areas but urban voters hold the key here. Ever since World War II, the balance of power has been shifting from the country to the cities (Philadelphia can now deliver a 100,000 majority for any Democrat).

**RHODE ISLAND:** The labor vote in this chronically depressed state is always important and usually Democratic. The religious issue, rumbling beneath the surface, is rated a plus for Kennedy. Rhode Island is 63 per cent Catholic.

**VERMONT:** This state's tradition of always voting for a Republican President (unbroken in more than 100 years) is the strongest single factor. It should hold true again this year.

**WEST VIRGINIA:** Organized labor, backing Kennedy, could tip the scales in this economically depressed state where jobs are all-important. Since the West Virginia primary, where his Catholicism proved no detriment, religion is not counted a significant issue.

THE Nixon-Kennedy debate on the important issues of the snowballing campaign starts on page 47 with Vice President Nixon's views. Senator Kennedy's will appear next week.



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## THE DEBATE

### Candidate Nixon Leads Off

**A**s the 1960 Presidential campaign approaches its climactic weeks, every thinking voter wants to know where the rival candidates stand on the leading issues. Next week, Richard Nixon and John F. Kennedy begin their series of dramatic confrontations on nationwide TV. But NEWSWEEK proposed to both candidates that they put their viewpoints on the record, in the reasoned light of the printed word. Both Nixon and Kennedy agreed to answer identical questions dealing with all the great issues—domestic and foreign. Their debate begins with the answers of Vice President Nixon (below). Next week NEWSWEEK will publish Senator Kennedy's answers, already submitted, to the same questions.

## What creates security?

**F**irst—what is security? For a morally honest, independent man, the one basic economic security is the opportunity to earn a living—to have and to hold a job.

Thus, whatever creates a man's job creates his security. Most jobs are created directly or indirectly by industry and business. Actually, industry, business, and agriculture create the only realistic security we know.

Whatever a man can do to insure his job underwrites his security. One thing all of us must do, collectively and individually: we must protect ourselves from the alarming invasion of foreign goods that sell at lower prices because they are made at much lower labor cost. If we don't, our jobs and our national industrial economy are in real danger.

Two dynamic actions we can take to meet foreign competition are:

Apply all the ingenuity we have to raise the quality of American products. (*Better quality is a selling point.*)

Increase productivity. For example, obtain the best possible production out of every single piece of equipment and operating technique. (*Reduced production time lowers unit cost.*)

Whatever a man does to help keep his job secure is realistically helping to maintain his own security.

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The  
DEBATE

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B-3

tablishing diplomatic relations. The Red armies are seeking every opportunity to stir up world tensions for the purpose of advancing their aggressive ambitions.

For example, there is the Chinese Communist aggression against the United Nations in Korea, the brutal suppression of the revolt in Tibet, the attacks along the Indian border, Peking's cry that she will expel the United States from the western Pacific by force, and the continued insistence that Red China has the "right" to seize Taiwan by force.

The Chinese Communists openly argue that atomic war is inevitable and will lead to final Communist victory.

Some ask why we do not recognize Communist China so that we can begin talking with her and perhaps settle our differences.

It is not necessary for us to recognize Red China or support her admission to the United Nations in order to communicate with her. We can do this through channels which already exist. Even now we are negotiating at Warsaw with the Red Chinese diplomats for the release of Americans the Communist Chinese hold prisoner.

Others say we should change our attitude toward Communist China. Perhaps, they say, if we extended recognition, the Chinese Communists would be mollified and would abandon their aggressive foreign policies. Such thinking, in my opinion, is based on a serious misconception of the Communist character and intentions.

**Q**—What would you do about Castro? Would you, for example, permit anti-Castro groups to use Florida as a base to overthrow the regime, just as he himself used Florida as a base to overthrow President Batista?

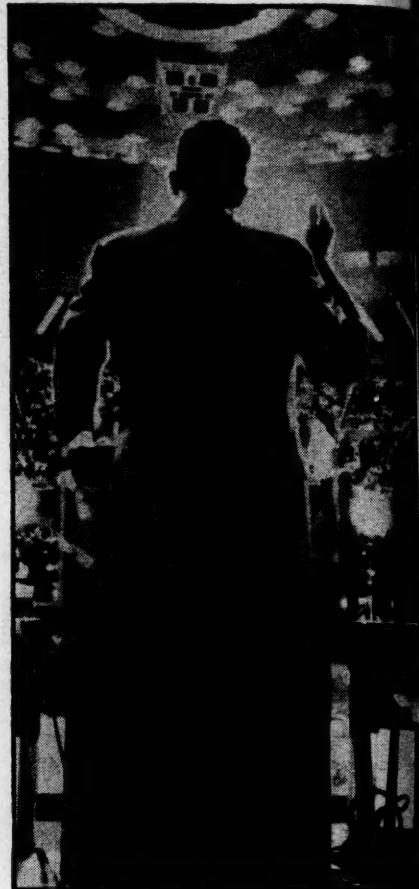
**NIXON**—I will address myself to the basic problem raised by this:

I believe that the United States should continue to work within the framework of the Organization of American States regarding the Cuban problem, or any other which threatens the security of this hemisphere.

We must recognize that there is no quick or easy solution to the threat raised by Castro in carrying out his extremist revolutionary policies and in his apparent desire to align Cuba with the Communist bloc.

There is no doubt that at the start the majority of the Cuban people supported the overthrow of the oppressive Batista regime and applauded the announced aims of the Castro revolution. But the methods used by Castro to carry out his revolution in complete disregard for International law—or even Cuban law—have alarmed many of his countrymen.

Our policy toward Cuba should be governed by two basic guidelines. For one thing, we should undertake to meet



In Dallas, 9,000 hear Nixon

the problem in concert with our sister republics of Latin America. For another, we must now put the world on notice that under no circumstances will we tolerate Communist intervention in the Western Hemisphere. We must realize that the use of force against Cuba, or any other sister republic, except in defense of our vital security, is bound to reawaken Latin American fears of this nation as an aggressive colonial power.

Historically, the Cuban people and the American people have enjoyed a close, personal relationship which the present Cuban regime seems determined to destroy. Recognizing the depth of this traditional friendship, our government, under the leadership of President Eisenhower and Secretary of State Herter, has followed what I believe to be a wise policy of restraint and forbearance in dealing with Premier Castro.

There are grounds for hoping that if given the opportunity and the time, the people of Cuba will find their own way back to freedom and democracy.

We must give them that opportunity. We must increase our efforts to mobilize

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hemispheric unity against those policies which threaten a foreign take-over in our own back yard. We must step up our efforts so as to get across to the millions of people throughout Latin America the idea that we share their aspirations for a better life. The new aid program offered by this Administration to help less fortunate American nations raise their standards of living is a sound step in the right direction. This was accepted by eighteen of the nineteen Latin American republics—all but Cuba—at Bogotá.

Inevitably, I believe, a program of patience and firmness will restore the firm bonds of friendship between the Cuban people and the United States.

—The turmoil in the Congo seems likely to spread to other newly formed nations in Africa. How should the U.S. deal with the problem?

**Nixon**—The U.N., with full U.S. cooperation and support, is dealing with the problem, so far with more success than seemed likely under the conditions in which the Congo was suddenly almost cast adrift into independence—without adequate preparation.

I would hope that both the colonial powers and the U.N. would speed up training before these new countries are promoted to international responsibility. We must, on our part, exercise wisdom and understanding and patience, as well as greatly stepped-up training help to see that not chaos but responsible freedom results.

Obviously a situation as volatile as this one, and resulting from the lack of preparation I have cited, may be some time in stabilizing.

However, I will point out that the Soviet Union has neither contributed to the assistance of the emergent Congo nor to world opinion of the Soviet Union by its policies of naked opportunism in

the situation. The whole world can see that the Soviets are trying to convert the plight of the Congolese to the advantage of their Communist designs.

A few more such incidents as this and there will be very few neutrals left.

—Given the certainty that Southern Democrats will filibuster any civil rights bill proposed, is there anything you think you could do, by executive order or executive action, to further civil rights for Negroes?

**Nixon**—In the civil-rights area, I would as President carry forward in spirit and action in the pattern that has brought such great progress these past eight years. By Presidential leadership of public opinion, by a fair, firm, and full implementation of laws already enacted, by example within the executive branch, and by advocating new laws as needed (as, for instance, those my opponents rejected in Congress a month ago), I would expect America to achieve in the future advances commensurate

with the historic ones that have already been accomplished.

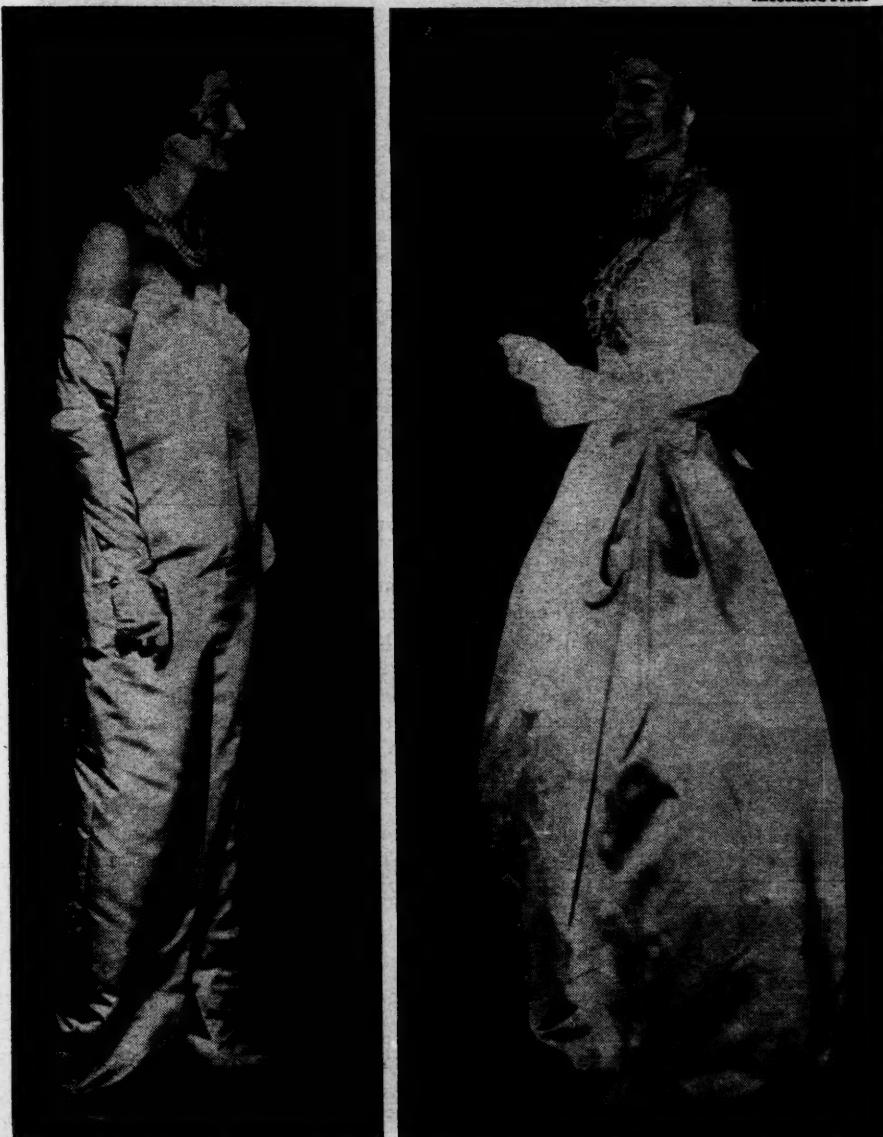
But I do not concede, in the first place, that civil-rights laws cannot be passed; recent history disproves this. And second, I emphasize that on this area, especially, one must choose between mere talk and practical achievement. As chairman of the Government Contracts Committee for a number of years, I have sought practical results. This way works. I would continue, as President, in the same pattern.

—In view of the case of Martin and Mitchell, do you believe any reorganization is necessary in our security or intelligence setup?

**Nixon**—Yes. Our security and intelligence establishment should always be

## The DEBATE

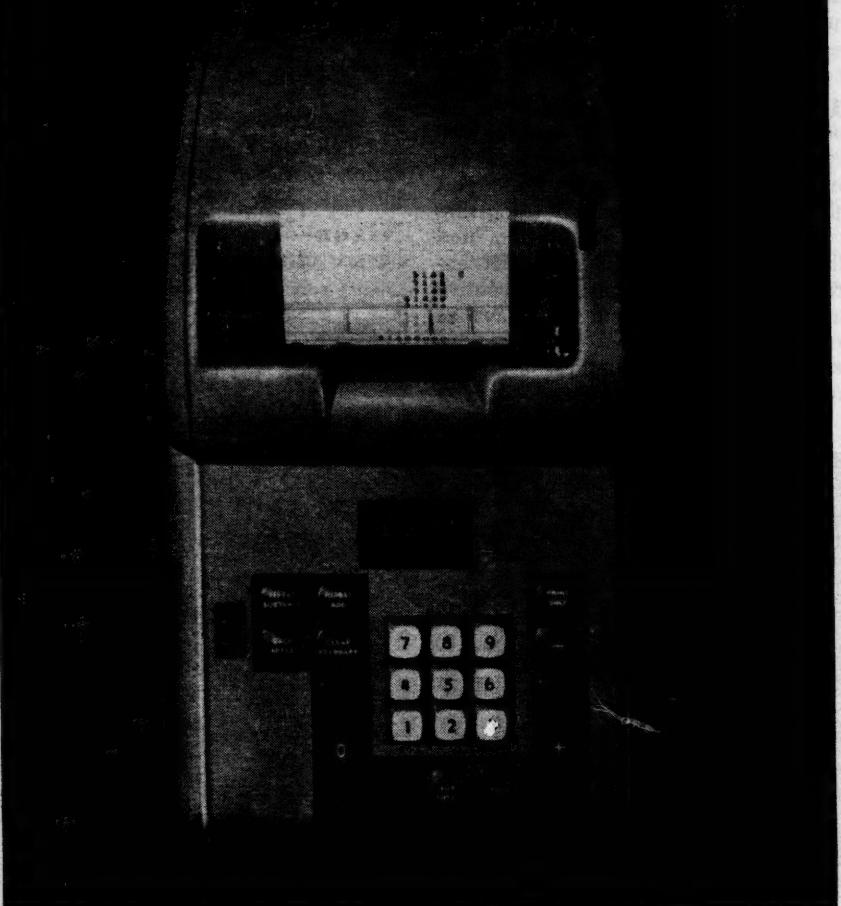
Associated Press



### The Women

As if there weren't issues enough to befuddle the poor voters, Mrs. Jacqueline Kennedy, wife of the Democratic Presidential candidate, last week plucked a new one out of the closet: Who spends more on clothes, piquant Jackie or pert Pat Nixon? (At right, Jackie in a pink satin dress she wore to a Washington dinner in 1958; Pat in her 1957 Inaugural Ball gown of blue satin.) Denying a report that she lavishes \$30,000 a year on Paris couture, Jackie protested: "I couldn't spend that much unless I wore sable underwear . . . I'm sure I spend less than Mrs. Nixon . . ." To which Pat Nixon replied: "I have no comment about what Mrs. Kennedy wears or says. I don't criticize other women."

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under review because of their vital importance to the nation's survival.

In my opinion, for example, it would be desirable to have all applicants for jobs in top security or supersensitive agencies screened by the Federal Bureau of Investigation.

Review of the security establishments should always be undertaken with maturity and responsibility and above all it should be done with full recognition of the rights of our citizens.

**Q**—To what extent do you believe the religious issue may influence the results of the election? You frequently have expressed your opposition to raising the religious issue. What about the activities of supporters of yours like the Rev. Dr. Norman Vincent Peale and the Rev. Dr. Daniel Poling?

**Nixon**—I regret even the asking of this question. Senator Kennedy and I are in agreement, I understand, that this matter has no place whatsoever in this campaign and that, in an attempt to keep it out, neither he nor I would comment further about it. I will continue doing my best to abide by this and can only assume he will do likewise.

**Q**—Given recent advances in agricultural technology and in fertilizers, is there any way to prevent farm surpluses from continuing to stack up? If so, what?

**Nixon**—The problem of surplus farm production must be dealt with from both sides: Imaginative and constructive use of existing surpluses, and sensible rebuilding of present farm programs to prevent their reaccumulation. I believe both of these aspects can be accomplished and, in the course of this campaign, I have and will continue to set forth my views as to lines of action on which we should strike out in order to do so. It will require some fresh thinking and a willingness on the part of all concerned to lift the farm problem out of the ditch of partisan strife.

**Q**—Some economists believe the nation is slipping into a recession. Do you agree? If the problem does exist, how would you handle it?

**Nixon**—The American economy is operating today at a record level of output, jobs, incomes, saving, and spending. Conditions are highly competitive and inflationary forces are being restrained. I do not believe we are slipping into a recession, as far as I can see ahead.

The course of the economy next year will be heavily influenced by various factors yet to emerge, such as the reac-

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**DEBATE**

tion of buyers to new model cars, the response of home-building to increasingly available mortgage money at lower rates, the volume of capital expenditures by business, political and economic developments abroad, and also by the policies of the new Administration. I am confident that we have it in our hands as a nation to make the economic future bright.

**Q**—What would you do about such depressed areas as the West Virginia coal fields?

**NIXON**—For the economy as a whole to move forward vigorously, the problems besetting areas of chronic unemployment must be vigorously attacked. This attack must, of course, be launched primarily by the people of the communities and states affected, but the Federal government has a proper role. The Administration has presented to the Congress for several years a sensible program for Federal assistance to local efforts in such areas for attracting new industries, for retraining workers in new skills, for providing needed facilities. Progress has been blocked by opposition maneuvers in Congress to turn this well-conceived effort into a typical big, do-it-from-Washington operation. The Federal government's role in this task of reconstruction—so vital to many communities—will succeed only if it supplements, not supplants, local efforts.

**Q**—Many critics of American society believe there has, in recent years, been a weakening of the nation's moral fiber—a preoccupation with material values, a reluctance to make necessary sacrifices in the face of the Communist threat, and so on. Do you agree? To what extent do you believe the White House could counteract it?

**NIXON**—Not only do I not believe that the moral fiber of America is weakened, I do believe very deeply that this despair about America's inner strength and external prestige reflects a lack of faith and understanding. It is wrong factually and is hurtful to our country in the eyes of the rest of the world.

Americans have never hesitated to make whatever sacrifices were required for peace, security, and freedom, nor will they today. To confuse the evidence of their economic success with a lack of moral and spiritual values is a gross error. Self-valuation has its proper place, but preoccupation with it runs the danger of producing a paralysis of the national will.

President Eisenhower has given, and I shall try to continue to give, the kind of leadership that the people of this republic have a right to expect in terms of their own moral and spiritual strength.

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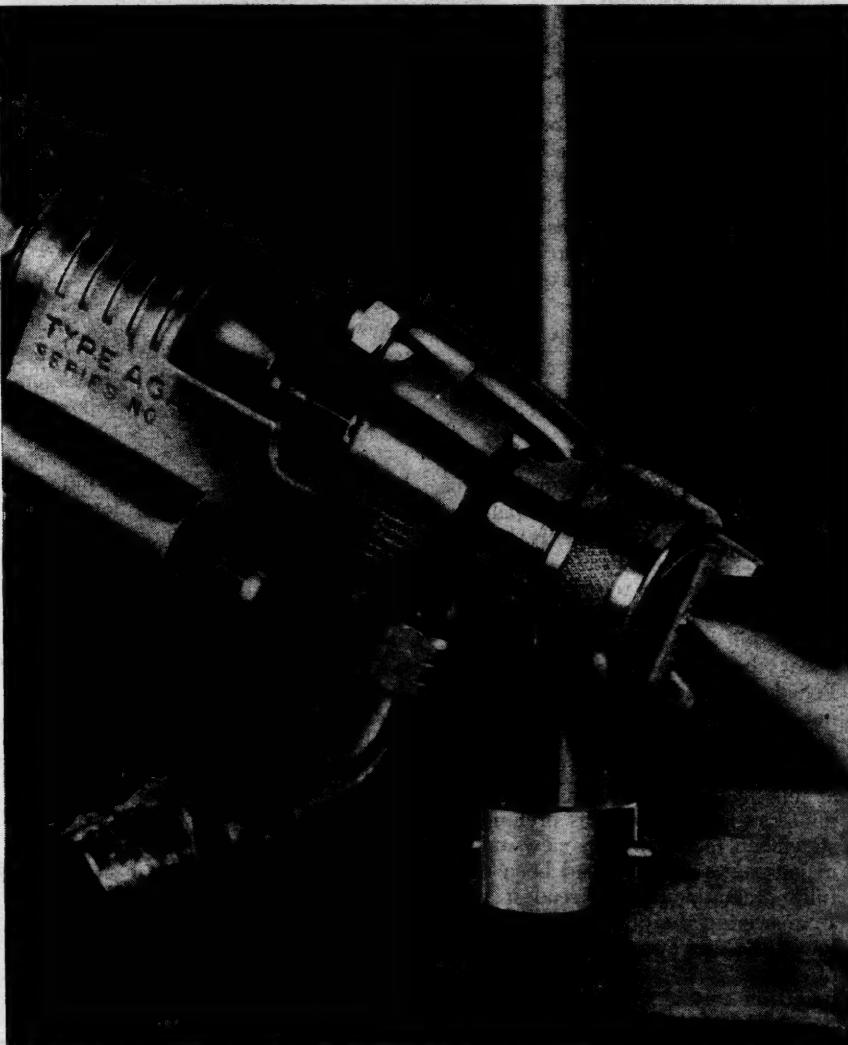
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## As Kennedy Goes

by Ernest K. Lindley

**O**N TOUR WITH KENNEDY—In hopping around with the senator, I have been recalling other major party Presidential nominees I have watched as a journalist—eleven in all, five Democrats and six Republicans, beginning with Herbert Hoover and Al Smith in 1928. Each of the eleven has been decidedly different from the other ten, of course. But certain resemblances suggest themselves—as between Nixon and Dewey, both as politicians and as speakers, and as between Eisenhower and F.D.R. in their magical crowd appeal. Kennedy is unique, however, not only as a personality but in his technique, or lack of it, as a speaker.

Kennedy leaves me with the impression that he does not enjoy public speaking or perhaps even crowds. Despite all his experience, he is not a very good speaker. He tends to talk too fast and without suitable pauses or other forms of emphasis. When he reads from a manuscript, he often gets only part value from his better lines. Most of his short ad-libbed speeches sound like a phonograph record being played too fast and skipping a groove now and then as he jumps from one theme to another. He often scants the preliminary amenities or expresses his appreciation to introducer and audience with such reserve as to sound unappreciative.

### REFRESHING DIRECTNESS'

Kennedy's audiences seem to like him, nevertheless. The warmth of his face seems to offset his lack of palaver. One hears many comments on his "sincerity." Indeed, some appear to find his directness refreshing in contrast with more familiar styles. In any event, skill as a public speaker has not always been essential to success in a Presidential election. Coolidge was not an especially good speaker. Hoover, in 1928, was a poor one.

Kennedy was at his best, I thought, at his meeting with the Protestant ministers in Houston. His preliminary statement, reaffirming his views on the major points at issue, had been carefully prepared and he read it well. In answering the questions which followed, he was even better. And some of these questions, such as those based on certain quotations from the

Catholic Encyclopedia, he clearly had not anticipated. His poise, the acuteness of his mind, his capacity for tactful understatement, were impressive.

I wondered why Kennedy was so much more effective in his session with the clergymen than in most of his political speeches, especially the short ones. It was partly, I suppose, because he knew the confrontation was extremely important and involved questions about which he felt deeply. Perhaps it was partly because the subject matter was specific. Perhaps it was partly because he likes the give and take of question and answer or of discussion better than the one-sided business of delivering a speech. Anyway, he will not be a pushover for Nixon when they meet in debate on TV, even though Nixon is the more polished speaker and very deft in answering questions.

### TACTICAL CONFUSION

Nixon has been neutralizing or at least blunting most of the specific issues that threatened to put the Republican national ticket at a disadvantage. This has increased confusion in the Democratic Party about Presidential campaign strategy and tactics. The religious issue is cutting both ways and no one can be sure which way it will finally cut the deepest.

Kennedy's emphasis on the Democratic Party—its record and philosophy—has a sound statistical basis, since registered Democrats greatly outnumber registered Republicans. But the straight party appeal has lost much of its pulling power in recent years, and not only in the South.

Kennedy's stress on our national and international weaknesses gets a mixed reception. Many people are worried about the world situation—or at least, because it is close to home, Cuba. But they don't like to hear that we have become a second-rate power or that we are in dire danger. Moreover, most of them probably don't believe it. Overstatements of our losses and deficiencies tend, I think, to make votes for Nixon.

One gets the impression that many undecided voters will choose on the basis of the man. And, as Nixon is better known, their decisions tend to await their appraisal of Kennedy.



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Pentagon Says Bachelor Friends Know Nothing Prejudicial to U.S.

—from The New York Herald Tribune, Aug. 6

*How much did the two traitors know?*

Plenty. They had access to top-secret files in the National Security Agency and often used them.

—from Newsweek, published Sept. 11

## Turncoats May Have Copied Other Papers

# Secrets Missing, Defector Probe Told

—from The New York Herald Tribune, Sept. 11

### DEFECTORS:

#### The Risk, the Danger

Behind locked doors in the Old House Office Building, the Pentagon tried its best last week to be reassuring about the defection of Berndon F. Mitchell and William H. Martin, the two National Security Agency employees who turned up in Russia.

In offering a stout defense of the government system of security checks, J. Vincent Burke Jr., the Defense Department's bulky, bustling general counsel, testified that, save for an instance in Mitchell's youth, there was no evidence of homosexuality in the traitors at the time of their hiring.

This drew a quick blast from testy Francis E. Walter, chairman of the House Un-American Activities Committee, who declared that the NSA's security procedures have been "very sloppy" and that the agency moreover has a "very serious perversion problem." Why, said Walters, a psychiatrist who had been treating Mitchell told him that he once discussed with worried officials of the NSA the possibility of starting a clinic there, "because perversion was quite a problem and they didn't know what to do about it."

The real crux of the case, though, came when Burke told a subcommittee of the House Armed Services Committee how much Mitchell and Martin knew.

**Denial:** Burke insisted that the two defectors could not help Russia crack U.S. codes. Nor, he maintained, did they know anything about the U-2 flights, prior to the ill-fated sortie of Francis Gary Powers.

But Burke conceded that the traitors could help Russia improve their codes. And he confirmed that they had access to the top-secret files from the day they entered the NSA in 1957 and could call for the files "as needed" (NEWSWEEK, Sept. 19). It was possible, Burke went on, that the defectors may even have taken some briefing notes from the files with

them when they headed for Moscow.

To the Congressional probers, who planned further hearings, Burke's testimony was hardly reassuring. After all, in August, when it was first announced that Mitchell and Martin were missing, the Pentagon said they were minor clerks, with "no access" to information damaging to U.S. security.

#### The 'Valuable' Russian

Although he wasn't billed as a counterattraction to the Martin-Mitchell case, the Russian defector who was brought out of wraps in Washington last week certainly was calculated to serve that purpose. He was a former naval captain—the onetime commander of a Soviet destroyer—and it was just possible that, from a practical military point of view, he could contribute more hard intelligence to the U.S. than Martin and

Mitchell could to Russia. American intelligence officials, in fact, called him "the most valuable" Soviet defector in more than a decade.

Actually, 32-year-old Capt. Nikolai Federovich Artamonov had been in this country for fifteen months, but his presence had been kept secret until his appearance last week before the House Un-American Activities Committee.

Obviously, the witness—slim, bespectacled, and mustached—was not going to repeat at an open hearing the kind of military information he reportedly has been giving to intelligence agents in long months of questioning. But he made at least two interesting points:

►The great fleet of Russian "fishing trawlers" that roam the world—and specifically the coastal waters of the U.S.—are definitely espionage vessels, loaded with electronic listening and watching devices. They are also loaded with fish, but the fish are put aboard back home as stage props.

►Soviet strategic planning centers on the concept of a knockout nuclear attack on the U.S.—but Russian Premier Nikita Khrushchev obviously would not risk this unless he were sure that the first blow would be a decisive one. As of now, Khrushchev cannot be sure.

Artamonov also declared—that the Russians have two nuclear submarines capable of launching missiles; however, he added, these are still in the testing stage, and the Soviet Navy, by and large, is still about five years behind the U.S. in this respect.

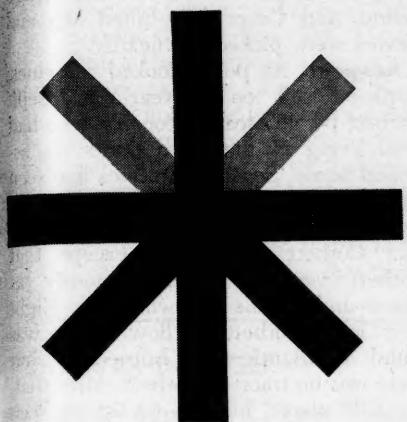
Another encouraging report from Artamonov has it that there has been growing dissatisfaction in Russian military forces ever since Khrushchev fired Marshal Georgi K. Zhukov in 1957; and it has become increasingly intense, he believes, since the dismissal of 1,250,000 Red military by Khrushchev early this year. Whether or not this is just the customary resentment that fills military men in times of cuts, he did not say.

Artamonov is a graduate of the Russian



Associated Press  
Artamonov: Measure for measure

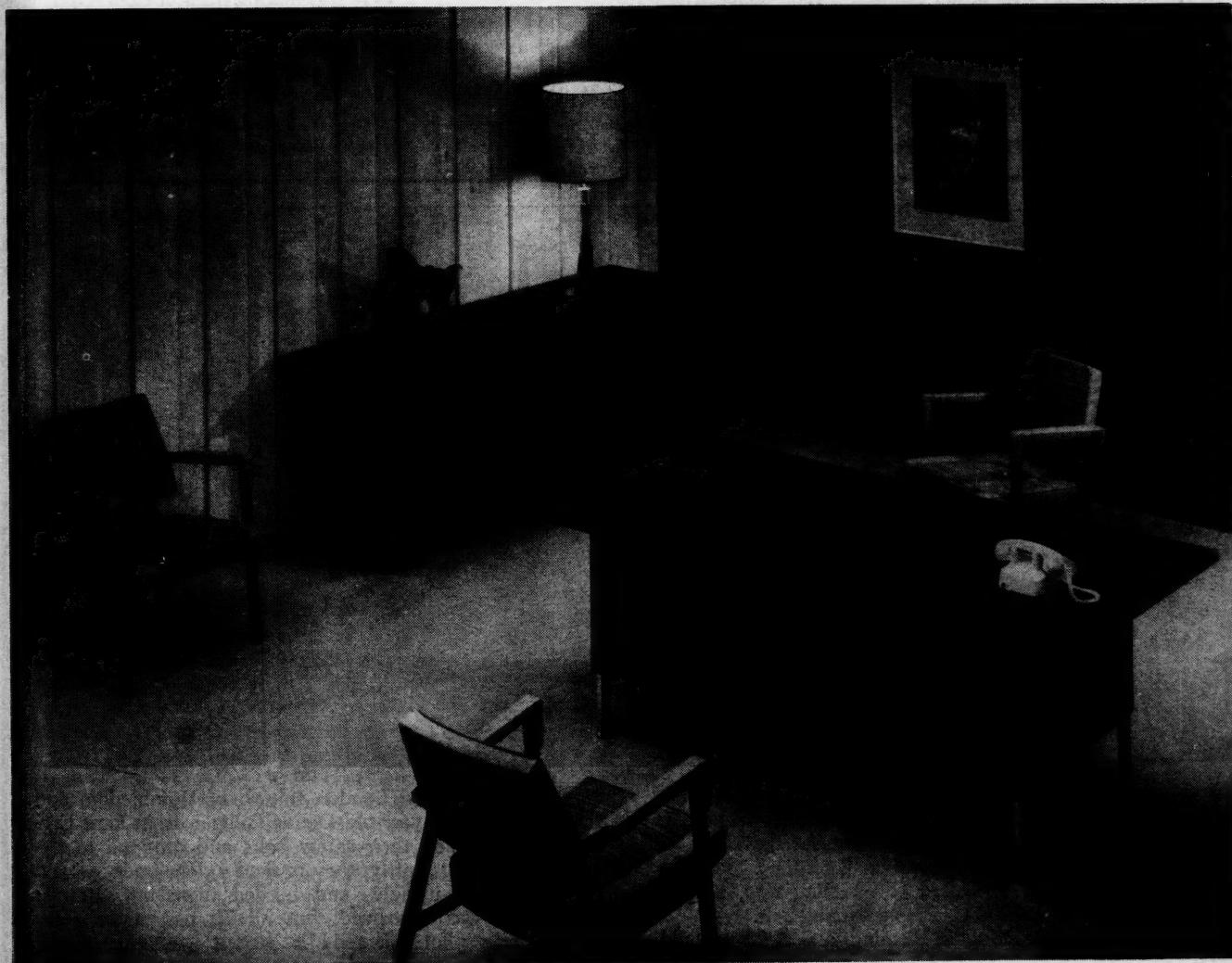
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equivalent of Annapolis and was considered one of the most promising of the younger Russian naval officers. But he shared the discontent that followed Zhukov's dismissal and became increasingly curious about the United States.

In June of last year he made his escape simply by jumping his own ship in a Scandinavian port and asking the nearest U.S. Embassy for asylum. His wife accompanied him, and the two in recent months have been living quietly in New York. One reason Washington kept his presence secret for so long was that until this year his mother was still living in Russia. Since her death, he has no family ties in his homeland.

#### THE ADOLPH COORS MYSTERY:

### Murder Will Out

Driving along a back road 40 miles southwest of Denver, Ed Green, a tattooed Navy veteran, spotted a desolate, heavily wooded area which looked like a target shooter's dream. Green pulled his pizza truck off the highway, brought out his new .25-caliber automatic, and headed up a slope toward a small dump to try his luck on some tin cans.

As he threaded his way uphill through the aspen and pine, amid piles of animal bones, Green saw what looked like a pair of trousers. When he picked them up he heard the jingle of a key ring, and a large pocketknife fell out. Examining it closely, he made out the

initials "AC III." With mounting excitement, Green kept poking around the brush, finding more tattered clothing, and scattered human bones. Standing alone near the top of the hill, Ed Green guessed that he had stumbled over the remains of Adolph Coors III, a wealthy, 44-year-old Coloradan who had been mysteriously missing for seven months.

Green hastily reported his discovery to a deputy sheriff, who in turn notified the FBI. Within hours, a big search was on, and police were combing every inch of the woods. Police found Coors' wrist watch and tie clasp; and, near the edge of the dump, Coroner C. Douglas Andrews found a bleached skull. The skull was taken to Coors' dentist in Denver, and from dental charts he confirmed that it was indeed Adolph Coors III.

Thus last week, after one of the most intensive man hunts in Colorado history, police finally learned something of what had happened to Coors, head of a brewing and porcelain empire. Apparently his body had been dumped there and the remains were scattered by coyotes or hogs. But police did not know who had killed Coors, or why.

Coors was last seen on the morning of Feb. 9, when he kissed his wife and four children good-bye, and drove off to the family plant 12 miles away, apparently without a care—or an enemy—in the world. He had gone but a short distance when road repairs forced him to veer off the main road for a detour over Turkey Creek bridge. On this

bridge, 25 miles from where his bones subsequently turned up, Coors' car was later found, its motor still running and the radio blaring. Bloodstains were found inside the car and on the bridge railing, and Coors' long-billed cap and glasses were picked up nearby.

**Suspect:** As police looked for clues, suspicion fell on 31-year-old Joseph Corbett Jr., an escaped convict, who had been living in that area under an assumed name. Several witnesses had seen him near the bridge before Coors disappeared. But there was nothing to connect Corbett with Coors—except that Corbett vanished as mysteriously as Coors—and on the following day. Eight days later Corbett's yellow sedan was found in Atlantic City, burned up, but there was no trace of Corbett. After that, the FBI placed him on its list of "Ten Most Wanted," and launched one of the costliest man hunts in its history.

Whether Corbett was connected with the murder, only he knows. But at the time of his escape from prison in Chino, Calif., he was serving a sentence for killing a man he hardly knew. The victim was a hitchhiker Corbett had picked up on the road and the two had got into a senseless argument. Last week, police were speculating Adolph Coors may have died in one of the most tragically pointless ways imaginable. Corbett may have picked another senseless quarrel with a man he didn't know, this time over whether Coors' car or Corbett's sedan should cross first over a narrow bridge.



Associated Press



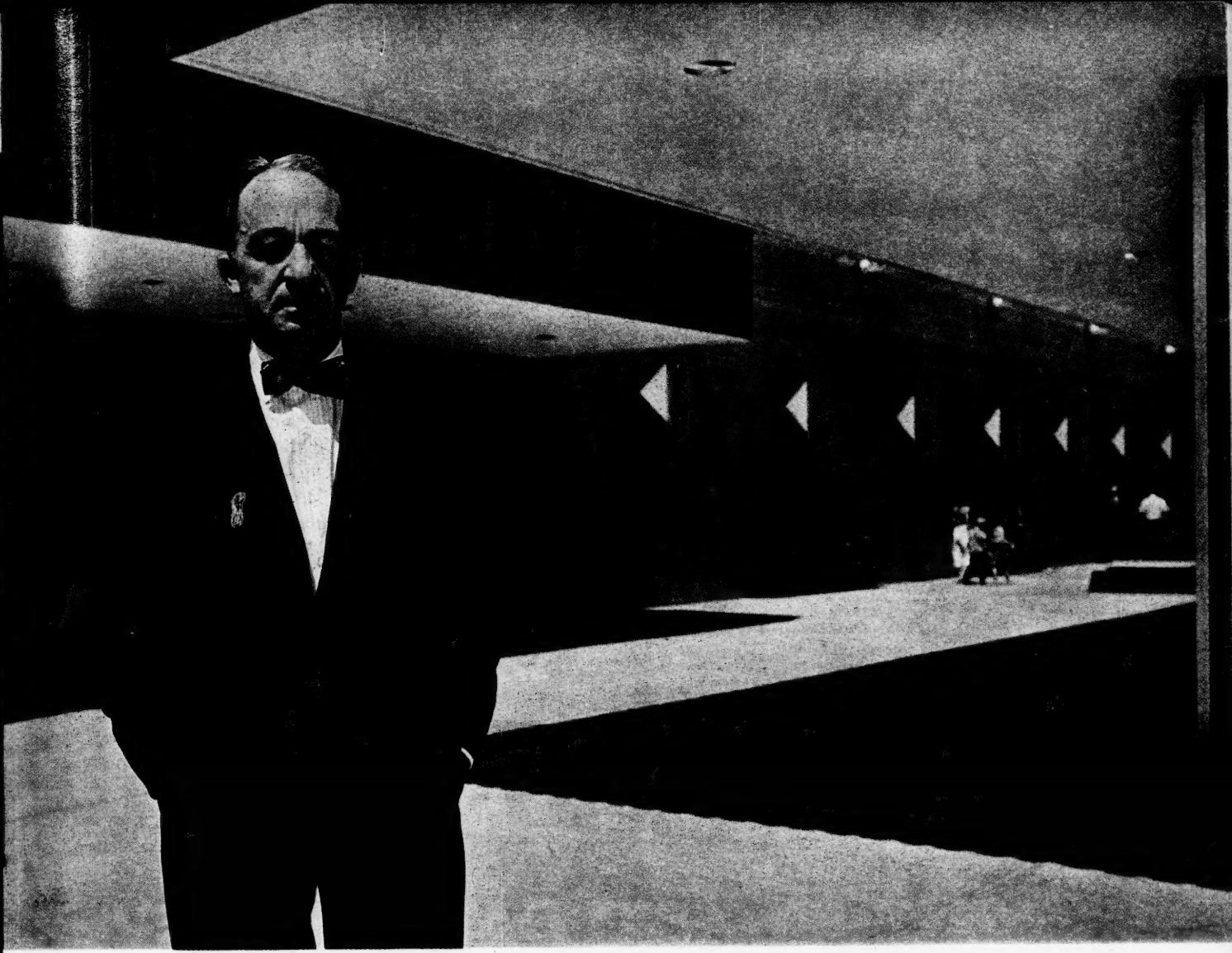
UPI

UPI

FLIGHT No. 361, American Airlines, bound from Boston to St. Louis one morning last week with 70 passengers and a crew of six in a prop-jet Electra, let down for an intermediate stop at New York's La Guardia Field. The plane hit a dike on the edge of Flushing Bay, flipped upside down, and slid 200 yards to a flaming halt.

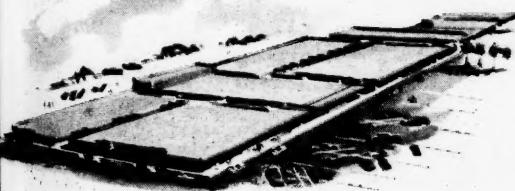
In the rear lounge, Maggie Fleming, a pert 24-year-old

stewardess from the London suburb of Wimbledon, and her roommate, 23-year-old Donna Gilligan from Park Forest, Ill., unhooked their safety belts and dropped to the ceiling. Working swiftly, they pushed a door open, coaxed the passengers upright, and herded them out. Result: The plane was destroyed, but all 76 passengers were saved. The pilot blamed "a strong gust of wind."



Mr. Leslie A. Wood, Vice President and Treasurer, East Thomas Investment Co., Inc., Phoenix, says:

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**Honeywell temperature controls in every store assure air-conditioned comfort that puts customers in a buying mood.**

"We were determined to create an atmosphere that would make it a pleasure for customers to linger and buy," says Mr. Wood. "That's why we decided on Honeywell temperature controls for Tower Plaza."

Every store in Tower Plaza Shopping Center has a different heating-cooling requirement. Air conditioning systems range in size from 10 to 200 tons. Yet Honeywell, using electric, electronic and pneumatic temperature controls, came up with just the right system to keep each store uniformly comfortable.

Honeywell thermostats are carefully

located throughout the center. They call for heating or cooling to each store—and to each department in each store—according to individual comfort needs. This keeps both customers and employees comfortable. It has increased sales and built good will for the entire shopping center.

Whether you're building a single store or an entire shopping center, you can count on Honeywell to keep it comfortable. Honeywell will work with your architect and engineer from initial planning to final check-out. Ask them about Honeywell. Or write Minneapolis-Honeywell, Minneapolis 8, Minnesota. In Canada, write Honeywell Controls, Limited, Toronto 17, Ontario.



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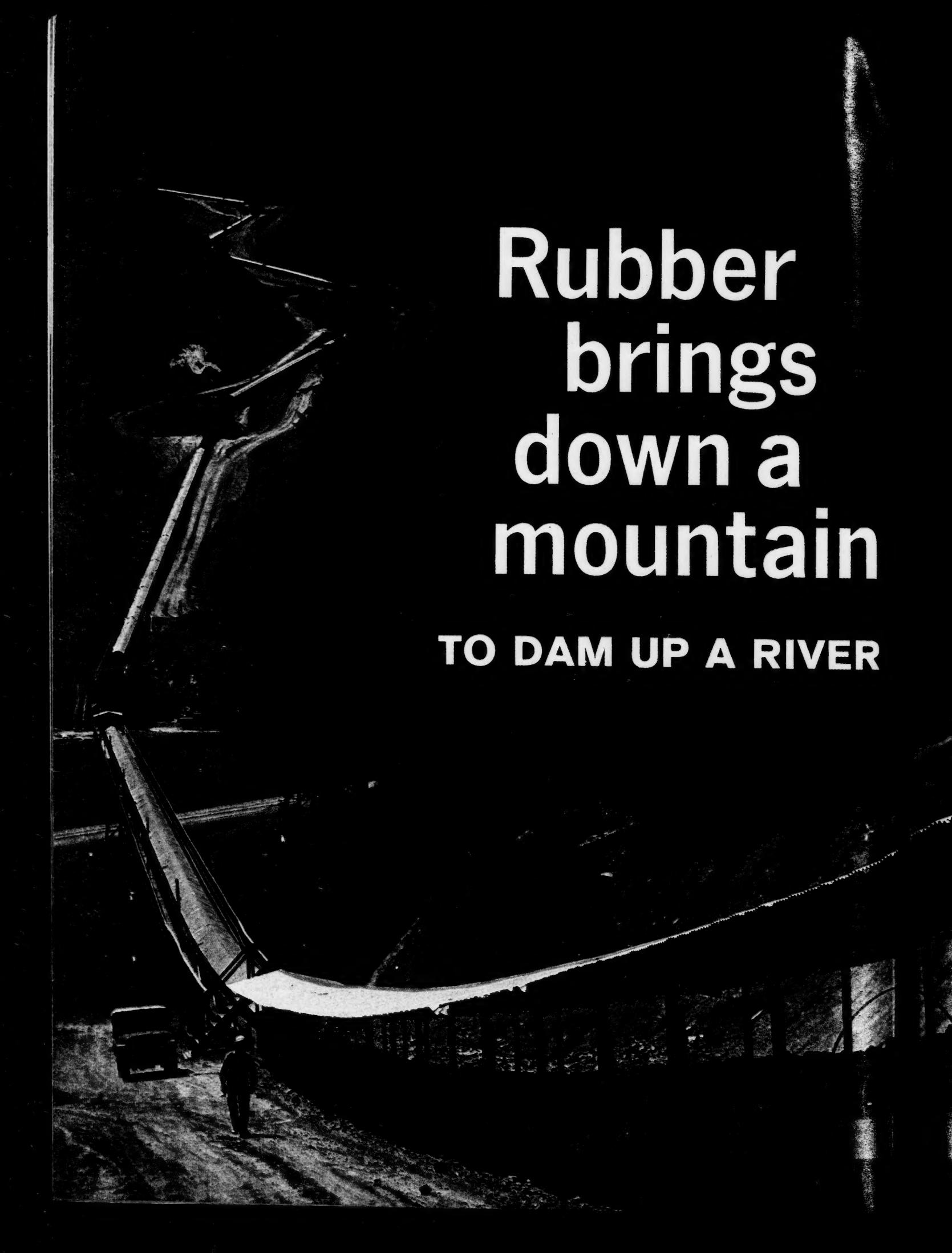
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**Rubber  
brings  
down a  
mountain**

**TO DAM UP A RIVER**



**ROCKS RACE DOWNHILL** at a 3000-tonns-an-hour clip on BFG conveyor belts. Carrying heavy loads like this once required a great number of belts traveling short distances. But extra-strong BFG belts span the 2 miles in just a few long flights.

## How two miles of B.F.Goodrich conveyor belts help build world's highest earth dam

**I**N the rugged evergreen country of northern California, contractors are blasting millions of tons of clay and rock from a mountain—and hauling it to a river valley two miles away. There the transplanted mountain is being reshaped into the world's highest earth dam—495 feet above the streambed of the Trinity River.

*Here's what makes this record earth-moving job practical: a high-speed conveyor system that rushes 3000 tons an hour down the mountainside. Shouldering these heavy loads are rubber belts, made by B.F.Goodrich.*

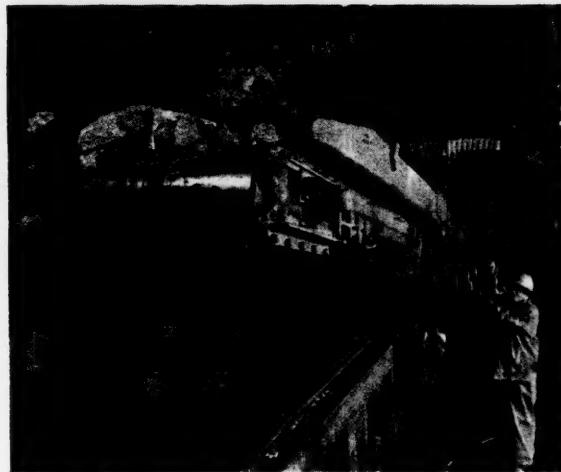
The type of BFG belt used here can carry big loads over distances once considered impossible. It gets its strength from the special Nyfil fabric that adds extra muscle to a belt—without making it thick and stiff. This extra strength means fewer belts needed for a job and savings in operating and maintenance costs.

B.F.Goodrich belts on the Trinity project have been at work two years with no problems. When the 3-year move is finished, they'll have brought 33 million cubic yards down the mountain.

Wherever major construction jobs are underway, you'll see the products of B.F.Goodrich—everything from tires to belts and from boots to new BFG Hi-Torque brakes. And of course, the construction industry is only one of dozens served by B.F.Goodrich. In missiles and aviation, in transportation and in manufacturing, in chemicals and in so many other fields, B.F.Goodrich has just one aim: to make *your problem their problem*, and to solve it in a hurry.

For more information on any BFG product, write President's Office, *The B.F.Goodrich Company, Akron 18, Ohio.*

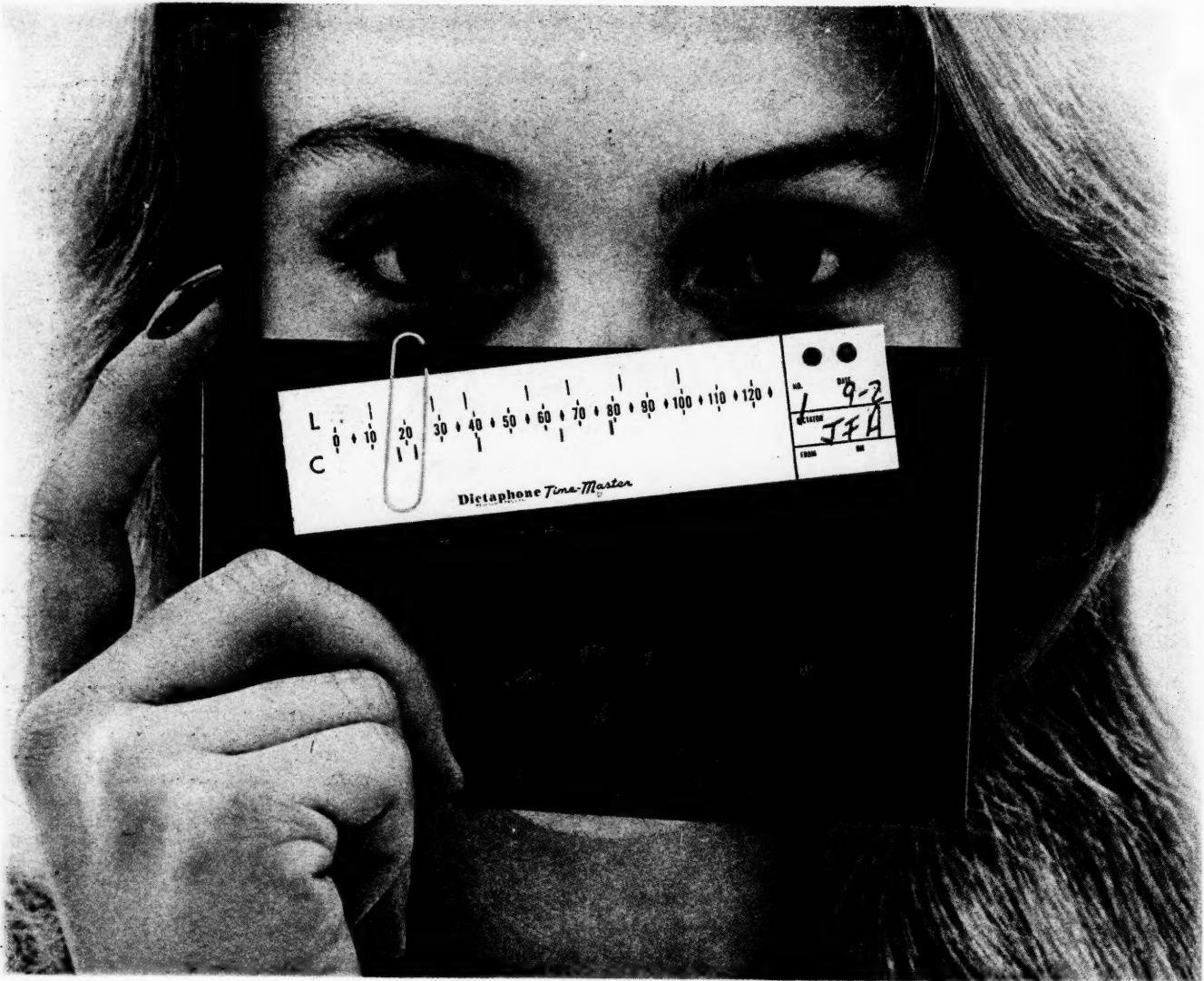
**ROCKS BLASTED FROM A TUNNEL** being dug 11 miles through a mountain are carried away on a BFG mucker belt (built to take severe impact, resist cutting, gouging). Tunnel will be used to divert water from Trinity Dam to the Sacramento River. Men working in the tunnel keep dry, safe in BFG protective boots and clothing.



**ROCKS SO SHARP** they'd ruin most tires in no time meet their match in BFG Rock Service tires. This earth mover hauls rocks and earth to the conveyor belts. Special rubber compounds used in these tires resist cutting and chipping.



**B.F.Goodrich**



## Now this secretary knows everything

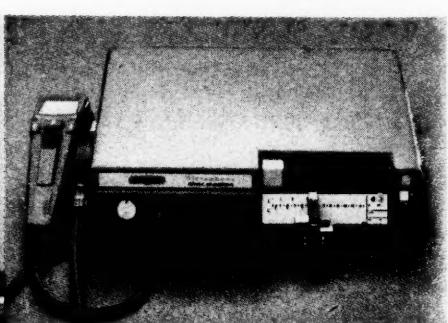
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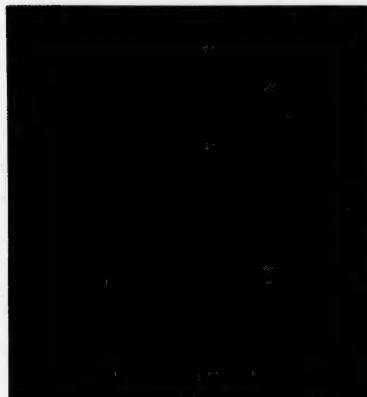
## *Nevermore, the Nine Great Bongs*

For 7,700 consecutive nights, the sonorous tolling (a flattened E note) of London's Big Ben has opened the BBC's Home Service news broadcast at 9. Remarkably accurate, the great clock's first bong has been the signal for setting millions of other timepieces around the world. After that have come the remaining eight bongs and then an Establishment voice: "This is the BBC Home Service. Here is the news..."

A symbol of unity, a sign that "there

will always be an England," a moment for prayer or meditation, the nine bongs take 45 seconds of air time. In a supersonic age, that's too much time, the BBC announced last week. Only the first bong will be broadcast hereafter, and the Home Service program will be moved to 10 p.m.

From traditionalists and from the war-born Big Ben Council came outraged protests. A typical one: "They do get up some rot at the BBC."



London Times

**THE WAR IN ALGERIA:**

### To de Gaulle—Act Now

The cheers of French villagers still echoed last week, as France's Charles de Gaulle drove back to Paris from a five-day junket through Brittany. He was still the majestic figure who represented the *grandeur* of France, and the crowds still surged through police lines for a chance to shake his hand.

Yet the cheers could not disguise a nagging uneasiness that Frenchmen were feeling last week. They had given de Gaulle full powers in the hope that he would bring peace in Algeria. But aside from a few phrases about "putting aside the knife," de Gaulle had given no hint of any new initiative to end the six-year-old war.

Last week, the powerful Socialist Party, which had helped to bring de Gaulle to power, publicly demanded that he reopen talks with the Algerian FLN. "Such talks have to be concerned with the question of how to implement and guarantee the self-determination of the Algerian people," the Socialist statement said. "French policy seems to have ignored these imperatives." Meanwhile, the opposition of French intellectuals to the army's conduct of the war (NEWSWEEK, Sept. 19) was becoming more politically active. Twice during the week, police seized editions of major French newspapers for attacking the government.

**Futile Slaughter:** The FLN's own attacks were far more violent—a point the intellectuals often seemed to ignore. With the U.N. General Assembly preparing to debate Algeria for the sixth successive year, FLN terrorists tossed a bomb into a theater in Mostaganem, killing four and wounding 50 others. Three other rebels machine-gunned a restaurant in Berroughia, leaving six dead and fourteen wounded. The incidents were typical of the futile slaughter of a war that seemed to have no end.

The Algerian war also cast a dark shadow over the two-year-old French

Community, de Gaulle's great experiment in a Eurafrikan partnership. Even as its African members were taking their seats in the U.N., the Community was shaken by the angry disintegration of the Mali Federation between Senegal and Sudan. France formally recognized Senegal's independence, despite warnings of "grave consequences" from the Sudan's leftist Premier, Modibo Keita. One-time Premier of the federation, Keita now is expected to pull Sudan out of the Community, following the example of Sekou Touré's Guinea, as the second former African colony to turn its back on France. This time, there is a greater danger for France: Sudan has an 800-mile frontier with the Sahara, across which "volunteers" could be infiltrated into Algeria to aid the FLN. And the FLN has warned that a "Foreign Legion," including Chinese Communist units, will be put into action this winter if no settlement has been reached.

**INDIA:**

### Multiplication Table

What a job! A million census takers were being trained in India last week to count noses in the world's most populous democracy. By the time they have finished the task—next spring—there will be roughly 2.5 million more Indians than there were last week. The expected total population: 420 million—an increase of 59 million in ten years.

**UNION OF SOUTH AFRICA:**

### The Assassin's 'Monster'

Most of history's famous assassins from Brutus to John Wilkes Booth have plunged their knives or fired their pistols into men they thought were fearful tyrants. Last week in a Pretoria court room, mild-mannered David Pratt, a 53-



Keystone

The general in Brittany: Memorials for the dead, stern words for Algiers

year-old white farmer who last spring fired two bullets into South African Prime Minister Hendrik Verwoerd, explained that he, too, had been fighting tyranny.

On trial for attempted murder, Pratt explained that his action had stemmed from a nightmare of personal and political agonies. He was an epileptic who had three times attempted suicide. But he was also haunted by the need to give his country a message: "We must throw off the slimy snake of apartheid."

Pratt, like others with a message, had found it hard to get anyone to listen. He watched "with horror" as apartheid got worse. "Two days before the shooting, I saw a pick-up van loaded with African prisoners," he said. "I felt a violent urge to shoot the stinking apartheid monster gripping South Africa's throat."

**A Night's Sleep:** But Pratt claimed he had not meant to kill Verwoerd: "I wanted to lay him up, to give him a chance to reconsider the problem." After the shooting: "I had my best night's sleep in six years."

When Pratt finished, the trial was adjourned for two weeks so that the prisoner could be observed in a mental home. And Prime Minister Verwoerd, now fully recovered, began campaigning to make South Africa a republic.

#### INDIA AND PAKISTAN:

#### Into Smoother Waters?

In the white President's House in Karachi, Pakistan's President Mohammed Ayub Khan and India's Prime Minister Jawaharlal Nehru last week put their initials to a historic treaty—an agreement dividing the waters of the vast Indus River basin.

It was Nehru's first visit to Pakistan in seven years. He made it as a stopover on his way to the U.N., but he met with Ayub in a spirit of good will. This was in marked contrast to India-Pakistan squabbles in the past, many over division of Indus water rights. When partition occurred, the river's headwaters were left in India, and most of the down-river farmland in Pakistan. Thus, when India wanted to divert the waters to irrigate its own hinterland, Pakistan faced the prospect of millions of its acres reverting to desert.

When discussions got nowhere, the World Bank's Eugene R. Black offered to mediate. His suggestion: Assign the three eastern branches of the river to India, to use for its own irrigation programs, and assign the three western branches to Pakistan. Within Pakistan, a vast system of "link" canals would be built to carry water from the western branches to the depleted lower reaches of the eastern branches.

While India and Pakistan—prodressed by Red Chinese troops in the Himalayas—

ironed out details, Black lined up financial backing (he already has firm offers of \$1.3 million from Western countries). And with the Indus settlement as an example, there is now hope that the even more difficult problem of the control of Kashmir may be solved.

#### THE SHEIK OF QATAR:

#### \$50 Million—And Broke

Dear Sir,

We regret that delay in settling your account has forced us to turn the matter of collection over to . . .

It's a lucky man living today who has not been dunned by letters like this. But not often do they shower down on a man whose income is \$100,000 a day.

Yet that is what was happening last week to the 69-year-old Sheik Ali bin Abdullah al Thani, absolute ruler of the oil-soaked sheikdom of Qatar—a peninsula of sand and stones that juts out like a badly bandaged thumb into the peagreen waters of the Persian Gulf.

The sheik is a Johnny-come-lately among the Cadillac crowd in the Middle East; his annual income is only \$50 million. His wells, operated by a subsidiary of the Western-owned Iraq Petroleum Co., thump out 8 million tons a year, but this isn't enough. He owes a light bill of \$3 million, is in hock up to \$5 million to local merchants, and is overdrawn at a dozen banks. "His credit," a Lebanese banker told NEWSWEEK last week, "isn't as good as that of a professional bank robber." Where does the money go?

Half of the sheik's millions is allocated to the operation of his government and the maintenance of some modern amenities, including a 130-bed hospital.

**Family Man:** Much of the money that is left, the sheik gives to his family—400 nonworking sons and relatives. The remaining millions the sheik keeps for himself—but apparently not for long.

There is the matter of keeping up with the Saudi Arabians, for instance. When King Saud visited last year, he was given 60 Cadillacs, an Austin with a gold dashboard and door handles, and ten bags of precious jewels.

Then there is the maintenance of a \$500,000 villa on Lake Geneva where the sheik, his wives, and his concubines enjoy the breeze and the shopping. They buy Swiss watches by the suitcase full.

In the hills above Beirut, another summer residence (cost: \$1 million) gobbles up the money. To get there from Doha this summer, the sheik had a BOAC plane fly out from London to pick him up (cost: \$20,000).

That's the way it goes, and presumably will continue to go for at least 25 years. At that point, experts say, Qatar's fields may be pumped dry.

## The Prince . . .

*Married a year and a half and the proud father of a son, Japan's Crown Prince Akihito, along with his commoner-born wife, is arriving this week for a two-week tour of the U.S. From Tokyo, NEWSWEEK's Far East correspondent Rafael Steinberg sends this report on the first high-level exchange between the Pacific allies since President Eisenhower canceled his trip to Japan:*

On the day he was born, a national holiday was decreed and a quarter of a million people paraded past the palace and bowed low in his direction. After his first bath, the used bath water was carried out and buried in the palace grounds. Taken from his parents at the age of 3 to be reared by chamberlains, and taught patience, dignity, and obedience to duty, the young Prince was never left alone, never allowed to make decisions for himself, never permitted to forget that someday he would be Emperor.

The title has been simplified, but Tsugunomiya Akihito, the slim, sober Crown Prince of Japan still bears the imprint of that early training. Today, the Chrysanthemum Curtain of royal protocol has been breached here and there, but it still separates Crown Prince Akihito and his Princess from the rest of humanity. "He has been taught to think of his duty first," says one of his tutors, and unlike his five chamberlains, who work three days and rest two, the Crown Prince is almost always on duty.

**Never Scratch:** In recent months Akihito has placed a wreath on the Hiroshima A-Bomb Memorial, gone to a ball game, and presented a flag to the Japanese Olympic team. He has also listened to dull speeches, and sat unmoving for hours in heat and cold without so much as scratching his ear or coughing.

Within the imperial shrines, Prince Akihito has a unique role to play. At Japanese Thanksgiving, for example, he dons pure-white robes of raw silk and sits unmoving while the Emperor eats the symbolic first rice of the harvest. On New Year's Day and on other holidays, the Crown Prince has an unchanging, sacred part in the Shinto ceremonies of the imperial house.

But the imperial ancestors to whom the Crown Prince still periodically reports his activities must be bitter with envy. *Kotaishi Denka* (Crown Prince—the Japanese never call him Akihito) has been freed, like the nation he will one day symbolize, of many of the

## ... And a Commoner Who'll Share a Crown

shackles of feudalism. He drives a car (but only in the country), listens to jazz (Peggy Lee was once his favorite singer), plays tennis and bridge. His American tutor explained freedom to him and taught him, among other things, the game of Monopoly. His *Gogakuyu* (Honorable Classmates) can still call him by the nickname his dark complexion and chubby face earned him in school: *Chabu* (Little Brown Pig). And the press can criticize his baggy trousers (his new wardrobe for the trip includes narrower slacks).

Most significantly, he was allowed to marry a girl from outside the tight circle of peers and imperial relatives, a girl he could love and whose love for him was amply demonstrated when she made the sacrifice of saying "yes." That

loneliness. But before the match was settled, Akihito had to argue with traditionalists and persuade the girl herself that she was worthy of him. Over the phone, he answered hundreds of her questions. When she finally agreed, the Prince told a friend: "I've never been happier."

**Elegant Meal:** Their private happiness delights their friends, and her cooking has delighted the Emperor and Empress. On July 1, in her own private little kitchen within the palace, Michiko herself prepared an elegant meal for her in-laws: Abalone cocktail for appetizer, cold consommé, chicken, beef curry, salad, and a special Chinese Jell-O. The Emperor thought the meal was delicious but some of Michiko's ladies-in-waiting, told her they are "em-

mobile commoners who bowed down stiffly before him. Animals were fascinating. He peered at insects, watched birds intently, spent idle moments trying to grab goldfish in the pond. Now in his well-equipped small laboratory in a separate building on the Togu grounds come professors and experts to lecture the Prince on fish psychology and fish-brain morphology. For six months, he and Prof. Kaname Okada of the National Science Museum tried unsuccessfully to remove the cerebrum of living carp without killing the fish. Although Akihito operated on nearly a hundred fish in all, only one of the subjects lived as long as a month.

Recently, the Prince has been studying, under a microscope, the brains of various species of gobies in an attempt



Akihito knows all about the psychology of fish, but his bright young wife speaks more fluent English

she knew it was a sacrifice Michiko indicated just before the wedding by telling a friend: "This is the last time I will be free to walk in the city alone."

For the slim (5 feet 3 inches, 114 pounds) industrialist's daughter, Michiko Shoda, the decision to marry the Crown Prince was a difficult one. Beautiful, rich, and clever, she had dozens of men to choose from. But one summer day in 1957 in the mountain resort of Karuizawa, Michiko and a 12-year-old American boy beat Akihito and his partner, 4-6, 7-5, 6-1, in the semifinals of a tennis tournament.

"He's like a little child, isn't he?" she remarked to a friend after she had got to know Akihito better, and her motherly heart went out to him and his

barrassed" when she puts on an apron.

Meanwhile, she and the Prince are busy with studies. About sixteen hours a week of the couple's time is taken up with lectures from professors, the Chief Justice, government scientists, and economists. Recently, in preparation for the trip, a review of American history and American-Japanese relations was added to the curriculum. Michiko's English is just about perfect, Akihito's somewhat stilted and slow. Although he can converse intelligently on almost any subject, any original thoughts are reserved for the subject of fish.

Ever since he was a little boy, the Crown Prince has been more interested in animals than people, probably because the only humans he saw were

to map their cerebral functions—a more or less original line of research. And when Akihito meets somebody who can talk about fish, he is delighted. At a formal dinner party this month, U.S. Ambassador Douglas MacArthur II, whose hobby is skin diving, enthralled the Prince with a detailed eyewitness description of how a starfish eats an oyster.

Before his marriage, Akihito often sighed and said: "I shall be the last Emperor." But so happy is he with Michiko, and now with little Prince Hiro, that the future doesn't depress him any more. Sometimes he tells his friends: "You are paying for me with your taxes. What a burden we are to the country." His friends do not agree.

## NEWSMAKERS

**Jack Be Nimble:** When bull throws JACK PAAR—or tries to—that's news. Arriving in Madrid on vacation, Paar went to a bullfight as a spectator and became ill at the first spurt of (bull's) blood. He left, but gamely showed up at a training ring two days later for a stunt: Dressed as a toreador (right), and with cameramen on hand to record the scene for his NBC-TV program, Paar was to make passes at a small, docile bull. But the bull that emerged was a good-size one, and it looked anything but docile to Paar. It charged, and Jack bolted. He raced for the fence (far right), tried to leap over it, missed, and rammed into it. Four real bullfighters and a photographer diverted the bull, while Paar fumed and cursed. He called off the performance, returned to his hotel and summoned a doctor, who announced that the sole injury was to Paar's pride.

**Master Servants:** "He looks like a cross between a Prime Minister and a cherub," breathed one of the awed onlookers at Miami International Airport. Decked out in a Homburg, vest, and overcoat—in 90-degree weather—Britain's abdicated royal butler THOMAS CRONIN brushed off his troubles with ANTHONY ARMSTRONG-JONES ("... not a bad sort. He's come up in the world and he knows it") and lectured Florida housewives on the necessities ("When guests arrive, don't rush to the door and say, 'Hi, honey, come on in.' Let the butler announce them"). Still in his finery, Cronin then nipped up to New York on his roundabout path to a job awaiting him as a tail-coated, striped-trousered major-domo at a Dania, Fla., jai alai frontón. Salary: \$15,000 for the 100-night season.

**Voice of Americas:** To music-loving Russians, no opera is more cherished than Moussorgsky's "Boris Godunov"—and no role more revered than the dramatic, demanding title part of King Boris, which the great CHALIAPIN himself used to sing. Last week, 2,000 enraptured Muscovites heard Boris sung in their native tongue by a towering, 40-year-old visiting baritone whose accents were so convincing that even Mrs. NIKITA KHRUSHCHEV (see page 83) assumed that he spoke Russian fluently. Actually, operatic multilingualist GEORGE LONDON knows no Russian except the roles he has memorized. The first American ever to tackle Boris in Moscow's Bolshoi Theatre, London was even more impressed by the experience than the audience was by his performance (which drew eight curtain calls). His reaction: "It's like a Moslem going to Mecca."

**Out of the Blues:** Brilliant is the word for British novelist EVELYN WAUGH—and it may also be the word for his 20-year-old son Auberon, although not as a

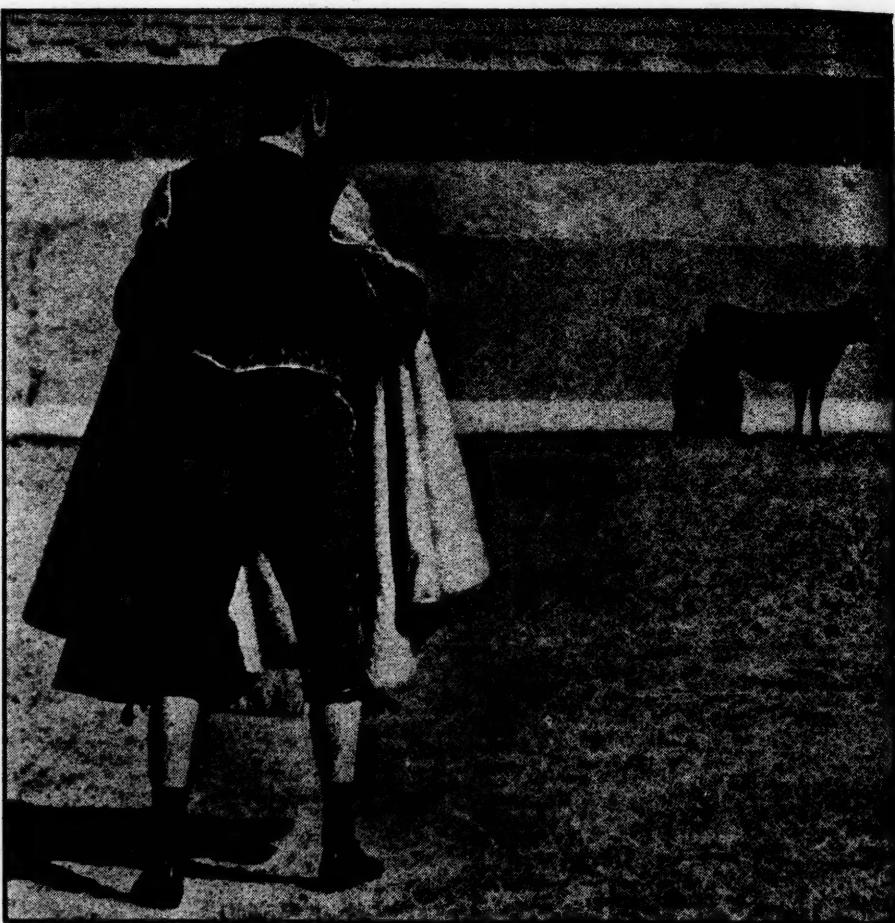


Foto Lars

Paar in the afternoon: 'A growing ecstasy of ordered, formal, passionate ...

scholar. For flunking two of his exams, young Waugh has been "rusticated" (i.e., suspended) by Oxford's Christ Church College. He can try again next spring, but by that time Auberon (so named, according to a family friend, "because it would under no circumstances be considered 'common'") may be too much a man of the literary world to bother with schooling. His first book, due out next month, is being touted as a sure best seller. Angry-young-man stuff? On the contrary, disclaimed Auberon, "The Foxglove Saga" is about "a complacent young man"—who mistreats his mother.

**Cherchez l'Homme:** After two deferments—and a spurned request for a third—House of Dior designer YVES SAINT-LAURENT, 24, began a 27-month draft hitch in the French Army. Paris chic-chat hummed with speculation as to who would take over for the willowy, be-spectacled, girl-shy high priest of high fashion, but his employers were as cagily unrevealing as Saint-Laurent's flapperish styles (latest: The Bubble). A Dior spokesman said matter-of-factly: "We'll take the necessary steps to find a replacement within a short time." ▶Another fashion crisis: Democratic Vice Presidential candidate LYNDON B. JOHNSON, campaigning cowboy-style in

New Mexico, rode a Palomino horse in an Albuquerque parade. Suddenly the horse reared, and Johnson's trousers split all the way up the right side.

**Grounded:** Under doctor's orders, 85-year-old Sir WINSTON CHURCHILL avoids late hours and staircases. Thus he had to pass up a party which he doubtless would have relished. Time: On into the night. Place: Up two steep flights of stairs in London's Lancaster House (which has no elevator). Occasion: A twentieth-anniversary blowout for some 300 pilots who flew for the Royal Air Force in the Battle of Britain—the sky fighters of whom Churchill said: "Never in the field of human conflict was so much owed by so many to so few."

**Art Lover:** In the fleeting social whirl of wartime Cairo, tonight's dinner partner was often a blur in tomorrow's memory. But slim, talented Sybilla Szczeniowska, wife of a Polish diplomat, made two friends who didn't forget her. One was Argentine diplomat Jorge Sorondo, now a New York businessman, who married Sybilla in 1957, two years after she divorced Georges Szczeniowski. The second? None other than the late playboy prince ALY KHAN (NEWSWEEK, May 23). Aly's will, published last week, in-



Foto Lara

...disregard for death' (Hemingway)

cluded not only the expected provisions—among them \$280,000 to his last companion, French model BETTINA—but bequests of \$14,000 for Sybilla and \$56,000 for her 16-year-old son, Marek Szczeniowski. In Buenos Aires, where she and her husband were visiting Sorondo's family, Sybilla—still slim and attractive at 39—recalled that Aly served as her son's "spiritual godfather" (although Marek is a Catholic, and Aly was a Moslem). As for Aly's remembrance to her, weekend artist Sybilla suggested: "Perhaps it was in payment for a portrait I did of him in Cairo."

**Cornutopia:** New York proclaimed a "CARL SANDBURG Day" in honor of the 82-year-old poet-iconoclast, who blew into town (along with a gusty reminder of his Windy City days: Hurricane Donna) for the opening of "The World of Carl Sandburg," starring BETTE DAVIS. "New York," said a welcoming official, "is the greatest city in the world." Sandburg blandly retorted: "Something is to be said for Cedar Rapids, Iowa." Yes, but what? "It has a beautiful setting, for one thing," said Sandburg. "It's on a river [the Cedar], it has cedar trees, it is part of the greatest cornland in the world. It is one of those Midwest towns that has had no fancy murders."

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## SPORTS

### BASEBALL:

#### 'Doing Pretty Good'

The old man sat in the dugout last Saturday afternoon, his white hair protruding from under his cap, his spikeless baseball shoes tapping the cement floor. He glanced over the field, omniscient and omnipotent, like a victorious general reviewing his troops. Then Casey Stengel, 70-year-old manager of the New York Yankees, turned to a reporter. "You're sure dressed up," Stengel said.

"Have to be," said the writer, seriously. "Big series, you know."

It was a big series—the biggest of the season—and no one was enjoying it more than Stengel. In the series opener the previous night, his team had defeated Baltimore, 4-2, to take a one-game lead in the American League. Pitcher Whitey Ford had stopped Baltimore, and outfielders Roger Maris and Hector Lopez had hit home runs.

But on Saturday, Stengel upstaged the pitchers and the hitters. It was a day of decisions—the kind of decisions that Stengel loves to make:

►In the third inning, New York leading 2-0, Baltimore loaded the bases with nobody out. The problem: To leave in pitcher Bob Turley or to take him out. Stengel's decision: Leave him in. "I had two men ready," Stengel explained, "but my catcher told me my pitcher still had his stuff." The result: Turley retired three batters without allowing a run.

►In the sixth inning, score tied 2-2, Baltimore had a man on first and one out. The problem: Same as before.

Stengel's decision: Take out Turley and replace him with Bobby Shantz. "He had already thrown 96 pitches," Stengel said, "and he was walking men." The result: Shantz retired the next two batters.

►In the eighth inning, score tied 3-3, the Yankees loaded the bases with one out. The next batter was infielder Bobby Richardson, hitting only .246. The problem: To let Richardson bat or to pinch-hit. Stengel's decision: Let Richardson hit. "I had my infield all set," the manager said. "Besides, he helped me in Cleveland." The result: Richardson singled home two runs to give the Yankees a 5-3 victory and a two-game lead.

In the locker room, Stengel was a cheerleader, shouting: "Nice work, couldn't have done better—everybody."

"How do you feel?" someone said.

"How do I feel?" the manager repeated. "Better." He lit a cigarette. "I'm doing pretty good," said Stengel. For one day, at least, no one disagreed.

►In the National League, Pittsburgh lost three out of five games, but still was five and a half games ahead of St. Louis and six ahead of Milwaukee (whose 39-year-old pitching wizard, Warren Spahn, achieved his twentieth 1960 victory—a 4-0 no-hitter against Philadelphia).

### ROUNDUP:

#### The Old Pros

It was one in, two out, and one undecided for four of the hardest stars in sports last week.

Stan Musial, 39, the fourth leading hitter in National League history (.337 for St. Louis), decided that he would play again in 1961. "I love to play," said Musial, now batting .281.

But Maurice Richard, 39, the leading scorer in National Hockey League history (626 goals for Montreal) and Lou Groza, 36, the leading scorer in pro football history (1,001 points for the Cleveland Browns), both decided to retire. "The game's too fast for me," Richard admitted. "My back hurts," said Groza.

Still unannounced: Ted Williams, 42, third leading home-run hitter in history (520 for Boston), now batting .313.

►Australia's Neale Fraser firmly established himself as the finest amateur tennis player in the world by blasting countryman Rod Laver, 6-4, 6-4, 10-8, to retain his U.S. singles championship. "I came here to win," said Fraser, who didn't lose a set in seven matches.

In the women's finals, Darlene Hard upset Brazil's defending champion, Maria Bueno, 6-3, 10-12, 6-4. "I never thought I'd get that far," said Miss Hard. ►In the U.S. Amateur Golf finals, Deane Beman, a University of Maryland senior, combined precise iron shots with deadly putting to defeat Bob Gardner, 6 and 4, for the title.

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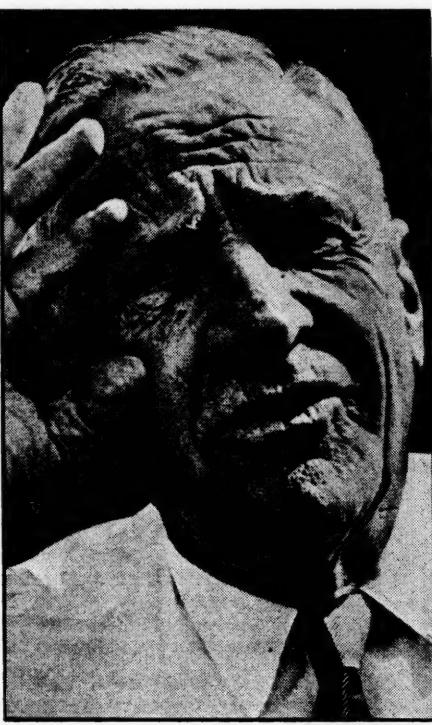
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Associated Press  
Stengel: A day of decisions

# College Football—Rating '60's Top Ten

*Syracuse? Mississippi? Illinois? Which will be the nation's top football team in 1960? For the answer, NEWSWEEK polled 125 of the country's college coaches, the men who should know best. But*

*already the experts are having a rough fall. Here are the coaches' pre-season choices of the ten leading teams. Three—Texas, USC, and Pitt—suffered surprising losses in their opening games.*

## 1-Syracuse



Unbeaten and tops in offense and defense in 1959, Syracuse has the manpower to repeat as national champion. Coach Ben Schwartzwalder (photo) has potential All-Americans in back Ernie Davis and end Fred Mautino. One analysis: "Syracuse has everything."

## 2-Mississippi



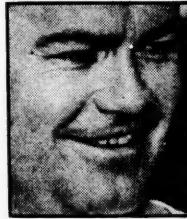
Sugar Bowl champion Ole Miss may not be as powerful as last year, but the difference will be slight. Quarterback Jake Gibbs, guard Dick Price, and end John Brewer are the best of 22 lettermen. Coach John Vaught (photo) calls Bob Crespino "the best halfback I've coached."

## 3-Illinois



In his first year at Illinois, coach Pete Elliott (photo) has inherited a rugged and fast veteran team led by fullback Bill Brown and tackle Joe Rutgens. The unexpected loss of two swift halfbacks may hurt, but most opposing Big Ten coaches still rate the Illini first in the conference.

## 5-Texas



Jack Collins is a versatile halfback and Monte Lee a sturdy guard, but coach Darrell Royal (photo) doesn't think his team—surprised by Nebraska, 14-13, last week—is as strong as in 1959 (9-2). Other coaches disagree. Baylor's John Bridgers says: "They have speed and depth."

## 7-Pitt



With perhaps the toughest schedule in football, Pitt lost to UCLA, but should rebound behind the "C" Boys—backs Bob Clemens, Fred Cox, and Jim Cunningham. Pitt coach John Michelosen (photo), typically gloomy, insists: "If we win six games, it'll be a miracle."

## 9-Oklahoma



Out of the top ten for the first time in twelve years in 1959, Oklahoma could come back this fall. Coach Bud Wilkinson (photo) isn't so optimistic. His rating: A strong line, manned by Karl Milstead and Tom Cox, and an untested backfield, with Ron Hartline the top threat.

## 4-Washington



With all eleven starters returning from the 1960 Rose Bowl champions, the Huskies have depth, speed, and a potential All-American quarterback (Bob Schloredt). Coach Jim Owens (photo) is pointing for Southern California: "They beat us last year, and we haven't forgotten."

## 6-USC



Another first-year coach, John McKay (photo), takes over a strong club. With three All-American candidates (Dan Ficca and twins Mike and Marlin McKeever), USC, upset by Oregon State last week, is weak at quarterback. For McKay: "We have to beat Washington."

## 8-Michigan State

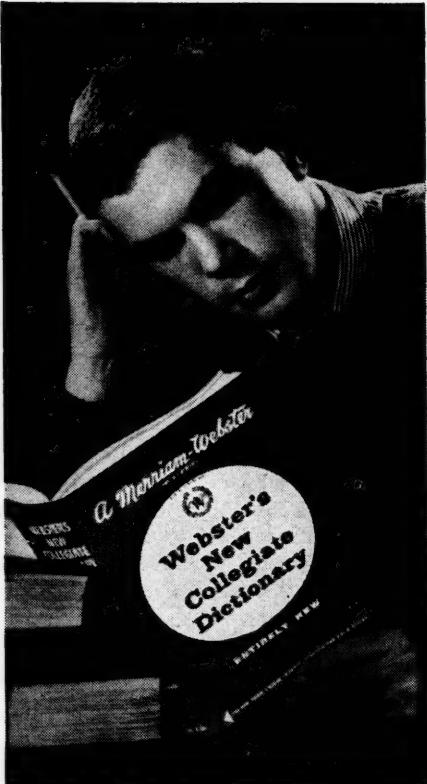


Rated almost even with Illinois, Michigan State faces a severe test against Pitt this week. Still, coach Duffy Daugherty (photo) is sanguine: "We're better than '59 [second in the Big Ten], but much rides on the opener." Back Herb Adderley and end Fred Arbanas stand out.

## 10-Auburn



Led by 250-pound veteran tackle Ken Rice, Auburn again will be one of the nation's best teams on defense. This year, however, coach Ralph Jordan (photo) also has a potent backfield. "Best Auburn offense in years," says Florida State's Bill Peterson. "Watch fullback Ed Dyas."



## What "back to school" means to today's teen-agers

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## RELIGION

### The Phony 'Pastor'—What He'll Reap

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He can, as a minister, get half-fare on trains and planes. He can collect fees for baptisms, marriages, and funerals. He can get discounts from stores in many communities . . .

He can buy radio or television time and solicit funds, offering nothing in return and needing no permit.

He can invest in tax-free real estate, automobiles, boats, and furniture for his "church," making private deals for kickbacks and padded bills.

He can convince his followers to make out their wills to his cult or nonprofit foundation.

—From "Faiths, Cults, and Sects of America," by Richard R. Mathison (384 pages. Bobbs-Merrill. \$5).

### 'Ordained' for a Price

"Judas Iscariot sold out for 30 pieces of silver—but I bought Christian ordination for \$50.

"I am an ordained minister—and ashamed of it . . ."

This is the melodramatic way reporter Bill Jones of the Long Beach, Calif., Independent kicks off his series of "confessions" this week on one of the nation's most disgraceful rackets, and one that is untouched by law: Quick "ordination."

The "church" to which Jones refers is not only undenominational but unnamed; his "Certificate of Ordination" merely reads: "Know Ye—Rev. William Jones has been duly ordained at the request of Kingdom Bible Institute, Dallas, Texas, and is hereby entitled to all rights and privileges, Marriage, baptism, burial—accorded a minister [sic] of the gospel under the ecclesiastical and statutory laws of the United States of America" (see box). In ten weeks of undercover work, in cooperation with the California attorney general's office, the 30-year-old feature writer established relations with eight "religious" organizations in several states.

**Make Believe:** He says that for \$200 he could have become a "bishop" in New Thought Science, Inc., 4415 Santa Monica Boulevard, Los Angeles. Because his newspaper expense account would not stretch that far, he became qualified as a "Neophyte," or faith healer, for a modest \$30. The Church of Light, Box 1523, Los Angeles, made him a Stellarian—"whatever that is." All he had to do was promise to hand over his proxy for annual church meetings to the organization's president.

Probably the best bargain, however, came from "Rev. Marcellus R. Baxter" of Redlands, Calif., through whose

good offices Jones got the "ordination" certificate. In a letter labeled "Very Personal and Very Private," Baxter told Jones: "If you [take] the kind of Examination that is required by the Director and trustees of Kingdom Bible Institute . . . it will take many months, as you would have to study the lessons until you could answer the questions from memory . . .

Baxter cut through all such formality by supplying answers to the questionnaires accompanying the 26 lessons and asking Jones to grade himself. (He got 100.) A grade of 75 or better qualified Jones for the degree of "Master of Bible Interpretation." And all for a mere \$50.

**Real:** Jones, who has been with the Independent a little over a year, is a genuine Roman Catholic layman (who once thought of becoming a real priest) and glad his religious undercover job is over. In the past year, offbeat feature assignments have cast him as flophouse wino, night-club playboy, circus clown, and Russian naval officer.

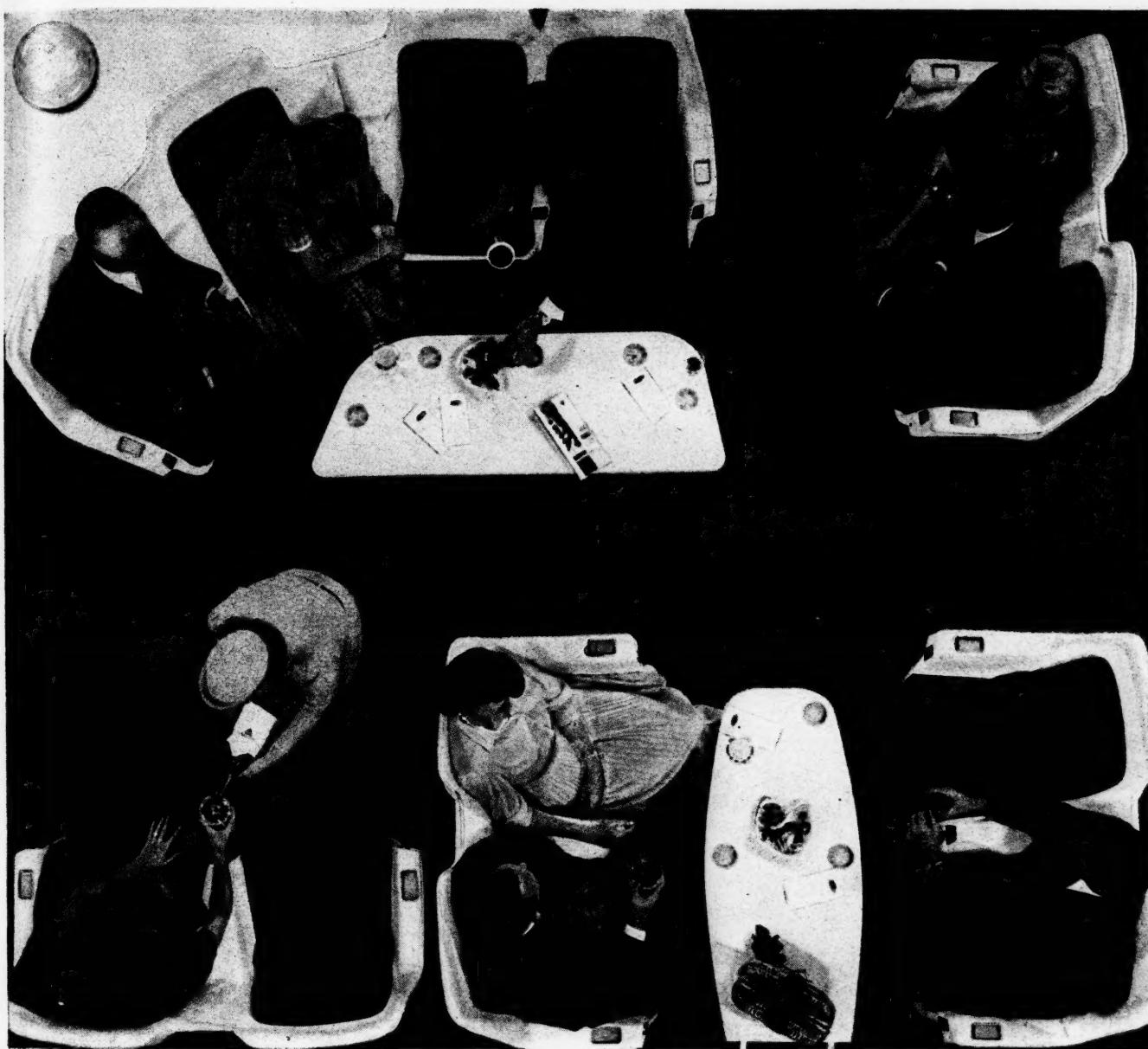
"But the ordination-racket series was the most important," he says. "I wanted to point out the lack of proper legislation in guarding the public from an Elmer Gantry—and the horror is that now I am legally an ordained minister!"



Independent Press-Telegram

'The Rev.' Bill Jones: It was easy

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A TELEPHONE CREW TAKES TIME OUT FOR LUNCH

PHOTO BY ELLIOT ERWITT

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## SPACE AND ATOM

### HURRICANE TRACKS:

#### When Donna Got Lost

The hurricane-hunting aircraft, the radars, the forecasters—all had done their job well. Donna was the best-tracked hurricane in history. Thanks to this dogged coverage, Hurricane Forecasting Central in Miami had warned the Florida Keys of capricious Donna's direction, and the mainland death toll was held below ten as Donna lurched northward.

Then, frighteningly, between 11 p.m. and 2 a.m. one day early last week, the weathermen lost Donna (see chart). Was she swinging out to sea harmlessly or barreling destructively up the coast?

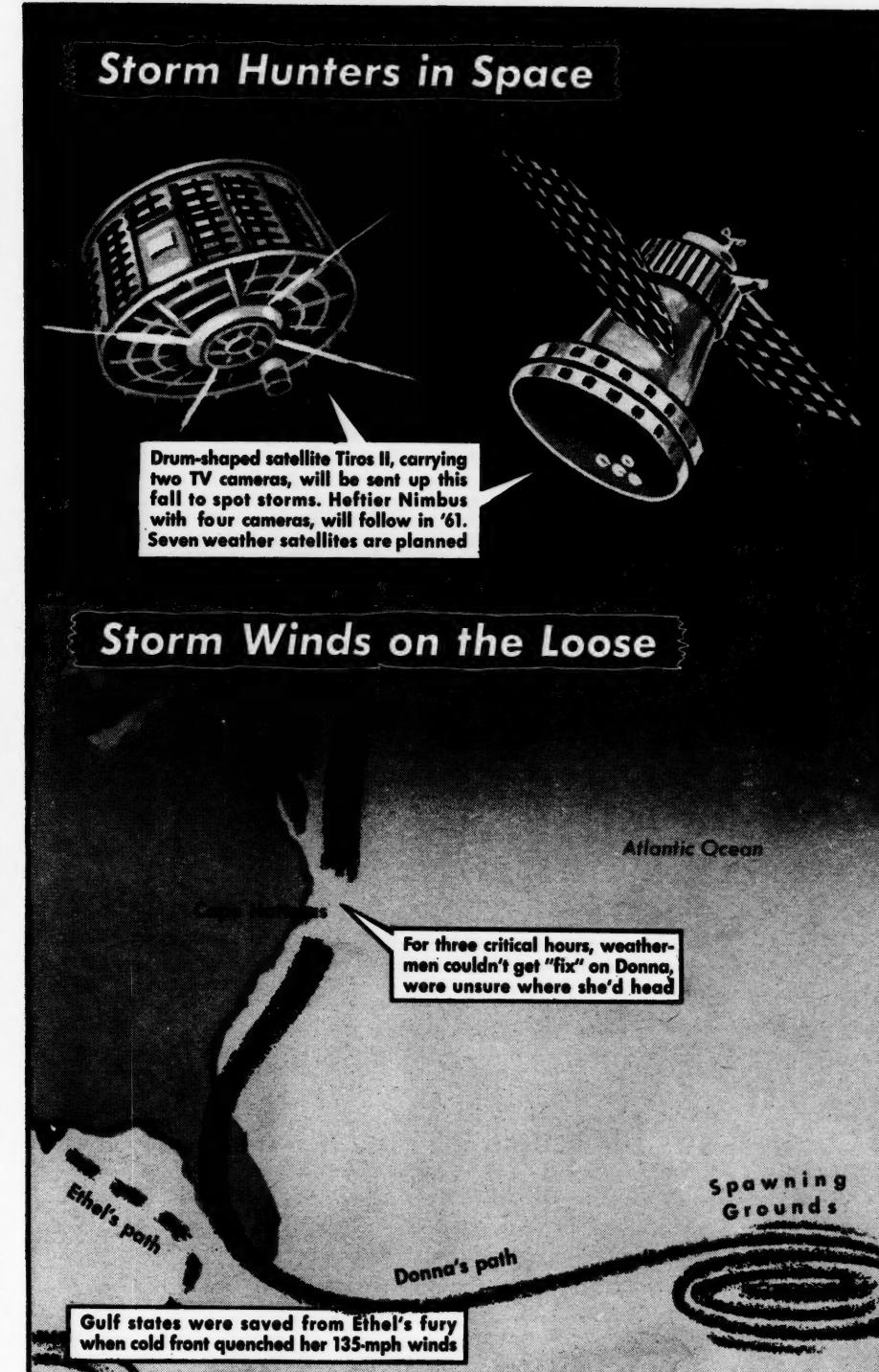
Fortunately, the Weather Bureau's luck held through the "lost hurricane" episode. In an early-morning conference call, forecasters of Miami, Washington, and Boston put together years of hurricane experience, the best available storm data, and came up with the correct answers. Hurricane warnings went up as far as New England, forecasting 125-mph winds, drenching rains, and swollen tides. Coastal areas were evacuated, windows were boarded, small boats pulled on shore. Donna behaved as expected. The bureau had avoided a "wolf, wolf" kind of warning that would have cheapened later alerts. If it had said nothing, of course, the billion-dollar toll might have been considerably higher.

**The Big Picture:** Nevertheless, the bureau would have felt immeasurably more secure under Donna's onslaught if a weather-watching satellite was swinging overhead every 90 minutes. "With a satellite," said Francis W. Reichelderfer, U.S. Weather Bureau chief, last week, "we should be able to know where the hurricane is at all times, its precise configuration, and its direction."

The satellite's advantages are obvious. Aircraft are limited in flying time, present radar sweeps out only 200 miles, and the returns can get scrambled by heavy rains. But a "weather eye" would orbit serenely hundreds of miles above the atmospheric caldron where weather is brewed, and report regularly on storm systems thousands of miles wide.

The kind of high-flying help the weathermen will get from satellites was demonstrated last spring by Tiros I, which transmitted back to earth an incredible 22,952 television pictures of the world's cloud cover during its 78-day patrol. But for all its successes, Tiros I was relatively crude compared with the bigger and better-equipped weather patrollers now being pushed ahead. Here is what to look for:

►**Tiros II:** Identical to the pioneering Tiros I in outward appearance (see right), the two Tiros satellites to come will have some new internal guidance gear for stability. The main instruments



Newsweek—Van Dyke

will be two TV cameras, RCA vidicon tubes, and magnetic tape to record weather across an 800-mile-wide strip. There will also be infra-red sensors for measuring heat exchange between the earth and space, thus justifying Tiros' name—an acronym for Television and Infra-red Observation Satellite. The Weather Bureau had hoped to have another Tiros in orbit this year, but launching schedules gave priority to the Echo balloon communications experiment. However, if the Weather Bureau has its way, one will surely be in service for the 1961 season.

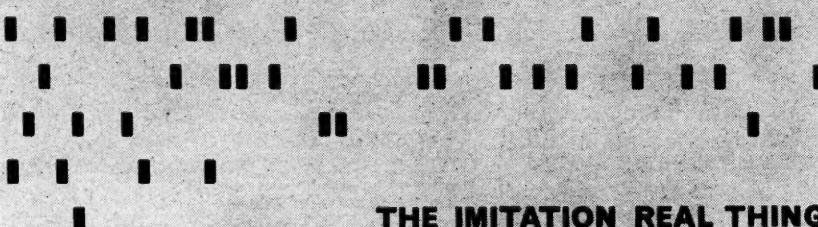
►**Nimbus:** This 650-pound satellite

armed with paddle wheels for solar power generation (see chart) will be launched into polar orbit from California's Vandenberg AFB. Thus, all the world's weather will rotate beneath its path every twelve hours. Nimbus will carry four cameras. Three will take wide-angle pictures, a fourth camera will snap a continuous close-in picture of a 40-mile strip directly beneath the satellite path. The first Nimbus is planned for late 1961, with three more to follow by 1963.

►**Aeros:** Project Aeros (from the Greek word for air) represents the farthest-out and most comprehensive weather-watching scheme. The Aeros satellites

The first warning alerted posts all over the United States and Canada. Unidentified airborne objects seemed to be approaching at supersonic speeds from many directions. ¶ Simultaneously in control centers throughout North America men and machines dealt with torrents of data. Watching blips on radar scopes, crews made decisions which ordered weapons to destroy the attackers. Interceptor pilots reported over loudspeakers. As the enemy reacted and shifted, fresh instructions crackled through command phones. ¶ But no rockets were fired. No bombs fell. The blips came from magnetic tapes made by a single high-speed computer. Called Operation Desk Top, this was a simulated raid—the most gigantic ever arranged—to exercise the North American Air Defense System. In planning it, SDC made four billion calculations and six and one-third miles of magnetic tape. ¶ To train managers in decision-making, to exercise decision-makers under realistic stress, to avoid costly errors in actual operations—these are some of the purposes of SDC's pioneering work in systems research and development. ¶ **SYSTEM DEVELOPMENT CORPORATION.**

A non-profit scientific organization developing large-scale computer-based command and control systems. Staff openings at Lodi, New Jersey and Santa Monica, Calif.



**THE IMITATION REAL THING**



11-1578

## SPACE AND ATOM

would be launched into 22,300-mile-high orbits over the equator. At this precisely calculated altitude, the time Aeros takes to orbit the earth would be exactly equal to the earth's own rotational speed. As a result, Aeros would appear as a stationary satellite, in effect fixed in the terrestrial sky. With three such camera-carrying satellites, the entire weather picture could be viewed 24 hours a day. "Zoomar" lenses, controlled from the ground, would permit weathermen to look in at will on any developing storm.

Sitting back last week and contemplating Tiros, Nimbus, and Aeros, weatherman Reichelderfer, who has been in the forecasting business 40 years, noted with satisfaction: "We've come a long way since the days when the first hurricane report we got came from a ship that just happened to be in the area."

## RADIOACTIVITY:

### Sex Urge for the Birds?

When Dr. James Harrison, a knowledgeable birdwatcher of Sevenoaks, Kent, spotted a redshank with black-streaked head and chestnut-speckled flanks flying through the late autumn English air, he suspected something was amiss. Those colors were the redshank's summer plumage. Then Harrison read that migratory greenshanks from the Soviet Union were arriving at their African wintering grounds bedecked in vivid springtime breeding colors.

When it was suggested that the birds might have flown through a radioactive cloud, Harrison took the question to the United Kingdom Atomic Energy Authority. AEA has determined that the springtime-in-December birds were indeed slightly radioactive, and it was suggested that the birds' pituitary glands had been stimulated, perhaps by the radiation.

Last week, in a report to the journal Nature, amplified for NEWSWEEK, a team at London's St. Bartholomew's Hospital Medical College seemed to supply the answer. African weaver finches, while wearing their somber dun plumage, were subjected to radiation doses of about 200 roentgens—about the amount a bird might get from a radio-active cloud. The male weaver finches were transformed, displaying the black facial masks and golden crowns and breasts that are the "nuptial" colors.

Was it possible that small doses of radiation, completely contrary to the commonly known sterilizing effect of massive radiation, might possibly stimulate sexual activity in finches—and in man?

St. Bart's zoologist Brian Lofts said: "We suspect that the radiation has upset the cycle of pituitary secretions which regulates some of the sex characteristics of birds. But none of our experiments have yet had any lasting effect."

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## Talking Long Distance?

Alcoa goes to work immediately on defense projects

Aluminum is making wonderful things happen in the conquest of space. One of the most spectacular is the Project Echo satellite which, as of this writing, serves as a thousand-mile-high sounding board for radio and telephone messages from the earth. Amazingly, National Metallizing Division of Standard Packaging Corporation needed only  $2\frac{3}{4}$  pounds of aluminum to cover Echo's three-quarter-acre micro-thin clear plastic skin. You'll find Alcoa a prime source when you need aluminum. And you'll find Alcoa prepared to put its vast research and development facilities to work on *any* project involving aluminum and its applications in space. Write: Aluminum Company of America, 2028-JJ Alcoa Building, Pittsburgh 19, Pa.



## Reporters and a Rhubarb

Journalistic gusts blew up in New York last week over an invitation to Premier Nikita S. Khrushchev to speak to the press. The bid came from the 2,600-member Overseas Press Club of America, which has already played host to global headliners ranging from Premiers Nehru and Castro to former Presidents Hoover and Truman. The club dispatched its invitation to K without high hopes for an answer. But to everyone's surprise—and the consternation of some OPC members—the rambunctious Red accepted.

When a crackle of explosive comment burst on page one, an anonymous telephone caller threatened to blow up the club's proud headquarters on Manhattan's East 39th Street. Undoubtedly, this was the most extreme position taken, but there was much criticism of the club on the ground that it was offering Khrushchev a propaganda platform. A few members resigned and commentator Lowell Thomas, a past president, remarked tartly: "I think the action was particularly ill-advised."

Defending the bid (with the support of his board of governors), club president John Luter explained that the OPC was neither honoring Khrushchev nor giving him any more of an opportunity to sound off than he would have if he called his own press conference.

In Washington, the State Department expressed the belief that the national in-

terest would not be served by permitting K to use this country's free communication facilities to subvert its principles and policies. When State's position became known, and after a discussion with Assistant Secretary Andrew Berding, Luter said that the question would be resubmitted to the club's governors.

## Keeping a Dizzy Pace

As Vice President Richard Nixon finished his campaign speech in San Francisco's Union Square last week, newsman Tom Ross of The Chicago Sun-Times started running toward the St. Francis Hotel to file his story. He leaped a hedge, turned his ankle, and fell. Within seconds, Herb Klein, Nixon's ever-present press secretary, was at Ross's side, helping him to his feet. And within minutes, Ross was in his hotel room, having his ankle bandaged by Dr. Malcolm Todd, Nixon's own physician.

Such solicitude, of course, is beyond the duty call of any political press agent. But the press aides of both the Republican and Democratic candidates cheerfully extend themselves to keep their camp followers happy—and functioning—during this grueling jet-powered Presidential campaign. The correspondents needed all the help they could get. Nixon's party scheduled twenty major stops from Baltimore to San Francisco and back to Washington again; Kennedy about the same between Los Angeles and Washington, all within the week.

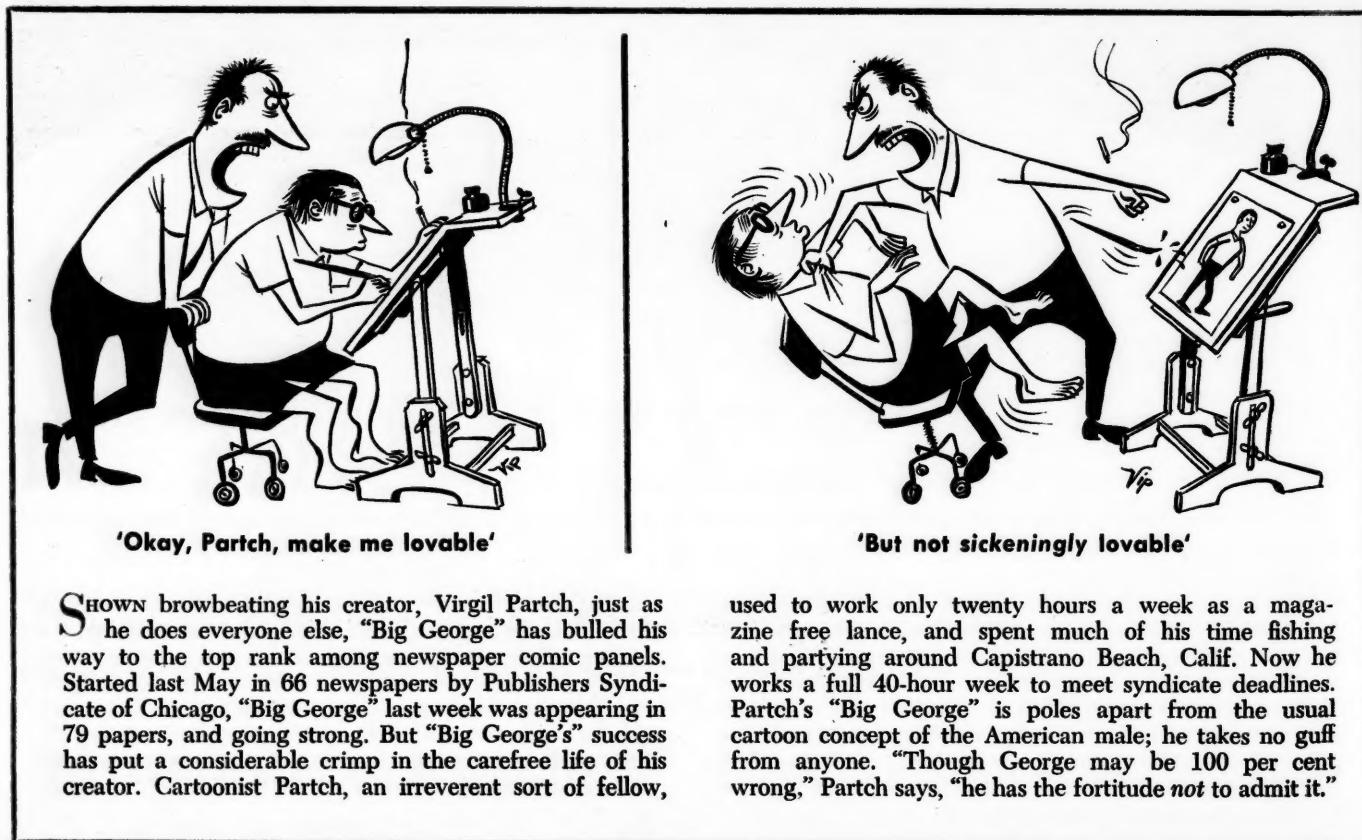
"Town begins to blur into town," commented NEWSWEEK'S Bill Emerson, who traveled with Kennedy. "Airport merges into airport. It's a perpetual-motion machine, and all you can do is try to hang on to the coattails of the candidate."

Caught between ruthless campaign schedules and relentless deadlines, the correspondents could do little really penetrating reporting. They could tell their readers what the candidates were saying, but they had little time to talk to local political leaders, or canvass voters. They knew all too well where the candidates were going—but it was hard to judge whether they were going over.

When the most hectic week of the campaign to date ended last Sunday, both caravans returned to Washington, and the correspondents (55 with Nixon; 60 with Kennedy) had a good chance to compare notes on the rival press operations. The consensus: Nixon's production was the more efficient; but Kennedy's, considering that it was his first in a national campaign, was not far behind.

**Saturation:** Nixon spoke without notes on the theme of peace and prosperity. Into this "basic speech" he wove local issues. Russell Baker of The New York Times wrote that the speech was effective enough for new audiences, but "the repetitious talk became as maddening to his traveling companions as saturation television commercials."

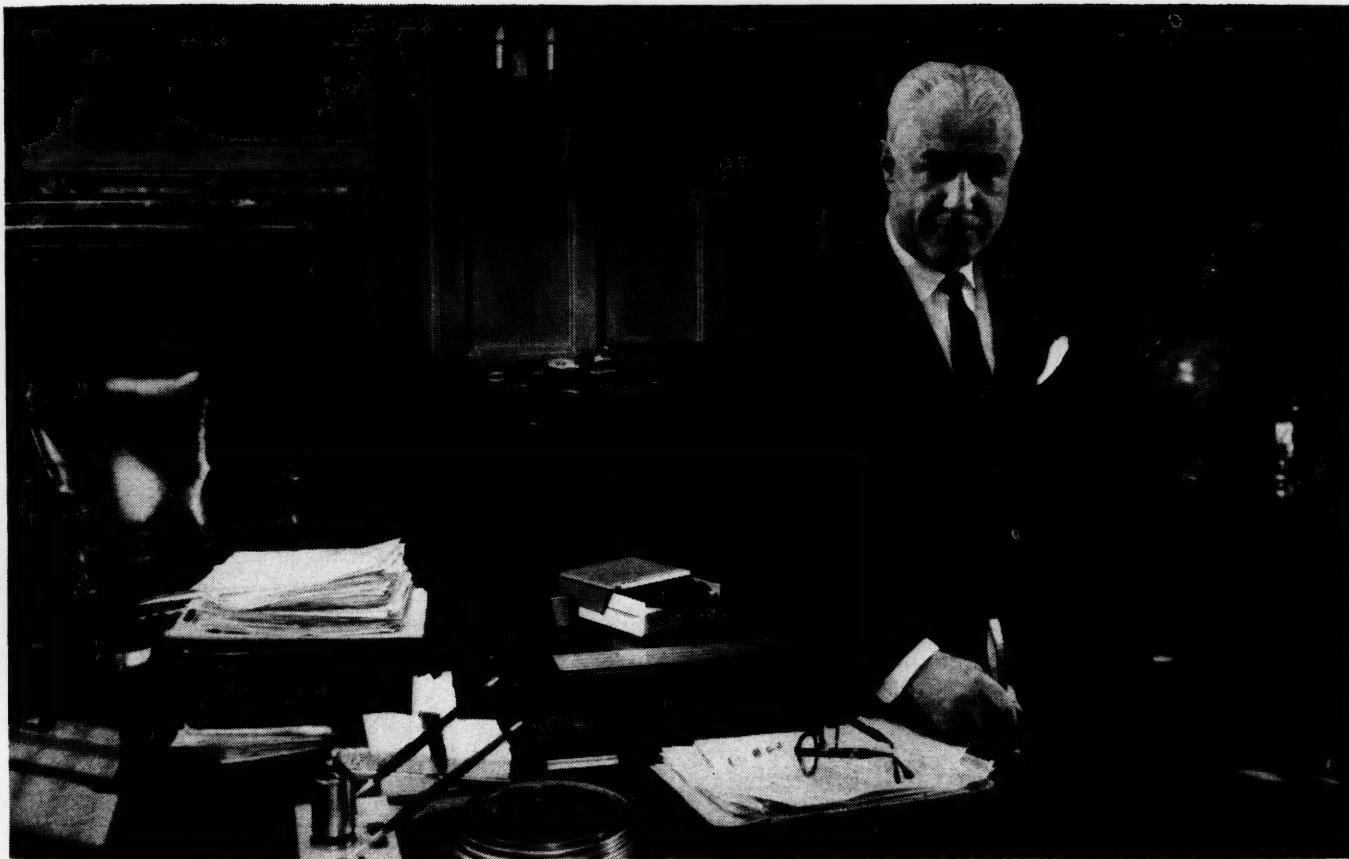
To most reporters, Kennedy's talks seemed fresher at each stop, as he threw away his prepared speeches and ad-



SHOWN browbeating his creator, Virgil Partch, just as he does everyone else, "Big George" has bulled his way to the top rank among newspaper comic panels. Started last May in 66 newspapers by Publishers Syndicate of Chicago, "Big George" last week was appearing in 79 papers, and going strong. But "Big George's" success has put a considerable crimp in the carefree life of his creator. Cartoonist Partch, an irreverent sort of fellow,

used to work only twenty hours a week as a magazine free lance, and spent much of his time fishing and partying around Capistrano Beach, Calif. Now he works a full 40-hour week to meet syndicate deadlines. Partch's "Big George" is poles apart from the usual cartoon concept of the American male; he takes no guff from anyone. "Though George may be 100 per cent wrong," Partch says, "he has the fortitude not to admit it."

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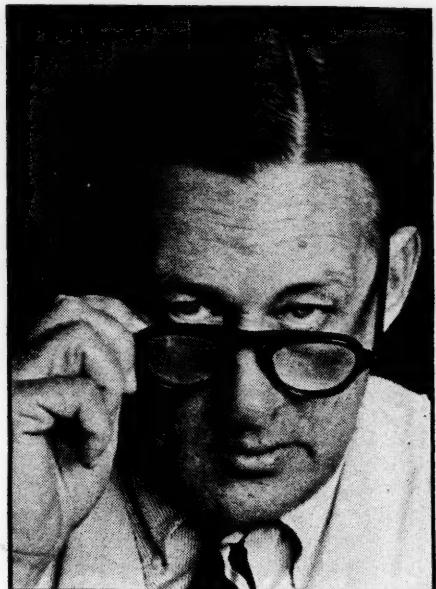
## PRESS

libbed. Consequently, reporters got to calling Kennedy a "text deviate."

Frequently, his entourage would take on the look of a fraternity gang on a football weekend. "I never in my life have had such personal access to a candidate," said one seasoned reporter. In Sacramento, Calif., however, the correspondents were crossed up when the campaign train pulled out while Kennedy was still talking to the crowd. As the reporters chased the train down the track, Kennedy called from the rear platform: "Don't forget to write!"

## Quiet End of a Feud

Never an author to turn the other cheek, John O'Hara vowed that he would not write for *The New Yorker* again after it printed a ruthless review of his novel "A Rage to Live." Until that moment eleven years ago, he had con-



Newsweek—Tony Rollo

O'Hara: 'Imagine Kissing Pete'

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tributed more short stories (including the famous "Pal Joey" series) to the magazine than almost any other writer. When *The New Yorker* editors tried to mollify O'Hara, legend has it, he agreed to come back only if he were paid \$50,000 and the reviewer, Brendan Gill, were taken out and shot. Last week, what should turn up—threading its way through 84 pages of *New Yorker* ads—but a new long short story by John O'Hara. Ironically, the story, titled "Imagine Kissing Pete," was almost totally concerned with the sex lives of its characters, the very theme that had triggered the devastating review of "A Rage to Live." What brought about the reconciliation? "Ask Shawn," said O'Hara, discreetly. But editor William Shawn was on vacation, incommunicado, and nobody else at *The New Yorker* could speak for him.

## DANCE

### The Red Rafters Rang

Backstage at the Stanislavsky Theater in Moscow one night last week, even the most experienced dancers had the jitters as they pulled on their tights and slipped into their tutus. Waiting out front to watch them and judge them was the toughest, most critical audience their company had performed for in its twenty-year history. The dancers were the 53 members of the American Ballet Theatre, and the occasion was the first performance by any American ballet company in the Soviet Union.

Up close in the fourth row sat the incomparable Galina Ulanova; nearby were such other ballerinas of the Bolshoi's first line as Maya Plisetskaya, Raissa Struchkova, and Olga Lepeshinskaya. Present also were choreographers like Leonid Lavrovsky and Asaf Messerer. And sitting in a side loge was Nina Petrovna Khrushchev herself, the most powerful balleromane in Russia.

The opening ballet, "Theme and Variations" (Balanchine-Tchaikovsky), won only moderate applause. Next came Agnes de Mille's "Rodeo," the kind of modern ballet the Russians had never seen before. Its gay and boisterous treatment of cowboy life drew outbursts of applause and laughter. Then came the real triumph of the evening: Maria Tallchief and Erik Bruhn in the "Black Swan" pas de deux, which the Russians know by heart and perform with shattering ease. So did Tallchief and Bruhn; the applause which followed their dizzying leaps and spins was thunderous.

**'Not So Bad':** Not all of the remainder of the Ballet Theatre's three programs in Moscow last week fared as well, but the company had nonetheless launched its six-week Russian tour with greater honor than many critics back home had expected. The professional and critical opinion added up to restrained praise. *Izvestia* wrote that the company had left a "favorable impression." Ballerina Ulanova said of Bruhn: "I like him very much." Plisetskaya said she found "Rodeo" "interesting." "Fancy Free" (Robbins-Bernstein) was judged "not a ballet, but vaudeville." Olga Lepeshinskaya probably best summed up the general reaction: "It was better than I expected. We saw that there is a real school of ballet in America where dancers get good training."

As for themselves, Tallchief and Bruhn (who is Danish but achieved maturity and stardom in the U.S.) felt quite happy. "I went on stage feeling that the way they [the Russians] do 'Black Swan' is marvelous," said Tallchief. "But I also felt that I love to dance and that I have training, too. I felt like saying, 'You dance beautifully, and I want you to think I am not so bad either.'"



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## If All of Us Faced the Harsh Facts of Creeping Cancer . . .

The American Cancer Society insists that about 85,000 lives could be saved each year, if Americans would heed the early warning signals of cancer. Accordingly, the society last year spent more than \$4 million to saturate the country with about 80 million pieces of literature admonishing the public to "Heed Cancer's Danger Signals." At the National Cancer Conference in Minneapolis last week, some dismal results of the campaign were disclosed: Of 43,235 people questioned in a sampling in 25 states, only 11.9 per cent of the men and 17.6 per cent of the women with one of cancer's symptoms saw a doctor.

"It is a serious problem for the society that more people don't pay more attention," lamented Dr. E. Cuyler Hammond, the ACS's statistical chief. People with cancer

symptoms are inclined to "stick their heads in sand." On the other hand, Dr. Hammond said, "the present signals that we have are too diffuse. Too many people who have the signals [cough, bleeding, unusual change in bowel habits, a sore that does not heal, wart or mole changes, a lump on the breast] do not have cancer." ►Of every 100 persons stricken with cancer since 1950, 37 have lived an additional five years—an increase of 4 per cent over the 1956 rate, according to Sidney J. Cutler, of the National Cancer Institute. Cutler said the five-year cure rate for the most common kind of skin cancer is now 71 to 80 per cent; breast, 50 per cent; lung, 4 per cent for men, 8 per cent for women; and stomach, 8 per cent for men, 9 per cent for women.

### ANTIBIOTICS:

#### It Kills Infection But . . .

Chloromycetin is one of the most valuable drugs in the medical arsenal: It is, for example, the only effective treatment for typhoid fever. But this powerful antibiotic can also kill. "There is no longer a reasonable doubt," a recent American Medical Association report says, that the drug can trigger in some susceptible people a rare but often fatal disease called aplastic anemia. For this reason, the Food and Drug Administration requires that the Parke, Davis & Co. drug bear a label warning physicians not to use it for minor illnesses, such as colds.

Despite the label, many doctors have done just that. One doctor in La Canada, Calif., gave a fatal dose of Chloromycetin to his own 10-year-old son, suffering from a mild kidney infection. "We would have done better had we taken a gun and shot him," the doctor wrote to the Kefauver subcommittee investigating the ethical drug industry.

**Confusion Compounded:** Disturbed by several such letters, the Kefauver group last week tried to fix the blame for these deaths. Obviously, much of it goes to physicians who fail to read the Chloromycetin warning label. On the other hand, there are so many new drugs that it is a confusing job to keep tabs on their characteristics. The confusion is compounded, Sen. Estes Kefauver charged last week, by the fact that Parke, Davis (which, Kefauver said, gets \$62 million a year from the drug, about 40 per cent of the company's income) has distributed promotional material to doctors without the warning, while salesmen have downgraded the drug's danger in their talks with doctors. "We thought we were within our legal and moral rights," insisted Harry Loynd, president of Parke, Davis.

In the long run, it looked as though the government shared the blame. In 1948, the Supreme Court ruled that the FDA

has power to supervise the publicity as well as the labeling of drugs. Last week, even as the Kefauver subcommittee met, FDA Commissioner George Lerrick was drawing up regulations to prevent misleading publicity. Chloromycetin circulars, sent to doctors, he said, will have to emphasize the warning.

### DOCTORS:

#### Do-It-Yourself 'Cures'

**Q**—Can lazy gall bladders be jogged?  
**A**—"Take one or two tablespoons of olive oil before each meal . . ."

**Q**—Can varicose veins be treated by a patient at home?  
**A**—"Home measures alone may entirely cure small varicose veins . . ." Among the remedies: Elastic bandages, periodic leg exercises.

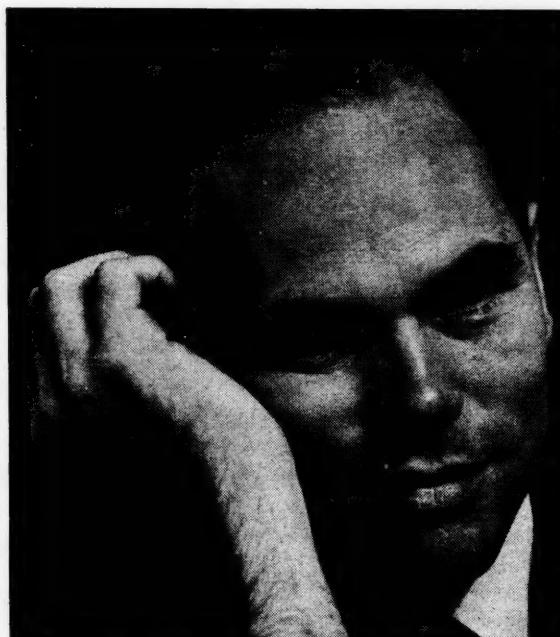
**Q**—What about the common cold?  
**A**—"Just thinking you are liable to get

a cold may tip the balance and make you fall victim to one."

These homely medical tips come from Dr. John Eichenlaub, whose book, "A Minnesota Doctor's Home Remedies for Common and Uncommon Ailments,"\* is selling so well that he promises to become the Dr. Spock of the adult world. Last week, as the book went into its fourth printing (it has sold 50,000 copies), the 38-year-old author explained that his home remedies "aren't folklore, they are medically approved measures to treat minor illnesses."

**Cookbook:** His book is devoted primarily to the ailments which most Americans either think are too silly to bother a doctor with, or not serious enough to warrant paying the doctor's fees. From trimming corns to treating headaches to giving up smoking, Dr. Eichenlaub has a home remedy. "My book," the tall (6-foot 4-inch), energetic doctor said, "reads a bit like a cookbook, I'm afraid." The medical recipes of the Johns Hopkins-trained Dr. Eichenlaub are the result of ten years of general practice and teaching at the universities of Illinois and Minnesota.

Obviously, Dr. Eichenlaub's book goes far beyond the scope of a first-aid manual—a fact that has worried some doctors, who suggest that his home remedies may encourage people to treat the symptoms of what could be major illnesses. But studies have shown, Dr. Eichenlaub pointed out, that most Americans experiment with home remedies before seeing a doctor. He hopes his book will "show people which illnesses they can care for themselves, and which ones need a doctor's attention."



Eichenlaub: Dr. Spock for adults

\*252 pages, Prentice-Hall, \$4.95.



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## TRANSITION



Associated Press

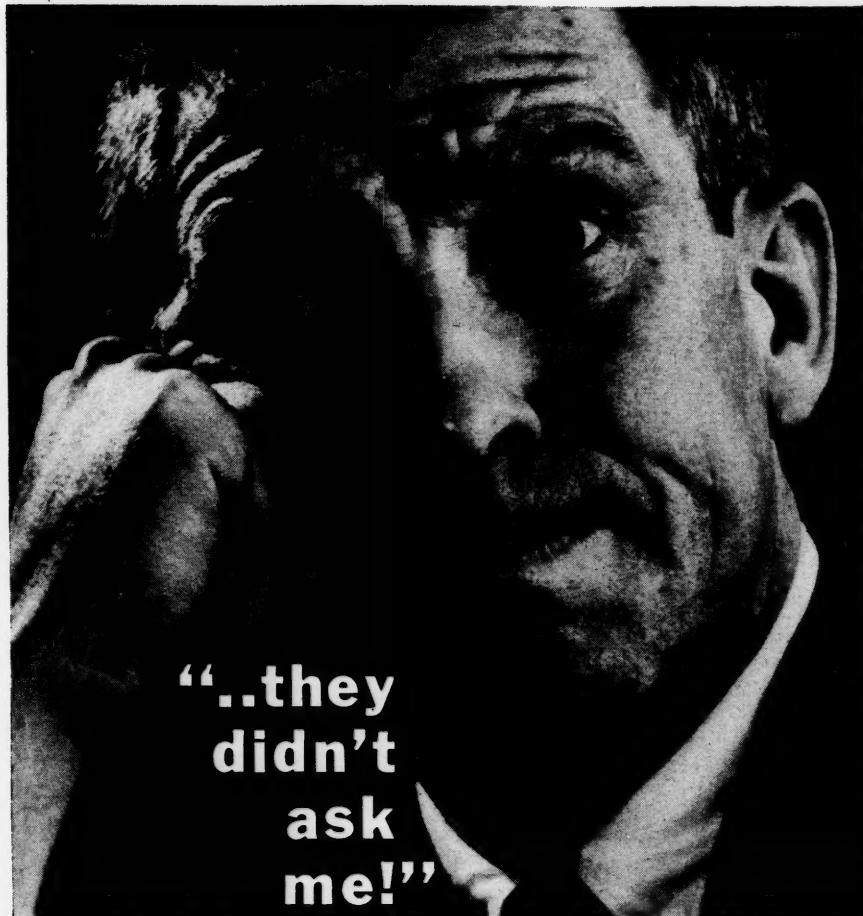
**Engaged:** King BAUDOUIN, bespectacled young monarch of Belgium, just turned 30, and Doña FABIOLA DE MORA Y ARAGON, 32 (above), willowy daughter of a Spanish count; announced by Premier Gaston Eyskens, in Brussels, Sept. 16. No wedding date has been set. Baudouin and Doña Fabiola first met sometime ago at the home of friends.

**Appointed:** CHARLES E. BOHLEN, 56, former U.S. Ambassador to Moscow and the State Department's top Soviet-affairs expert; as acting Assistant Secretary of State for International Organization Affairs, to direct U.S. tactics and strategy in the United Nations General Assembly; in Washington, D.C., Sept. 16.

**Stricken:** JERRY GIESLER, 73, famous Hollywood defense attorney (he won the Errol Flynn rape case in 1943, handled the defense of Lana Turner's daughter Cheryl Crane in the 1958 stabbing of Johnny Stompanata); with a severe heart attack, his third in a year, in Beverly Hills, Calif., Sept. 14.

**Died:** THOMAS C. HENNINGS Jr., 57, Democratic senator from Missouri since 1951, chairman of the Senate Rules and Administration Committee; of abdominal cancer, in Washington, D.C., Sept. 13. ►Mrs. CLAIRE FAWCETT, 75, co-founder with her late husband Wilford Hamilton Fawcett (in 1920) of Fawcett Publications, Inc. (magazines, including True and Woman's Day, and four paperback book companies); of a heart attack, in Kansas City, Kans., Sept. 13.

►STEPHEN C. CLARK, 78, an heir to the Singer sewing-machine fortune, industrialist, and philanthropist whose interests ranged from art (he was a trustee of the Metropolitan Museum of Art, former board chairman of the Museum of Modern Art) to baseball (he donated the building for baseball's Hall of Fame in his native Cooperstown, N.Y.); in his New York City home, Sept. 17.



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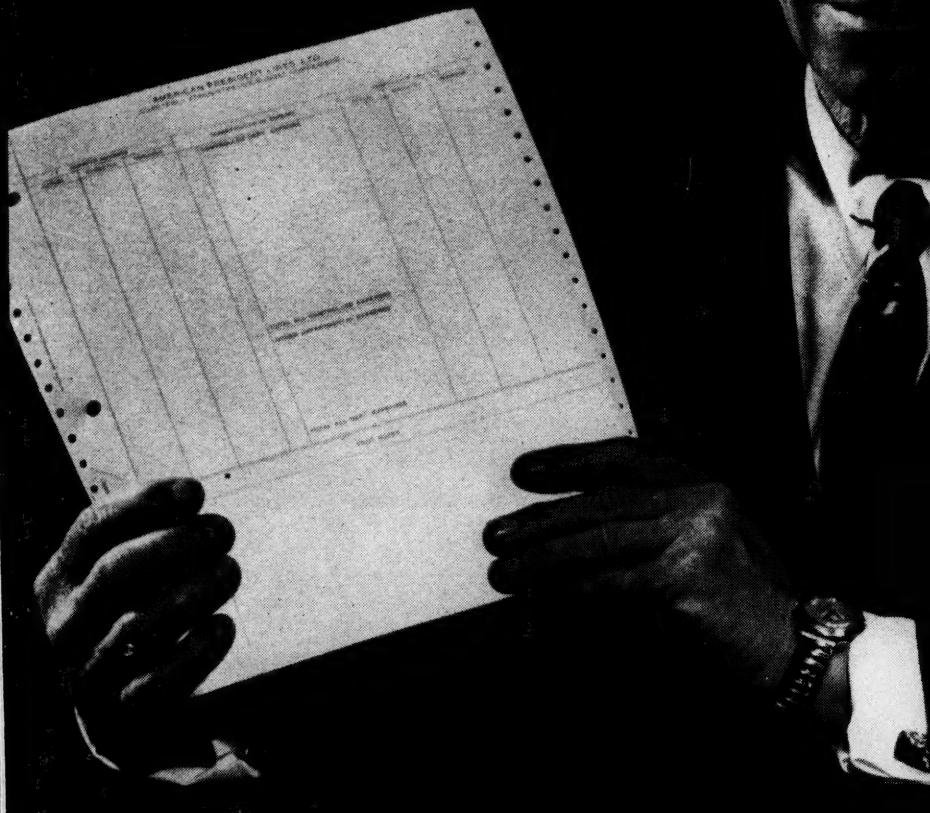
Independently-researched facts about the Metropolitan Detroit retail market, including population characteristics, sales patterns and newspaper coverage by income, occupation and ethnic groups, are available on request.

## The Detroit News

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# The Periscope

## Business Trends

### A Spurt? Watch the Cars

The economy faces an important test during November and December, one it usually doesn't face until after the turn of the year.

Posing the test is the auto industry's early model change-over. This means most 1961 makes will be on sale in showrooms throughout the nation by the end of next month.

If the new cars sell well and fast, automakers will maintain or boost production.

This would give the whole economy a healthy lift, both psychologically and in terms of real spending and jobs.

But if sales stall or falter, Detroit will swiftly cut back production. This would kill hopes for a sharp fourth-quarter recovery in steel and related industries, deal a telling blow to business morale generally.

Note: Right now, the industry's "clean-up" of 1960 models is proceeding slowly, despite deep end-of-the-year price cuts.

### A Bright Spot—Building

One bright spot in the economy: The construction industry.

Aside from residential housing, building has been booming, especially industrial building.

Contract construction employment, as a result, was up by 53,000 jobs in August, to almost 3.2 million. This came on top of a big jump in construction employment in July.

Government contracts, both military and civilian, will help keep this area of the economy buoyant.

### For Savers and Borrowers

Dividend rates paid by Federal savings-and-loan associations, now 4% or more in most of the country, may soon start dropping.

Here's why: The associations try to keep a two-point spread between their dividend rates and the interest they charge on mortgages—the source of their income.

Just now, because money is more readily available, mortgage rates are beginning to weaken,

dropping in some areas from 6% and more to 5½% and 5%.

As a result, some associations may start trimming with the October-quarter dividend. Most will probably wait until Jan. 1.

### Prices: Ups and Downs

Look for many consumer prices, particularly for durable goods such as appliances, to slip during this fall and winter.

But the dip probably won't show up in the consumer price index before next spring.

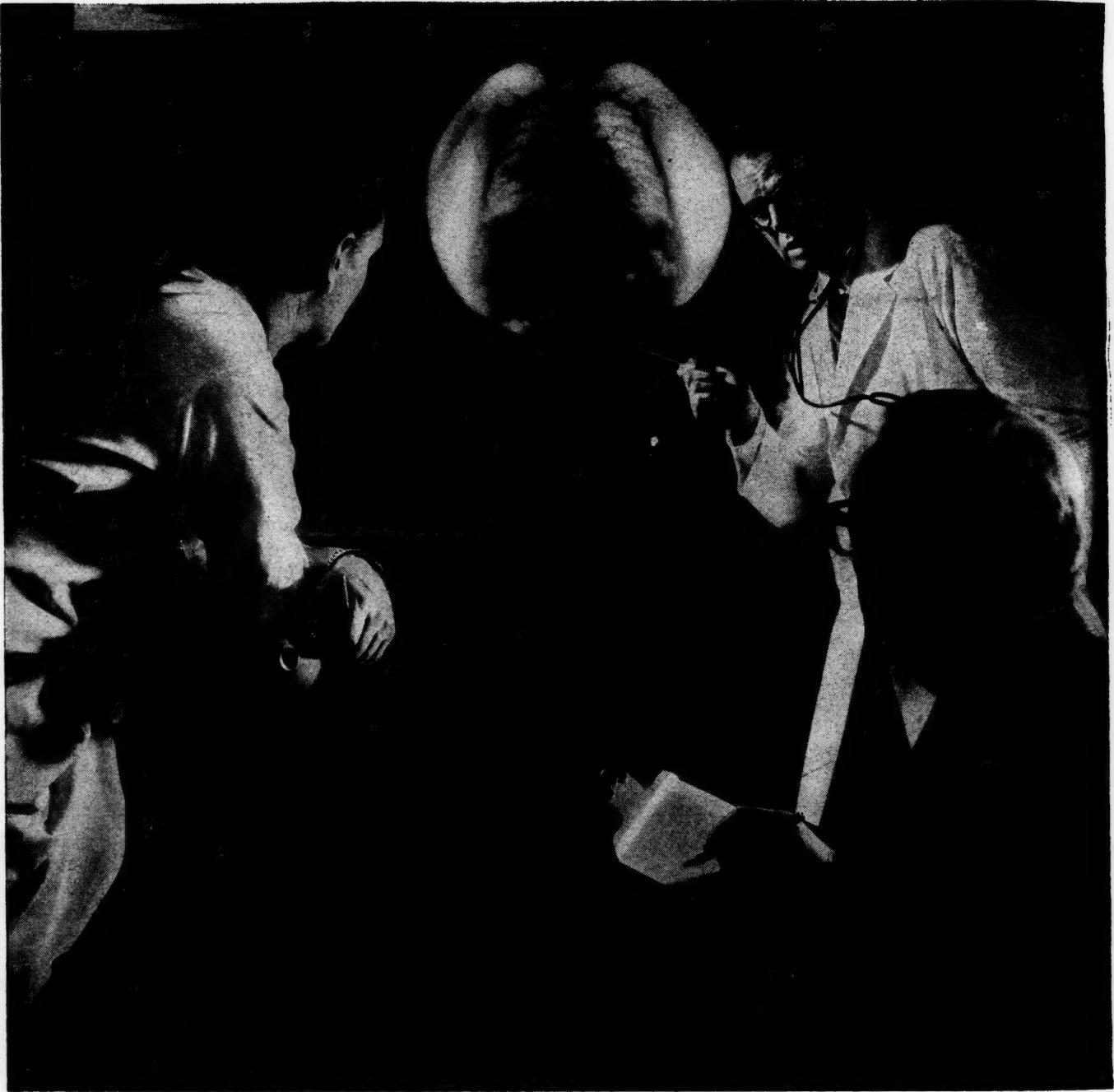
Reason: The declines will be offset in the next few months by new-car prices (higher than the now-discounted 1960 models) and fall clothing (higher than sale-priced summer garb).

### Off the Ticker

*Steel imports and exports* are declining. Imports in July dropped 36,000 tons from the previous month, to 177,000 tons, exports from a near record of 382,000 tons to 331,000 tons . . . Air "bus" service linking Pittsburgh with Miami is planned by Eastern Air Lines. Fare: One way \$40 vs. \$53.60 on air coach.

William Zeckendorf's Webb & Knapp will sell its lease to 40 Wall Street, a 70-floor office building and the fourth tallest in the world, to Britain's City & Central Investments for about \$15 million . . . Polyethylene plant will be built near Le Havre by El Paso Natural Gas and France's Compagnie Française de Raffinage for about \$17 million. Capacity: 44 million pounds a year . . . Industrial production dipped 1% in August, to 109% of the 1957 average. Leading the downturn: Steel, paper, textiles, chemicals.

Machine-tool builders look for a pickup in orders this fall. Order backlog may jump 30%, pulling even with the 1959 level, if the economic outlook doesn't slip . . . Stainless-steel price cuts of 4.8% to 6% on items making up about 15% of the market are due to overcapacity, heavy competition, and slow orders . . . Piggyback: Enterprising New York stevedores offered to carry well-dressed office workers across flooded streets during Hurricane Donna. The charge: 50 cents.



## How you benefit when your doctor "goes to the movies"

Actual x-ray motion pictures of the heart, once a medical curiosity, are now a practical and revolutionary weapon in the fight against heart disease.

Two new developments from Machlett Laboratories, a subsidiary of Raytheon, enable your doctor to study the action of the heart over and over on film. He can also consult with other doctors, even in distant hospitals, via closed circuit television.

One of these Machlett devices is an x-ray tube that eliminates unwanted radiation without affecting the diagnostic quality of the exposure. This x-ray tube, combined

with a new "image amplifier" tube, reduces exposure to harmful radiation by 90% for both patient and doctor, and makes x-ray movies and televised x-rays a practical reality. The result can often be an earlier and more accurate diagnosis of heart disease than was previously possible.

Medicine is one of many fields of activity that progress through Raytheon's continued leadership in electronics. Raytheon Company, Waltham, Mass.

Excellence in Electronics



ENGINEERS AND SCIENTISTS: for challenging opportunities with a company growing in all phases of electronics, write E. H. Herlin, Professional Personnel Coordinator

## BUSINESS

### A Cadillac to Fit—Shorter but Still a Cadillac

All those jokes and cartoons about cars being too big for garages are not at all funny to officials at General Motors' Cadillac Division. Last week, admitting that "a lot of our old customers . . . are irked at having cars jutting out of their garages," Cadillac general manager Harold G. Warner disclosed that the company was bringing out a smaller—but still far from compact—model. The car will

be 215 inches long, 7 inches shorter than the rest of the 1961 line, which in turn is 3 inches shorter than in 1960. Whatever its dimensions, the new model will still be Cadillac-priced at about \$5,000. (Cadillac is, however, dropping production of its highest-priced model, the \$13,000 Eldorado Brougham.) For a look at some other new entries in the 1961 auto-sales race, see next page.

## HOW SECRET BUSINESS SECRETS?

U.S. businessmen for years have cheerfully handed over to the Census Bureau their most zealously kept trade secrets—their exact labor costs, share-of-market data, manufacturing expenses. The reports are confidential, for use by "only sworn census employees," and, under law, are never to be used "for purposes of taxation, investigation, or regulation." But last week, the time-honored immunity of these top-secret dossiers, raw material for the bureau's invaluable reports on the ever-changing structure and operations of the entire American economy, was under attack—a development that could dry up a vital source of working economic data for both government and business itself.

The assault on the hoard of secrets started in 1956, when the Federal Trade Commission was looking into a series of acquisitions and mergers by a Chicago food manufacturer. To help its case, the FTC demanded that the company turn over copies of the data it had submitted to the Census Bureau. The U.S. Court of Appeals in Chicago tossed out the FTC plea. "The U.S. has given its word," the court said, "and should be permitted to keep it." The FTC "seeks now to do indirectly [i.e., get the records from the company] that which it cannot do directly [i.e., get the records from the Census Bureau]," the court added. "We cannot believe the Congress intended such a result." Undaunted, the commission, backed by the Justice Department's trust busters, refused to give up the attack and early next month will ask the United States Supreme Court to rule on the question.

**Double Duty:** Tax returns, the anti-trusters argue, also are confidential, yet they have been produced in court where the Federal government was "interested in the result." Why then, they ask, should Census reports be treated any differently?

The commission, of course, could try to get the information other ways—by asking questions during its investigation, for instance. "If we don't get the dope one way, we'll get it another," says an

FTC attorney. But, he adds: "If you start from scratch without the Census data, it's not easy to get comparable figures. Half the firms will say they don't keep it the way we want it." To line up the data it needs, the commission claims, would cost "somewhere in six figures for each big case."

Aside from the weighty moral problem of breaking its word, Census officials retort, release of the raw data would hamstring efforts to collect regular and reliable figures on the economy, reports which help industry decide everything from the size of capital spending to marketing strategy. While industry, under law, must file census reports, some companies might choose to withhold vital information if they feared it would be used against them either by the govern-

ment or by their competitors. The Census Bureau is fighting for the principle of "the separation of statistical and regulatory function," said one official. Without it, "you never get statistics worth publishing."

#### THE VIOLENT SEASON:

### Price of the Big Wind

For the fruit farmers, it was the worst blow ever.

Up and down the East Coast, from the citrus groves of Florida to the apple orchards of Connecticut, they were grimly picking up the pieces left by Hurricane Donna (see page 77).

Totting up the damages to Florida's \$250 million citrus crop, officials esti-



Consulate General of Japan, N.Y.  
WHILE wooden ships and iron men are gone, the whaling business is very much alive, and the sperm oil it produces is still vital to industry. But the price of sperm oil is going up. Reason: Whalers have switched from the sperm whale to the more profitable, edible baleen whales, which produce far less oil.

mated the total would soar to \$30 million, highest in the state's history. Fully half the nearly ripe grapefruit crop had been blown from the trees. Orange growers suffered a 25 per cent loss.

The immediate effect of Donna's temper tantrum: Wholesale grapefruit prices jumped to \$2 per box, double that of last year. Still to come: Higher prices for orange juice.

Meanwhile, in the apple orchards of the Northeast, other growers were reeling under Donna's heavy artillery. Southern New Jersey, with harvest time just one week away, lost one-fourth of its apple crop. New York's rich Hudson Valley reported a 30 per cent loss, while Connecticut growers reckoned their damages in the neighborhood of half a million dollars.

Farmers had plenty of company to share the misery. Insurance men were braced for a flood of nearly half a million claims totaling \$135 million.

#### PRODUCTS:

### What's Newest

**Into the Swing of It:** An easy-to-use gadget that helps golfers pin down what's wrong with their swing has been designed by T & C Enterprises, Inc., in Warren, Ohio. The practice aid is a 6- by 15-inch plastic platform that holds a flexible golf tee in front of five socketed plastic pins. After the golfer swings, the positions of the plastic pins tend to indicate whether he has hit the ball with a properly coordinated swing (all pins flattened in straight line), hooked (pins deflected to left), or sliced (pins pointing to the right). Price: \$6.95.

**Now 'Ear This:** A transistor radio so compact that it can be worn on the ear is being offered by Micro-Ceiver, Inc., of Englewood, N.J. The four-transistor radio is the size of a pack of matches, weighs less than an ounce, and can pick up four to six stations. Price: \$19.95.

**Reptile Repellent:** Snakes in the grass—or anywhere else—run from a compound marketed by Animal Repellents, Inc., of Griffin, Ga. Snake-Stop repels and, on long contact, kills snakes by attacking their olfactory organs and playing havoc with their sensitive nerve endings. Price: \$2.50 for a 1-pound can.

#### RAILROAD MERGERS:

### High-Balling

The biggest railroad merger of the century got a government go-ahead last week and added more steam to the high-balling rail-merger movement. The Interstate Commerce Commission gave its blessing to a link-up of the Erie and the Delaware, Lackawanna & Western into the redubbed Erie-Lackawanna,

with assets of \$721 million and 3,179 miles of main track. While the two have been among the nation's weakest, both operating in the red in recent years, the merger is expected to yield savings of \$13 million a year after five years. (Unification of operations between New York and Buffalo, where the two railroads now maintain essentially competitive

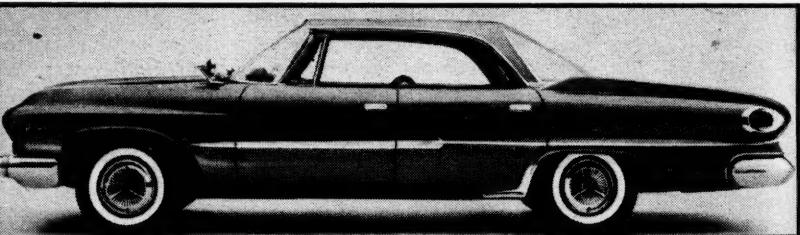
main lines, will account for a large share of the savings.) It is also expected to build a fire under the much rumored tie-up between the Norfolk & Western and the Nickel Plate (New York, Chicago & St. Louis), in order to combat the merged Erie-Lackawanna over the New York-Chicago route.

As it is, there are at least eleven other

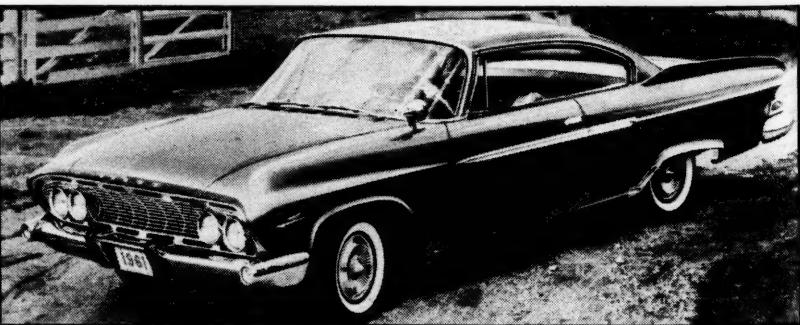
### Three '61s Are Born



**H**EAVILY redesigned for 1961, the new Plymouth Fury (above) offers sculptured fenders, canted headlights, and elimination of the prominent fins that dominated Plymouth Fury styling in 1960 (right).



**T**HE Polara, Dodge's 1961 entry in the medium-priced field, presents a new forward-thrust profile, plus rocket-like styling in its reverse-sweep rear fenders. Gone are the high-rising fins of 1960 (right).



**C**ONCAVE grille and horizontally styled taillights distinguish the 1961 Dodge Dart (above), successor to Dodge's standout entry in the low-priced field in 1960 (right).



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railroad mergers in the works, four of them lacking only ICC approval. Another big merger pending before the government agency is the one between the Atlantic Coast Line and the Seaboard. Although it hasn't reached the ICC yet, stockholders have already approved another major hookup, between the Santa Fe and the Southern Pacific. Meanwhile, the Chesapeake & Ohio and the New York Central continued to court the Baltimore & Ohio. The C&O said that holders of 29 per cent of B&O stock had agreed to swap for C&O shares. The Central claimed about 20 per cent. To most observers, it looked like a stalemate.

#### EXECUTIVES:

### Alcoa's Man Magee

When lanky, cheery Frank Magee applied for a job at the Aluminum Co. of America's New Kensington, Pa., office almost half a century ago, his incurable optimism almost faltered. The hard-bitten interviewer was demanding a full review of young Magee's scholastic honors, and a rival for the job had a string of A's. "I thought my goose was cooked," Magee recalls. "Had to confess I hadn't many honors. I'd been too busy with other things like basketball and soccer." Still, he got the job. "It turned out the interviewer had a prejudice against bookworms," Magee recalls with a grin.

Through the years, his chronic optimism has never let Frank Magee down, but last week it was facing perhaps its stiffest challenge: With soaring costs, sagging demands, and the industry in its worst decline since World War II, Magee, 64, was taking on the chairmanship of Alcoa, the nation's largest aluminum producer. He succeeds I.W. (Chief) Wilson, 69, who stays on to head up the company's finance committee.

**Spadework:** Although he can claim a degree in electrical engineering (Lehigh, 1917), "Muggsie" Magee has stuck pretty close to the sales end of the business. After a stint in the Army Signal Corps during World War I, he returned to Alcoa, served in sales offices around the country, finally winding up as manager of the Albany, N.Y., branch. During World War II, Magee was appointed general production manager. "They threw me in and let me dig my way out," he says. From then on, he climbed rapidly, becoming executive vice president in 1955, president two years later. He is an ardent fisherman (his specialty is brook trout, though he concedes he doesn't have much time for it any more), and also likes to spend weekends relaxing on his 200-acre farm near Donegal, Pa., tending his 50 prize Herefords. Super-salesman Magee is more than ready to tackle the industry's current overcapacity problem. "It's axiomatic in my book," he

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# Minding our own business

## BACKSTAGE AT BUSINESS WEEK

**Troublemaker.** We've been having a little difficulty with a magazine named *Newsweek*. (Perhaps you've heard of it.) Sometimes, when we are introduced as being with *Business Week*, people say, "Oh, yes—the magazine with the 'Periscope.'" Or, "oh, yes—I buy it at the newsstand." Well, we want to make it clear that we aren't the magazine with the "Periscope" (we have a thermometer



—on our cover), and you can't buy *Business Week* at a newsstand. One of our editors has suggested we take a full page in the papers and shout, "Not *Newsweek*, darn it, *BUSINESS WEEK*." But let's keep cool. Here are the facts. *Business Week* is published by McGraw-Hill Publishing Co., world's largest publisher of business periodicals. *Business Week* is the "general" one of the group, with circulation in business, industry, finance and government. Circulation: over 350,000, restricted almost exclusively to management men; no newsstands. Our oyster: The World—but only events, ideas, trends, that affect an executive's business decisions.



Fifty-two editors in New York are aided by 13 full-time *Business Week* News Bureaus in the U.S. and Canada, plus 15 bureaus of the McGraw-Hill News Service around the world. And it's the most widely-read business magazine in America, say independent studies. No, no—not *Newsweek*... *BUSINESS Week*!

## BUSINESS WEEK

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## BUSINESS

says, "that there must be enough surplus to more than supply the demand if we're going to maintain aluminum as a hard-hitting growth product."

To fill the president's boots, Alcoa tapped Lawrence Litchfield Jr., 60, a former Navy officer who went ashore permanently and switched to geology. A graduate of the U.S. Naval Academy and Harvard, Litchfield joined Alcoa in 1925, serving as a mining and mineral expert in Europe, South America, and Africa. In 1956 he was named vice president in charge of mining, three years later was elevated to executive vice president. An expert linguist (he speaks Dutch and Spanish fluently, thanks to mineral explorations in Surinam and Trinidad), Litchfield divides his leisure between horseback riding at his summer home at Ligonier, Pa., in the Blue Ridge foothills; and duck shooting in Arkansas.

"Many \$100,000 borrowers today started out ten years ago with \$100 loans."

Both Carl and his brother Walter (now chairman of the board) leaned hard on the personal touch—the open office door, loans to farm children for livestock, no customer too small for serious consideration. One of Carl's first jobs at the bank was to stump the state drumming up business for the newly created Federal Housing Administration loans. Today, when the bank opens a branch, he has the staff make as many as 4,000 to 5,000 phone calls to get acquainted with customers. To woo Arizona's Indians, Bimson holds regular powwows with tribal leaders, brings in experts on such subjects as motel operation and lumbering to help in forming new on-the-reservation businesses. To date, he admits, his Indian activities are not profitable, "but the potential is enormous."

The measure of Bimson's success: Val-



Newsweek—Al Giese

Tapped: Litchfield and Magee, Valley National's Bimson

## BANKING:

### The Talented Westerner

As a hefty young student at Colorado A & M, Carl A. Bimson used to tear telephone books in half. For the past 27 years, he has been tearing up banking traditions. This week, the 60-year-old president of Arizona's Valley National Bank got a national platform to broadcast his phenomenally successful ideas. He was elected president of the American Bankers Association, succeeding John W. Remington of upstate New York's Lincoln Rochester Trust.

A rangy man (6 feet 2 inches, more than 200 pounds), Bimson is the younger half of a brother act that began revolutionizing Arizona banking, and the state itself, in 1933. Bimson's cardinal tenet—commonplace now, but little practiced in the '30s: Cultivate small-loan customers.

ley National had deposits of less than \$8 million in 1933, today has \$575 million. And a good deal of the booming industry in Arizona (the state turned out some \$500 million in manufactured goods last year vs. \$86 million in 1946) was financed by Valley National.

With competition getting rougher every day—from savings and loan institutions, credit unions, mutual funds—Bimson believes banks will have to fight harder than ever to get their share of the nation's savings. One problem, he says, is that many people don't know how many services they can get at a bank. "Say 'department store' or 'variety store' and everybody knows what you mean," he observes. "But how many realize that when you say 'bank' you mean a variety store full of financial services?"

Banks will also have to find ways to attract top talent. More than half of the 104,000 bank officers now working will

# Tough Tar



Fire globes of tough  
Tenite Butyrate  
plastic

cut replacement

costs for New York City

Here's a good example of how a switch to plastic can improve product performance.

In New York City, orange-colored light globes mounted on nearby poles are used to call attention to the location of fire alarm boxes. However, over the years, vandal breakage of the glass globes had become a growing problem. Four years ago, two of the boroughs found an answer—they switched to globes of Tenite Butyrate plastic. Since then, each broken globe has been replaced with one made of Butyrate. Result: the replacement rate has been cut by as much as 60%. And even this improvement will be bettered in another year when the whole system will have been converted to Butyrate globes.

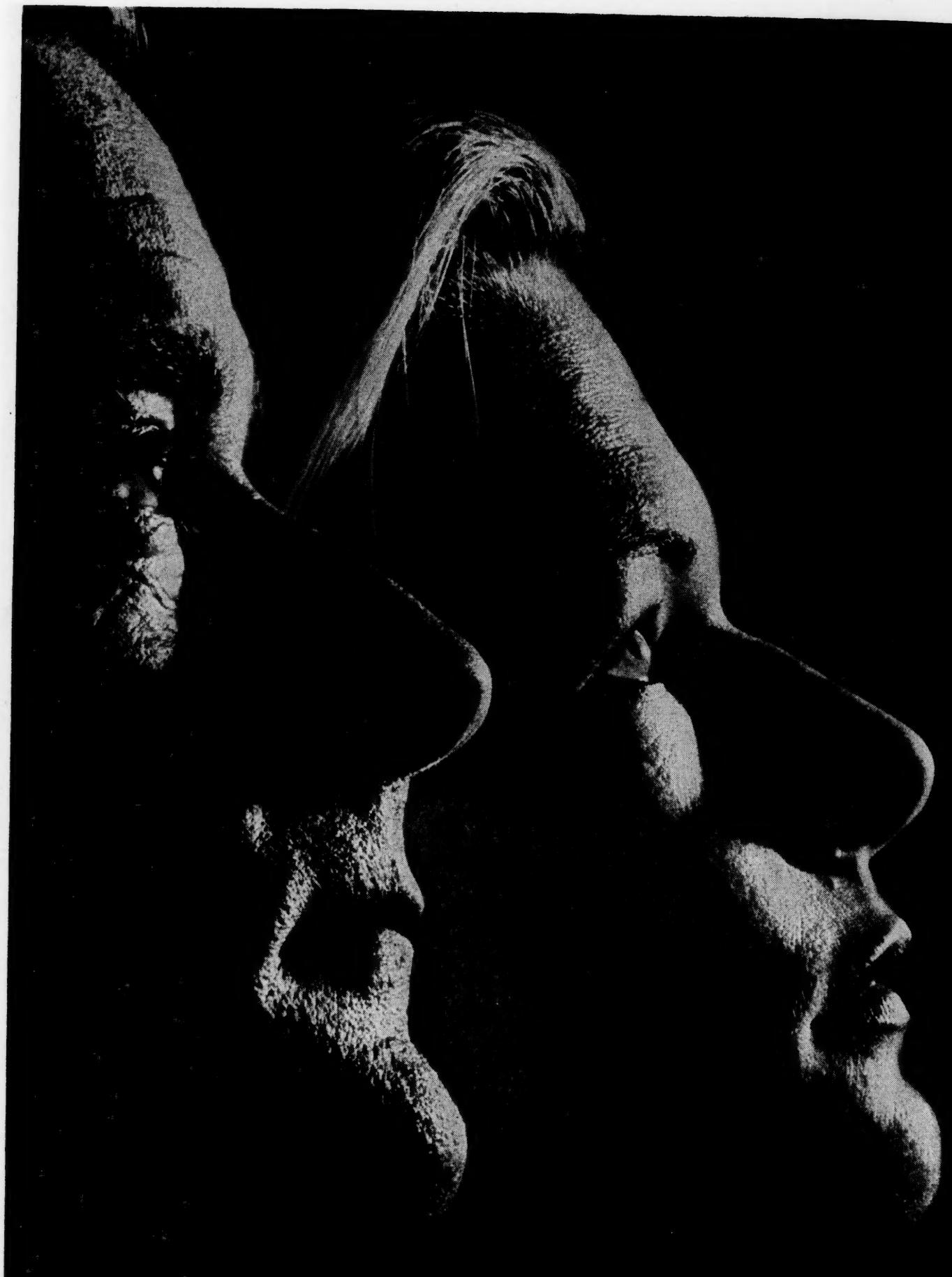
As in so many other applications, Tenite Butyrate supplied a superior combination of the properties needed...high resistance to impact, weather durability, good moldability and excellent light transmission. Of importance, too, the Tenite Color Laboratory developed a color formulation that duplicated the orange hue of the original glass globes.

Perhaps your company has an outdoor material problem that could be solved by a switch to Tenite Butyrate.

Why not investigate this tough, durable plastic? For information, write EASTMAN CHEMICAL PRODUCTS, INC., subsidiary of Eastman Kodak Company, KINGSPORT, TENN.

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*an Eastman plastic*

Fire globes molded of Tenite Butyrate by A. L. Hyde Co., Grenloch, N. J., for The Welsbach Corporation, Philadelphia 2, Pa., which does street lighting maintenance for the City of New York. Commenting on the considerable reduction in replacements since switching to Butyrate, Welsbach's New York City manager says, "Butyrate's resistance to shock is so great that no replacement is necessary when the globes are pierced by BB shot or even small bullets. They resist damage from small stones, and even large rocks will only tear the Butyrate, leaving the globe in serviceable condition."



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Space is more than the black sky filled with twinkling stars that you see at night. Like oceans, air, like earth itself, Space is for mankind.

Today America's ingenuity is hard at work to conquer Space—to open this new frontier even as our grandfathers conquered the West and our fathers conquered the air.

This is why we are going to Space. To gain the knowledge and benefits that lie beyond; to enlarge the resources of science; to continue to advance man's understanding of the universe around him.

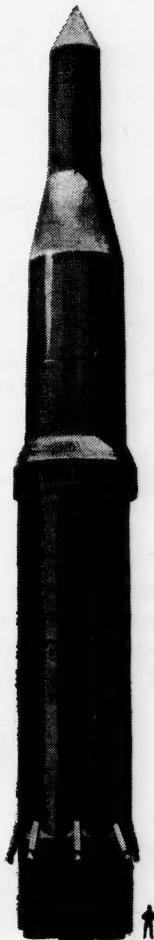
There are many practical applications: space-relayed communications and television, improved world-wide weather forecasting, precise navigation aids, manned flight to the moon and beyond, and other benefits yet unknown.

This is not science fiction; nor is it beyond our time. America has already launched a "talking" satel-

lite; we have already sampled cosmic conditions more than 22 million miles from earth; we have already made weather predictions based on pictures taken from orbiting space-cameras.

The key to Space is power: the power of rocket engines. The Free World's leading producer of large rocket engines is North American Aviation's Rocketdyne Division. The giant propulsion systems that have launched nearly all of our space flights—including the Pioneers, Discoverers, Explorers, Midas, Tiros—have been produced by North American. Now being tested are even more gigantic NAA-built rocket engines capable of powering manned flight into space.

Through the efforts of corporations like North American Aviation, America is leading the way for the peaceful use of Space for all the peoples of the earth.



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## BUSINESS

have to be replaced in the next decade, he says, and yet many small banks have no talented successors lined up to take over the top posts.

One way to accomplish this, according to Bimson, is to improve the banker's "image." "We've lost the glass eye [reputation]," he says, "but we still have a long way to go."

## ENTERPRISE:

### The Carrots in the Soup

Each morning at eleven, president William Beverly Murphy lines up a task force of top aides in full array and leads them into the tasting room of the Campbell Soup Co. in Camden, N.J. Their mission, which often spoils their lunch: The daily test-taste of foods made in Campbell plants throughout the world. While slowly, solemnly sipping away one day this year, they happened, to their horror and dismay, upon a dreadful blunder—a batch of soup containing a few diced carrots that were wedges instead of the prescribed cubes. Lightning descended instantly on the offending plant, half a continent away, and production screeched to a halt while someone searched out and replaced a missing tooth on a carrot-dicing machine.

While almost imperceptible to the untrained eye, the flaw in the soup, and its immediate correction, pointed up once again Campbell's devotion to—indeed, obsession with—properly diced carrots, really stringless beans, tender peas—in short, the pursuit of perfection. Every Campbell product must meet the same rigid requirements of color, quality, and consistency; each must be the same as the last. If it isn't, out it goes. The company once buried \$5 million worth of tomato juice because it didn't taste exactly right. "It was the least expensive thing we could do," explains Murphy.

**Profit Parlay:** If the least expensive way of doing business, it is also clearly the most profitable. Founded 91 years ago, and powered by Dr. John T. Dorrance's development of condensed soup, Campbell now accounts for about four of every five cans of soup sold in the U.S. Through diversification, the firm is the largest manufacturer of canned spaghetti (Franco-American) and vegetable juice (V-8), a leading manufacturer of frozen foods (Swanson). Campbell's even makes its own cans and ranks as the nation's third largest can maker.

Just to show that the magic is still working, Murphy last week announced record sales (\$516 million) and record earnings (\$39.9 million) for fiscal 1959. Total production for the year was equivalent to about 4 billion household-size cans of soup—enough, if piled one on the other, to reach the moon.

But the best is yet to come, says the



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Murphy: Magnificent obsession

52-year-old, solemn-faced Murphy. "The growth rate of convenience foods [ soups, canned fruits and vegetables, frozen foods] between now and 1970 will be more than double the growth rate for food in general," he asserts. His reasoning: "The housewife is coming to use convenience foods as basic ingredients. By blending semi-prepared products, she's learning to create new and imaginative dishes while eliminating much of the labor." Even now, one out of every six cans of Campbell's soup goes into a sauce, stew, or gravy.

Campbell's, for its part, has sunk \$100 million into new plant and equipment in the last five years to be ready for the rush. It will put another \$8 million to \$9 million in research this year (more than 500 improvements in formulas or production methods were made last year). By developing improved breeds of vegetables, Campbell's can pass the saving to the consumer. Example: Campbell's tomato soup now costs only a penny or two more than it did 50 years ago.

In the light of the growing American taste for fancy foods, Murphy is sometimes asked if there are any gourmet soups in Campbell's future. His ready reply: "All our soups are gourmet soups—at non-gourmet prices."

For this week's SPOTLIGHT ON BUSINESS—a hard look at the mysterious ups and downs of the stock market—and for Henry Hazlitt's BUSINESS TIDES, see pages 100-105.

## Bakery toasts COTTON\* as big aid to sanitation



\*Cotton toweling supplied to Lewis Brothers Bakeries by Selmier Peerless Towel and Linen Service Co., Carbondale, Illinois.

- Starting their business in a small log building 35 years ago, producing 75 loaves of bread per day, the Lewis Brothers now own one of the most modern bakeries in the industry. Their present output: 18,000,000 loaves of "Bunny Bread" per year.

In their main plant in Anna, Illinois, where all the baking is done, some 200 employees use cotton toweling exclusively. The reasons: The same as so many other large and small companies. Cotton, they feel, is best for sanitation. It eliminates litter and fire hazard...eases the burden of house-keeping...is easier to service...and in many cases, saves valuable dollars for users.

Why not find out how you can save, and have cleaner, neater washrooms in the bargain. For complete information, write for free booklet to Fairfax, Dept: O-9, 111 West 40th Street, New York 19, N.Y.

### Here's How Linen Supply Works...

You buy nothing! Your linen supply dealer furnishes everything at low service cost—cabinets, pickup and delivery, automatic supply of freshly laundered towels and uniforms. Quantities can be increased or decreased on short notice. Just look up LINEN SUPPLY or TOWEL SUPPLY in your classified telephone book.



### Clean Cotton Towels . . .

Sure Sign of Good Management

**Fairfax-Towels**



WELLINGTON SEARS COMPANY, 111 WEST 40TH STREET, NEW YORK 18, N.Y.

## Peering Through the Stock Market Haze . . .

*As J.P. Morgan said, "The market will fluctuate." But after a decade of magnificent bulls, the fluctuation seems to be more consistently down than up.*

*In this week's SPOTLIGHT ON BUSINESS, General Editor Sandford Brown examines Wall Street adrift—and the signs for and against a turn in the tide.*

Magnified for mass viewing by Merrill Lynch, Pierce, Fenner & Smith, the ticker moved silently along one day last week, raising an occasional stir in the Manhattan board room whenever "BEC" or "GO" flashed by. (Beckman Instruments and Gulf Oil seemed to be moving ahead on good volume.) An automatic tote board clickety-clacked, posting price changes for major stocks, reporting an invisible, unending race. Only a few customers leaned over the barrier to buy or sell, but the atmosphere was tense and the room crowded with kibitzers—two dowagers, an elevator man in uniform, a flock of youngish executive types, a half-dozen stenographers on their lunch hour. A middle-aged businessman declared that "leadership is needed to provide the kind of bullish rally we've gotten used to." Another middle-aged man, clad in overalls, spoke his views loudly: "To hell with the Dow Jones. When it gets to the support level, everyone waits for the selling break and it doesn't come. We're just as confused as the brokers."

In board rooms all over the U.S. last week, investors in fact seemed as confused and leaderless as they had ever been. Three times before, the Dow Jones industrial average had plummeted to around 599 and three times bounced back. With prices plunging again, traders warily watched for a break in the "resistance level" that might be the sign for a collapse—although no one could really say why.\* As it turned out, the average held, closing the week at 602.18.

**Solid Losers:** And the bewilderment still prevailed. Since the sharp price tumble at the start of the year peeled some \$12 billion (or around 4 per cent) off the values of shares on the New York Stock Exchange, the market had bounced up and down and gone exactly nowhere. Even within a given industry, individual stocks were moving in different directions. (Where Foremost Dairies dropped 27 per cent down to 14½ since January, for instance, National Dairy rose 12 points to 61.) Solid companies with firm dividends like Alcoa (down a wallop 41 points to 65½ in six months) were taking a beating while stocks like TELautograph and Comptometer spurted ahead on little more than faint expectations. Most confusing of all was the economy itself—in a recession, approaching a recession, or on the verge of an upturn—but still moving along at a high level in any case.

"I've rarely seen periods when the decision between bull or bear has to be made by so slight a margin," said analyst Nicholas Molodovsky of White, Weld & Co. Brokers, understandably anxious to keep customers trading, were urging them to keep

\*After the average first fell to 599 in March and then rallied, many investors figured it wouldn't go lower on subsequent declines and bought stock when it got down there again, creating the "level."

adjusting their investments to match the crosscurrents. But more than a few investors preferred to stand aside until the dust cleared. Trading volume on the Big Board, which averaged 3.2 million shares daily last year, has dwindled in recent weeks to around 2.5 million a day. Investors took \$40 million more out of the stock market than they put in in the second quarter, and the "withdrawals" probably stepped up in the third quarter.

The big question on Wall Street: Was it just a temporary pause in the ten-year upward sweep of prices, or was something more fundamental and alarming?

There was, of course, sharp disagreement as to the answer. To followers of Charles H. Dow, the turn-of-the-century market analyst, there was no doubt about what was happening. Dow compared the daily and weekly fluctuations in stock prices to ripples on the sea, the longer, "intermediate" ups and downs to waves and combers, and the great bull and bear movements, lasting for years, to the turn of the tide. The signal for a tide change, Dow theorists hold, must be confirmed by both the Dow Jones industrials and the Dow Jones rail average. And that signal was given as long ago as last winter (see chart). After hitting a peak in early January, the industrials slumped off and in mid-February broke through their previous low of September 1959. The rail average also fell off in January, and in early March "confirmed" the industrials by passing its previous low of November.

**First Since '29:** Since then, the jiggles of the charts have "reconfirmed" the trend for the theorists—the failure of either average to reach its previous high on subsequent rallies, the "declining bottoms" in the rails, the "quadruple bottom" in the industrials that would be a sign of strength after a long bear market but seems just the opposite now.

To analyst Richard Russell, a top Dow expert, "the first major bear market since 1949" got under way last summer and may have anywhere from one and a half to four years to run. (Bear markets, theoretically, last from one-third to one-half as long as the preceding bull markets.)

While the Dow Theory no longer has the oracular standing it once claimed in Wall Street, the theorists have some widespread support outside the clan. Analyst John Smith of Fahnestock & Co. says flatly that "everybody I talked to down here is bearish" (although Smith himself remains a bull). Ralph Rotnem, a top analyst at Harriman

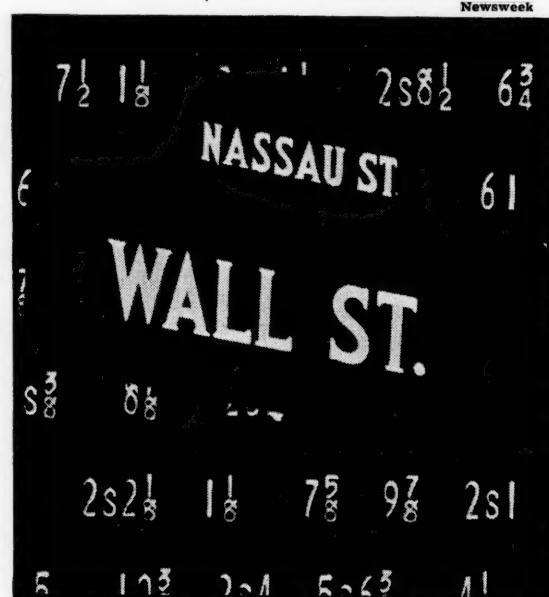
Upham and no Dow worshipper, is convinced stocks are in a bear market of declining tops," and that "prices will be lower a year from now" despite rallies in the meantime. Even if crosscurrents may send some stocks up while others go down, says Sander Landfield, partner and head of research at Carlisle & Jacquelin, "so many stocks will develop bear patterns that we will have to conclude it is a bear market."

Among the points—all apart from the point and counterpoint of chartists—that bears cite for their case:

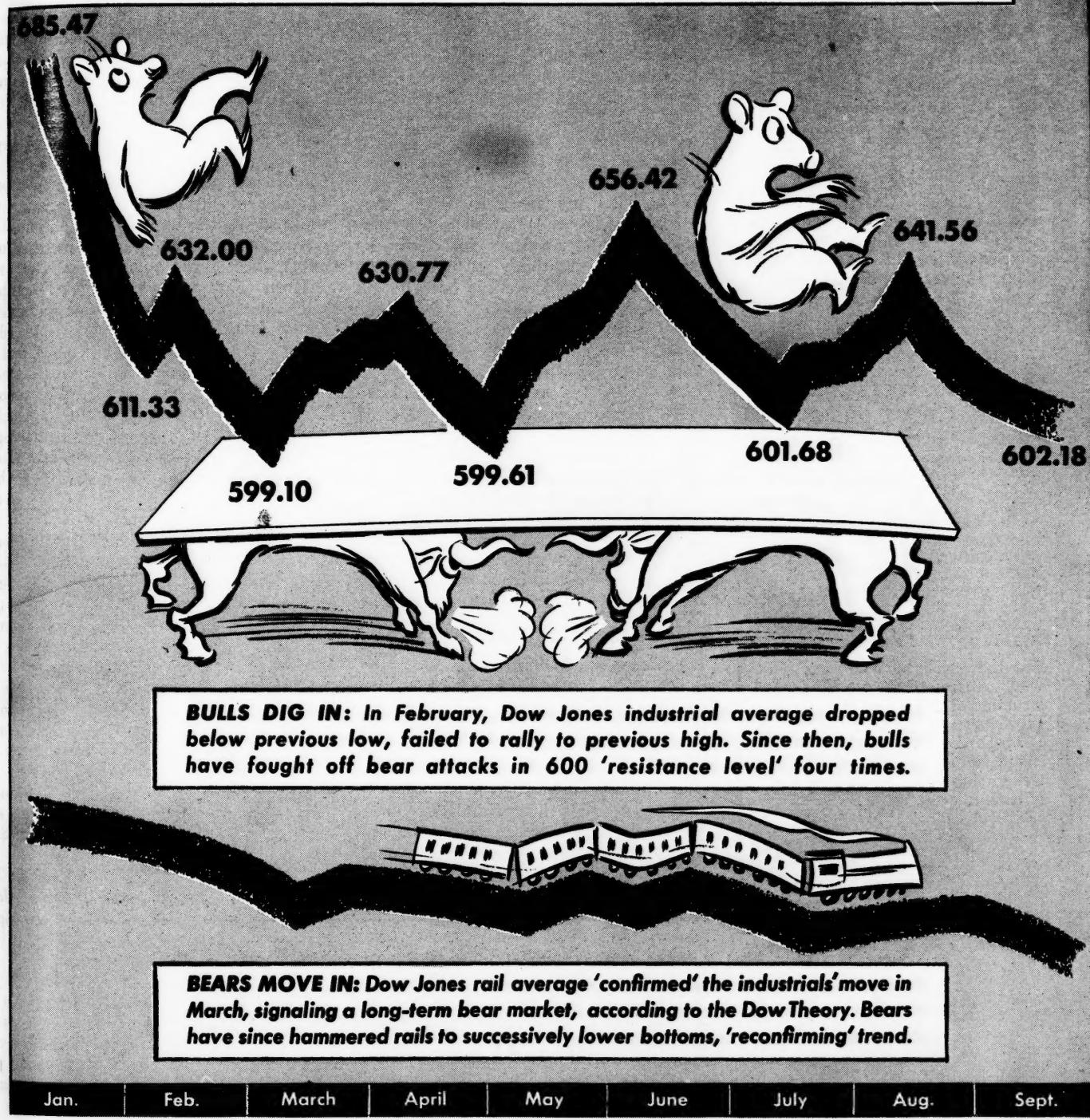
►The small investor is getting cautious about buying and particularly cautious about taking a long-shot risk. Trading statistics in odd-lot (deals of less than 100 shares) show that the smaller traders who supply this business have been buying less and cutting way back on suc-

... 585.

speculate  
►The market  
are generally  
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## ... Is That Misty Shape a Bull or a Bear?



speculative maneuvers as short sales or purchase of warrants. ▶ The mutual funds, banks, and other institutional investors are generally switching their buying toward "defensive," "recession-proof" consumer-oriented stocks. Classic defensive issues like the public utilities (up 13 per cent this year), cigarettes (up 19 per cent), and department stores (up 12 per cent) have run against the trend of declining prices. ▶ Where blue-chip stocks usually get the heaviest play in a bull market, the rag-tag "leaders" of this year's market could be symptomatic of a bear trend. ▶ Stock prices are overstuffed relative to earnings. The price-earnings ratio for Standard & Poor's 425 industrials is now

at 15.88 vs. 6.27 at the start of the bull market ten years ago. Particularly vulnerable: The high-priced, low-yield "growth" stocks, mainly electronics issues, where price levels, according to analyst Landfield, are based largely on confidence. With confidence obviously shaken, the bears look for this group to take the sharpest losses in the general downdrift.

Austin Young, a wealthy, full-time trader who spends his working hours beside charts and telephone in his Beverly Hills home keeping tabs on 60-odd stocks, believes that all the signs add up to "a crisis far more severe than [the bear market of] 1946-49." Yet practically no bear on Wall Street would go this far (for one thing, Austin thinks the economy

# Love Letters to Rambler



Mr. Paul C. Hosfeldt

**Realtor and owner of an equipment rental business, Paul C. Hosfeldt of Porterville, California, is a shrewd judge of how well a piece of machinery is built. He owns three cars: the leading highest-priced make; a low-priced make; and his favorite, a 1960 Rambler 6, now "hates to drive his other cars."** Mr. Hosfeldt reports:

## "DOESN'T RATTLE, LEAK; HASN'T COST ONE DIME"

"Rambler is the only car of the seven new makes we have bought in seven years that doesn't rattle; hasn't leaked in a rain or when being washed; hasn't cost one dime for anything other than gas and oil; doesn't have a vibration point at some speed; handles better than any car I have ever driven, even without power steering which others had."

See the quality compact car built with rattleproof Single-Unit construction and exclusive Deep-Dip rustproofing. Get the best of both: big car room and comfort, small car economy and handling ease. Top gasoline mileage. Proved top resale value. Go Rambler 6 or V-8.



## BUSINESS

itself is in for a "severe depression").

Actually, many deny flatly that a real bear market is under way at all. Reading the same statistics as Young, Indianapolis analyst George Shaefer looks for a fast upsurge in automobiles, housing, steel, and other segments of the economy, spurring a rush in stocks that "is likely to push the industrial average into the 700s by late 1960 or early 1961."

**Earnings vs. Hopes:** Between these two extremes, the fact is that most stock-market experts haven't made up their minds what the trend is. While they don't overlook the bearish signs, they point out that investors are displaying caution, not fear; there has been no sign of panic selling. There has been no all-out blast of speculation in low-priced issues, which is typical of the dying phase of a bull market.\* The outlook for company earnings, ultimate economic indicator for the stock market, is hardly bullish—but it scarcely seems to justify a major price collapse. "Many earnings reports have been misinterpreted," thinks analyst Lester Murphy of Burnham and Co. "There was such optimism for 1960 that they seemed to be disappointing even when they set new highs."

And some analysts damn averages out of hand—or any theory that assumes everything must bow to the prevailing trend. "You can't talk about the market any more than the weather," says Gerald Loeb of E.F. Hutton & Co. "You may have a hurricane in New York but Denver may have sunshine and it's the same thing with stocks. The weaknesses are not all inclusive."

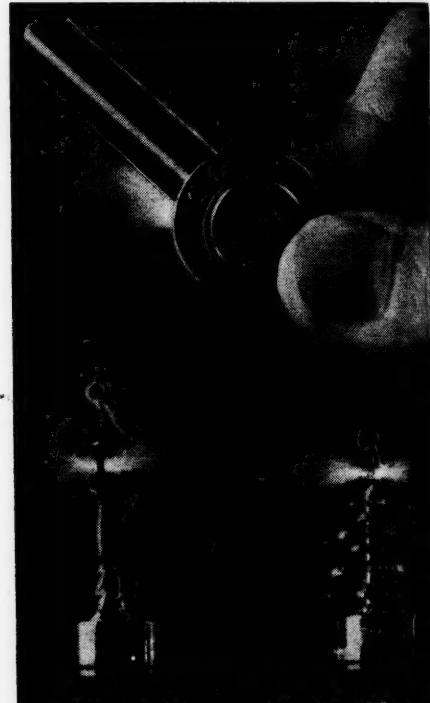
To illustrate Loeb's point, market letters and brokers were recommending a variety of stocks last week other than "recession-proof" issues. Sample recommendations: Railroads, oils, coppers, and aircraft, missile, and other defense issues ("likely to be strongly supported by increased government spending," said one market letter).

**The Unchartables:** The fact is that many brokers—and perhaps many investors—seem to think that stocks may be moving in a new kind of market that is largely immune to the old-fashioned bear trends set off by turning points on charts or turning points in the business cycle. They point out, for example, that chartists' theories that might have been excellent economic forecasters, in the days when "insiders" (e.g., company officers or directors) dominated stock trading, have become less and less reliable as more people swarmed into stocks. The Dow Theory, for example, gave a false bear "signal" just before stocks turned up sharply in late 1957.

More important, the economy itself is

no longer governed by the simple, stark (and presumably chartable) laws of supply and demand, but is constantly being tempered by government action to loosen credit, boost spending, or otherwise condition downturns. It would probably require a sizable downturn and some severe deflation to make people take really hefty sums out of stocks and put their money elsewhere—the condition for a real bear market. And few Wall Streeters think this is in the cards. "I don't get bearish," says analyst Walter Gutman of Stearns & Co., "because I think the danger signals have become so obvious that Washington will increase its efforts to keep the boom going."

Even investor "psychology"—easily snowballed by old-style bear raiders—may be toughening up. "People are just about fed up with sad, bad news, with the-pity-of-it-all pessimism," says senior partner Joel Winston of J.A. Winston & Co. "I think their growing impatience could be just the dose of adrenalin that can give the market confidence now and through next year."



All of Them Light Up

FOR the woman who really wants to sparkle, Marchal Jewelers of New York City now offers gold bracelet charms with a built-in brilliance. The magic light comes from a pinhead-size bulb, powered by an aspirin-size mercury battery. Finger-tip pressure on the bottom of the charm operates the light—the lantern in a lamppost or the star atop a Christmas tree. A variation of the device (top, above) fits over the top of any key for a night light.

Prudent people prefer

## KING SANO

the purposeful cigarette

Premium product of United States Tobacco Company

\*But the SEC does report a heavy bulge this year in highly speculative stock offerings. Sample: A new issue of Connie B. Gay (radio stations, hillbilly-music package shows for \$10 a share, upwards of 100 times average earnings).

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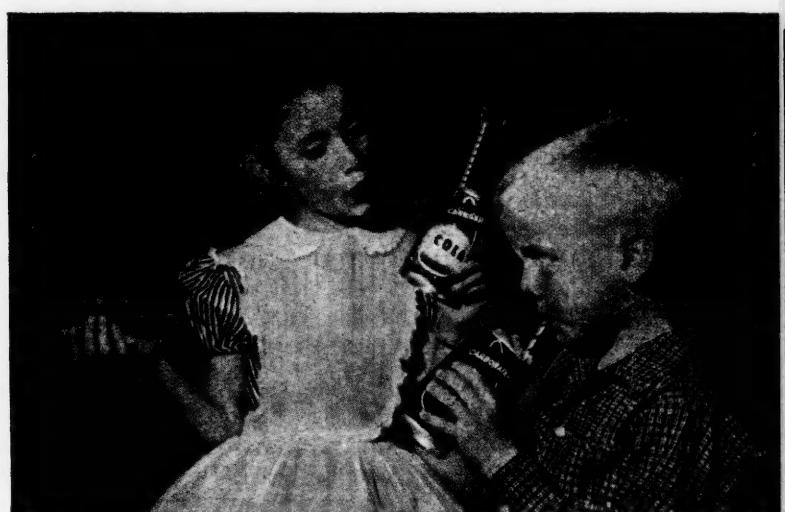
"DON'T YOU JUST LOVE THE WAY SOFT DRINKS IN CANS TASTE, BILLY?"



"DADDY LIKES SOFT DRINKS IN CANS BECAUSE THEY GET COLD SO FAST"



"OTHER LIKES THEM BECAUSE THEY'RE SO EASY TO CARRY AND STORE"



"AND BECAUSE SHE NEVER HAS TO FUSS WITH DEPOSITS OR RETURNS"



"BILLY, DID YOU KNOW THAT TIN CANS ARE ALMOST ALL STEEL?"



"BILLY! I WAS SAVING THAT CAN FOR MYSELF!"



for Strength  
... Economy  
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**12½ hrs.**

*Pan Am Jets cut delivery  
time 40%—world-wide!*

**New York to Buenos Aires—Chicago to London—  
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world ports as close to your loading dock as  
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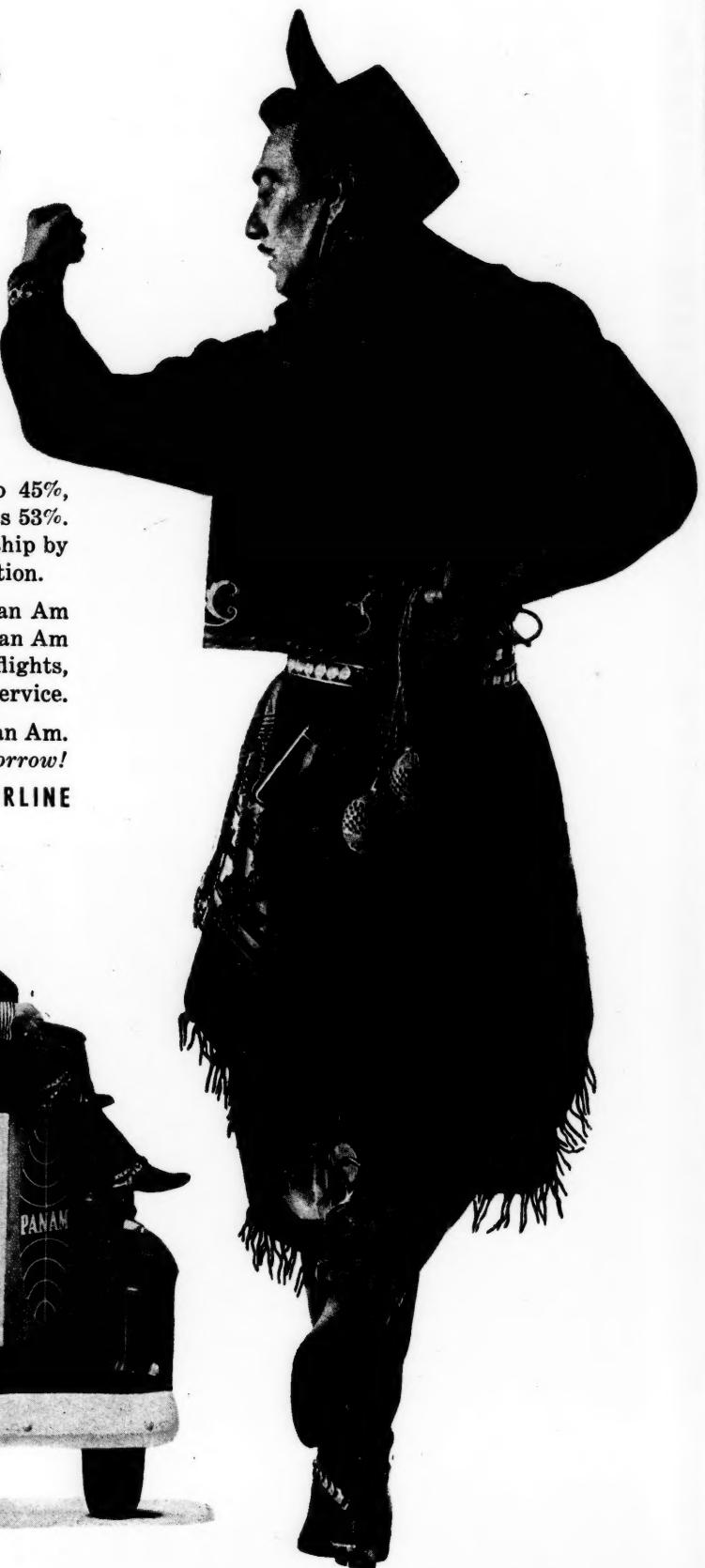
And as for costs—in addition to Pan Am's  
traditionally low rates to Latin America,  
transatlantic rates have just been cut up to 45%,  
transpacific rates were recently cut as much as 53%.  
Today in more and more cases it costs less to ship by  
Pan Am than the total for surface transportation.

Why do more American companies ship by Pan Am  
than by any other overseas airline? Because Pan Am  
offers *more*—more space, more Jets, more flights,  
more shipping points from the U. S., more service.

Call your cargo agent, freight forwarder or Pan Am.  
Get your product *aboard today, abroad tomorrow!*

**via the WORLD'S MOST EXPERIENCED AIRLINE**

\*Trade Mark, Reg. U. S. Pat. Off.



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## Vote for Me and \$7,000

by Henry Hazlitt

ALL through the twenty years of the Roosevelt and Truman Administrations, from 1933 to 1952, Democratic orators both implied and stated that to vote for a Republican President would be to vote for a return to depression, mass unemployment, bank runs, mortgage foreclosures, apple selling, and bread lines. A Republican President was eventually elected, and none of these things happened. On the contrary, our present economic fetish, the gross national product, is now at the highest level on record.

This would be embarrassing for Democratic orators today had not a new slogan, Economic Growth, come to their rescue. Sure, the economy grows; sure, everybody's income gets higher every year, automatically; you can hardly prevent it. But our economic "rate of growth" just isn't what it ought to be. The Republicans are holding it down, because they lack vision and are cold-blooded. Elect us to office, and watch things hum!

Anybody who thinks this is a caricature need merely read the full text of Senator Kennedy's Labor Day speech in Detroit. He was very specific: "With an average rate of growth in this country every workingman in the last eight years would have received \$7,000 more than he has received—for an education, or a new house, or a rainy day, or his old age. With a really healthy rate of growth this country can have full employment for all who want a job." How to get this \$7,000 and this rate of growth? Simple: "Elect an administration that will do something about it."

### HOW TO RETARD GROWTH

The senator didn't bother to explain just what this "something" would be. The only specific hint he threw out is that he would halt "this high-interest-rate policy." But American interest rates today are among the lowest in the world. And the chief effect of the cheap-money policy under the New and Fair Deals was to produce or aggravate an inflation that cut the purchasing power of the dollar in half.

Kennedy never mentioned any policy that really might increase our rate of growth—such as less drastic graduated income taxes to give more incentive to production, or sensible tax

allowances for depreciation to encourage more new capital investment by corporations. Perhaps the crowning irony of the whole "rate of growth" agitation is that the people who insist most on faster growth demand policies least likely to promote it.

Kennedy's Labor Day speech was no more convincing in its "facts" than in its theories. Take "Fact No. 1": "Our economy, under the first six years of the Republican Administration, grew one-half as much as under the last six years of the Truman Administration."

### THAT TRICKY GNP

Why the last six years of the Truman Administration? Why not the first six? In 1944, the year before Mr. Truman came into office in April 1945, the official figure of the gross national product (as measured in "constant" 1959 dollars to eliminate the effects of more price inflation) was \$366 billion. In 1945 it fell to \$360 billion. In 1946 and 1947 it was down to \$316 billion each year. In 1950 it was still only \$356 billion.

In other words, in the first six years of the Truman Administration, the GNP actually *fell* in real terms. In 1952, the year before Mr. Eisenhower took office, the GNP was \$399 billion. This *rose* to \$451 billion in 1958, to \$482 billion in 1959, and is currently running close to \$500 billion.

The trick of Kennedy's "rate of growth" comparison is that it was measured from the low point to which GNP fell in 1947. The rise to 1952, incidentally, was caused in large part by Korean-war expenditures. In fairness to Mr. Truman, the decline in GNP after 1945 was also largely the result of the decline from Federal World War II expenditures. Consumers were not less well off in 1947 than in 1944; the contrary was true. But all this only shows how artificial and tricky these GNP "rate of growth" comparisons can be.

The broader question raised by Senator Kennedy's Labor Day speech, and its crude lure of "\$7,000 for every working man," is whether he himself understands the facts as little as his remarks indicate, or whether he merely has a low opinion of the voter's intelligence.

**=MISSISSIPPI**
**NEWS BRIEFS=**

**Vickers, Inc.'s** Jackson plant is now major supplier of auxiliary power units for Navy's Polaris, first missile successfully launched from a submarine.

**Assembly and Testing** facilities for the entire Polaris power package are now being planned for the Jackson plant also.

**Jackson Plant** was selected for vital role in critical program because of "fine performance of personnel" according to company official. 85% of 675 employees are local people trained on the job.

**Construction Underway** on new 82,600 sq. ft. Corinth plant for Kellogg Switchboard & Supply Co., IT&T operating division.

**Kellogg Produces** telephone instruments and communications equipment, began Corinth operations three years ago. New plant will increase employment to approximately 450.

**Industrial development in Mississippi reached new height first 8 months of 1960:** 57 new industries, 30 plant expansions announced providing 7,687 new industrial jobs and payrolls over \$24 million.

**Find out why industry prospers and grows in Mississippi. Contact the Mississippi Agricultural & Industrial Board, Jackson.**

**The Master, the Molder**

The prestige of a U.S. prep school is obviously linked to its tradition, faculty, and endowment; but far more vital is the headmaster. A sort of miracle worker in tweeds, he must be father, educator, fund raiser, and publicity agent. Endicott Peabody was such a man, and made Groton's name synonymous with academic excellence. Al Stearns did it for Andover, Frank Boyden for Deerfield. In contrast, many a less gifted headmaster has taken over a good school and dragged it downhill.

St. George's School has been one of the lucky places. Its ruddy-faced headmaster, the Rev. William A. Buell, 64, has been as proud and stanch a school symbol as the chapel tower that looks out over the Newport, R.I., beaches toward the sea. For 50 years, first as student, then teacher, and since 1950 as headmaster, he has pushed the Episcopal institution (founded: 1896) into the front rank of private boarding schools. He was clearly indispensable.

Last March, however, Bill Buell did the unthinkable thing. He made plans to retire, handing the trustees a job that seemed overwhelming. "Finding a headmaster was the most difficult thing I ever tried," says Henry Patton, a school trustee. "You just can't afford to make a mistake." The board reviewed 200 names—every St. George's graduate who was in either teaching or the ministry, alumni and friends, lists of prep-school teachers supplied by the agencies.

At long last, the trustees this week announced their choice. Taking over in



Yaleman Harman: After an ordeal . . .

July 1961: Archer Harman, 37, the tall, soft-spoken headmaster of Peck School, a top-rated country day school in Morristown, N.J. Educated at St. Paul's and Yale ('45), he took a Harvard M.A., and taught math at Westminster School and St. Paul's before going to Peck. "Archer doesn't go around blowing his horn," said a St. George's trustee. "He simply produces."

"I think a church school, with its emphasis on the spiritual side of life," said Harman, "can do a really significant job of training the whole youngster. St. George's seems like a wonderful opportunity." When Harman and his attractive wife, Mari (they have four children), get to Newport next summer,

they will find plenty of evidence of both Dr. Buell's fatherly regard for religious values and his rigorous efforts to improve the school.

This fall a spacious new gym was opened, and a 46-room dormitory refurbished. What's more, alumni have recently dug deep to send a \$2 million endowment drive over the top, and the enrollment of 206 boys is highest in St. George's history. As Archer Harman sees it, his central task will be to encourage the students' sense of obligation toward both the world and their studies. "You might say," he concluded, "that I'm something of a traditionalist."

**A University Is Born**

Nine miles north of Tampa, Fla., at a formal convocation this week, the brassy blare of a local high-school band signaled an auspicious occasion: The start of classes at the University of South Florida, the state's first new university in 73 years. On the school's 1,700-acre site, which in 1958 was only a deserted tract of palmetto stubble, the charter class of 1,000 freshmen found splashing fountains, palm-shaded patios, and four spanking-new buildings—first fruits of a \$10 million construction program.

This plush, gleaming institution was born with a speed geared to necessity. Like the rest of the U.S., Florida is hampered by pressing demands for higher education (the state's college-age population, for example, is expected to leap from this year's 70,000 to 217,000 in 1975). But unlike many states, its legislature has been inventive and forceful enough to meet the pressure. Nineteen junior colleges have opened since 1957, four of them this fall. Still another university is planned for Boca Raton in 1964. Added to these is St. Petersburg's Florida Presbyterian College, a private institution which opened last week.

None of these new schools has come to life as quickly as USF. The man behind the achievement: Dr. John S. Allen, 53, the university's lanky, amiable president. A native of Pendleton, Ind., and former executive vice president of the University of Florida, he took over a paper plan in 1957, and set to work to build a school. "You do it," he says, "by logical reasoning."

**Fascinating Problems:** A natural flair for salesmanship helped, too. Dr. Sidney French, dean of Rollins College, Winter Park, Fla., was asked for advice on the curriculum; he became so fascinated with the problems as spelled out by Dr. Allen that he stayed to become dean of the College of Basic Studies. Altogether, Dr. Allen attracted 115 faculty members, a fat 75 per cent of them holding Ph.D.'s.

There's a strong link between Tampa-area folk and the new school. For one



Florida's newest: Airy patios and pressure for football

ing, three-quarters of the student body come from the vicinity. For another, local citizens have established a USF Foundation to raise money. In fact, the community is so proud of the university that it has already started the inevitable pressure for a football team. By this standard, at least, USF has arrived.

## The Genius of Pequot

Astride a collapsible motorcycle, adorned in plus fours, pork-pie hat, and black turtle-neck sweater, Wissey Jones sputters into the New England town of Pequot and, before long, has unleashed a whacky—and horrifying—wave of events. Despite his bizarre clothes, Wissey is both omniscient and ruthless, a dedicated vice president in charge of materials procurement for United Lymphomilloid. The material he tries to procure in Pequot: A round, pink-faced genius named Barry Rudd, age 10.

Thus, in his sixth and newest novel, "The Child Buyer,"\* author John Hersey sets the plot bubbling. A wonderfully satirical attack on U.S. education, the novel is deftly told, as a subtitle notes, through a series of "hearings before the Standing Committee on Education, Welfare & Public Morality of a certain State Senate." The issue before the committee: Does Wissey Jones and his giant corporation have the right to purchase gifted children and train them in order to use their brains for a secret defense project? As the hearings progress, the well-educated author (Hotchkiss, Yale, Clare College at Cambridge), who has served as a Southport, Conn., school-board member, paints masterful educational caricatures. Among the best:

►Sean Cleary, director of guidance for Pequot schools. Cold-eyed and ambitious, he passed his state requirements, in his words, "by holding a job as a stamp-press operator in the Northeastern States Bottle Cap Corp. . . . for six months."

►Millicent P. Henley, state supervisor for exceptional children. Spraying psychological gobbledegook, she tabs gifted youngsters as "deviates," and insists they "should not be removed from the common-learning situation." Her reasoning: It's undemocratic.

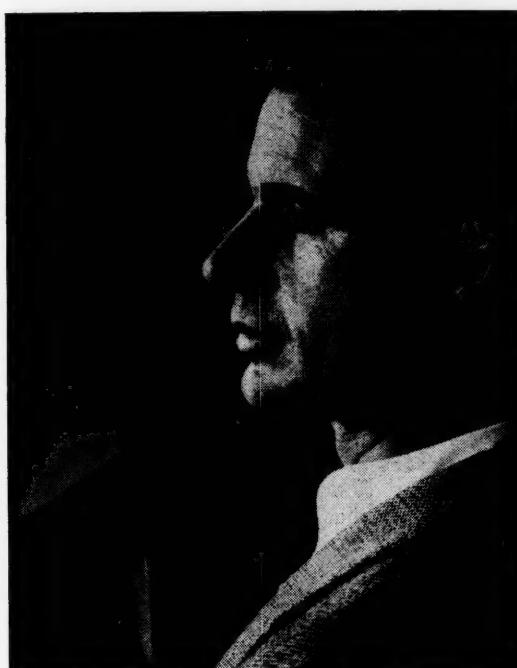
While these academic freaks bicker over whether the child should be sold, Barry Rudd himself emerges as a decent boy struggling to discover gold in the schoolroom dross that smothers him. He gets up at 4:30 a.m. daily to do lab research under the horny hand of Dr. Frederika Gozar, his elementary-school

principal and one of the town's few enlightened educators. He glories in tackling thorny intellectual problems: How to construct a four-dimensional ticktacktoe game; how to classify the entire plant and animal kingdoms down to the last subspecies. He loves words, the sheer joy of tripping them off the tip of his tongue.

But his mill-hand father thinks Barry is a failure because he can't ride a bike; his guidance director scorns him as a child "suffering from a rather clear-cut nipple fixation, together with a certain amount of vulva emulation." And the PTA president distrusts him on the general principle that he's a genius. Child buyer Wissey Jones points up Barry's terrible enigma: "A child with a quick mind . . . sees that he is punished more than he is rewarded for his brilliance. A bitter inharmony results."

**Grisly Solution:** What Jones' company tries to do is get such brains early and eliminate this inharmony. It is a grisly solution to the failure of formal education. United Lympho children are brainwashed, their five senses spayed, and then they are put to pure thinking in windowless rooms.

Obviously, John Hersey deplores this hideous extreme as much as some of Pequot's academic lunacies. As he has stressed through his work as a member of the National Citizens' Commission on the Public Schools, the 46-year-old author is saying, in effect, that talent can't be stored and purchased like so much raw material. Nor can education be formalized into an exact science. But somehow, gifted youngsters must be encouraged to freely seek the smell of that queer, pungent dust that seems to lurk wherever knowledge is.



Elliott Erwitt—Magnum  
Yaleman Hersey: A tale of freaks

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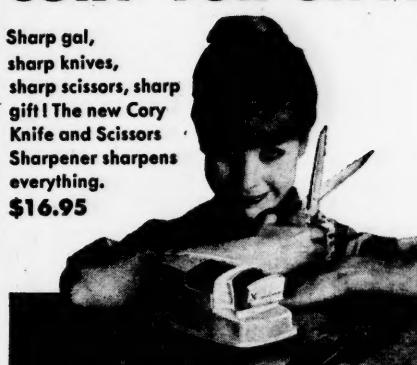
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## So Long, Howdy Doody

Back in 1948, a freckle-faced television puppet named Howdy Doody ran for President of the U.S. He promised two Christmases a year and only one day of school, but lost anyway—his fans weren't of voting age. This week, after thirteen yammering years on the air, TV's oldest and noisiest kiddie show bows out. "Advertisers," explained Howdy's creator and emcee, Bob (Buffalo Bob) Smith, "want shows that will reach audiences 2 to 102, not just 2 to 10." Howdy's fans weren't buying.

## The Girl on Horseback

Chestnut-haired Lori Martin, age 13, skipped off an elevator in Rockefeller Center one day last week and bestowed an affectionate parting kiss on old friend Tab Hunter, who looked almost grown up beside her. A flock of press agents clucked indulgently as the diminutive beauty trained her cobalt blue eyes and dazzling smile on a pair of NEWSWEEK reporters. The star of NBC's new "National Velvet" series, based on the same Enid Bagnold girl-loves-horse story that catapulted Elizabeth Taylor to glory some fifteen years ago, Lori was in New York for a week of publicity and some fun prior to the series' première on Sept. 18. The obvious question was, would theatrical history repeat itself?

"Look at my elephants, aren't they adorable?" said Lori, showing off a matched wooden set just given to her by a luncheon admirer at Trader Vic's—and thus established point of similarity No. 1 (Liz Taylor, at 14, collected toy animals). "I've got 25 horses at home, including my sister's. Thank goodness, these won't break. I talk to them when I'm mad at people," added Lori, "but they go and hide in the cupboard."

**Modest:** Lori has been riding real horses since she was 6 (Liz began at 3). "I try to ride as often as I can," she said, "but we're a modest little family." The family lives in Burbank, Calif., and consists of mother and father (an art director at Warner's), older sister Jean, twin sister Doree, and younger brother Stephen. None of these were overly surprised when Lori, who has appeared in 40 TV plays and a movie, was chosen from among 1,000 applicants for the role of Velvet Brown. "My older sister has a slight tendency to be jealous sometimes," Lori admitted, "but, really, all of them are quite nice about it."

Lori herself takes stardom in stride. She owns a Thunderbird ("but my mother drives it for me"), works six hours a day at the studio, puts in three more hours tutoring. "My grades are nothing great, but they're certainly not lousy."

While in New York for the first time,



**Lori Martin: Will history repeat?**

Lori planned to see New York from the Empire State Building, a Broadway play, and Freedoland. "I also want to go shopping," she said. "I've saved \$25 from my allowance." So far, there had been little time for sight-seeing. "I do get restless sometimes," Lori sighed.

And Miss Taylor? "She's a good actress," Lori said. "I saw her in 'National Velvet' three times. I learned things from watching her I couldn't express."

Lori fell silent. She fingered her elephants, seemed restless. But a moment later, smiling radiantly, she was off on a pink cloud to the top of the Empire State Building, or perhaps even higher.

## Periscoping TV-Radio

Another musical duet between Ethel Merman and Mary Martin is shaping up. Both stars are set to sing in Leland Hayward's "The Gershwin Years," on CBS Oct. 8 . . . The Broadway team of Fred Coe and Arthur Penn ("The Miracle Worker," "Two for the Seesaw") is planning four original dramas for ABC on the theme of "famous women in love." Jennifer Jones, Deborah Kerr, Olivia de Havilland, and Claudette Colbert may all appear . . . Jack Kennedy and Richard Nixon will be on Eleanor Roosevelt's "Diamond Jubilee Plus One" on NBC Oct. 7, along with Jack Benny, Jimmy Durante, Carol Channing, Simone Signoret, Mahalia Jackson.

## THEATER

FIRST NIGHTS:

### Talent, Yes—A Hit, No

*Vintage '60.* Produced by David Merrick, Zev Bufman, George Skaff, Max Perkins. Directed by Michael Ross.

"Vintage '60" will automatically and unavoidably go down in history as the show—what was its name?—that launched Broadway's 1960-61 season and the Brooks Atkinson Theatre. The citation will stop there. For more than a decade Broadway has had strained relations with the very difficult revue form of entertainment, and this youthful export from a five-month Hollywood run does little to alleviate the situation.

The young actors involved are talented, attractive, and blissfully unaware that they are being sold down the Hudson. Barbara Heller is a pert little comedienne who smokes a cigarette with the insolence of a pocket-size Bette Davis; Fay De Witt is an all-American blonde who can do anything, including a wicked burlesque of a synthetic Irish ballad; Dick Patterson, Bert Convy, and Mickey Deems do the men's team proud. These are all names for future reference. As so often in the recent history of revues, the fault rests with the writers. A sketch in which Richard Nixon appears on a TV spectacular will make the most ardent Democrat squirm in sympathy. Another, involving Presidential candidate John Kennedy with Frank Sinatra, Shirley MacLaine, Peter Lawford, and Dean Martin, seems equally bound to touch the hearts of all right-minded Republicans. As the opening number proclaims, "The Time Is Now," but "Vintage '60" is last year's pop soda.

►**Summing Up:** The season is bound to get better.

### PLAYWRIGHTS:

### Dishing the Dirt at 21

Shelagh Delaney, a bus driver's daughter, wrote a play at 18 and within one year was the sensation of theatrical London. Last week, two more years had passed, and lanky young Miss Delaney, who stands 6 feet, was already beginning to look like a familiar monument. Her second play, "The Lion in Love," was on its way to London from the provinces. Her long-lasting London hit—"A Taste

Honey"—arrived in the U.S. and made a great noise in Los Angeles, whence it will move directly to Broadway next month. Miss Delaney is now an international figure.

"Lion in Love" has to do with the great Black Plague of the seventeenth century; "A Taste for Honey" has to do with an emotionally plagued household, and disturbs some critics just as violently as it excites others. (Fairly predictably, columnist Hedda Hopper said last week: "The taste left in your mouth is not of honey.") The plot, in brief: A prostitute abandons her teenage daughter to marry an alcoholic. The youngster, left to shift for herself, welcomes the affection of a West Indian Negro sailor, who ships out after she becomes pregnant. A gentle, homosexual



Delaney: "This mad business of living"

art student then moves into the tiny flat to care for the girl during her pregnancy. In the end, mama kicks the student out, and resumes operations as if nothing had occurred.

How in the world could an 18-year-old girl write a successful play of this kind? How could she write with authority about such things? "My play is not a bit autobiographical," said the girl to a visitor in her book-lined one-room London flat. "But I do write about things I know. The play is 25 per cent observation and 75 per cent imagination. All the people I've ever known I have pushed together into a lump of brain. To write plays you have to observe life. You have to be part of this mad business of living to know what it's all about."

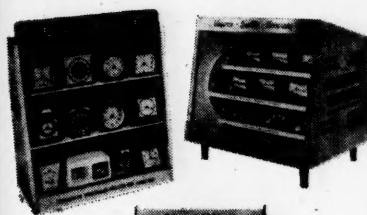
She curled up among some cushions

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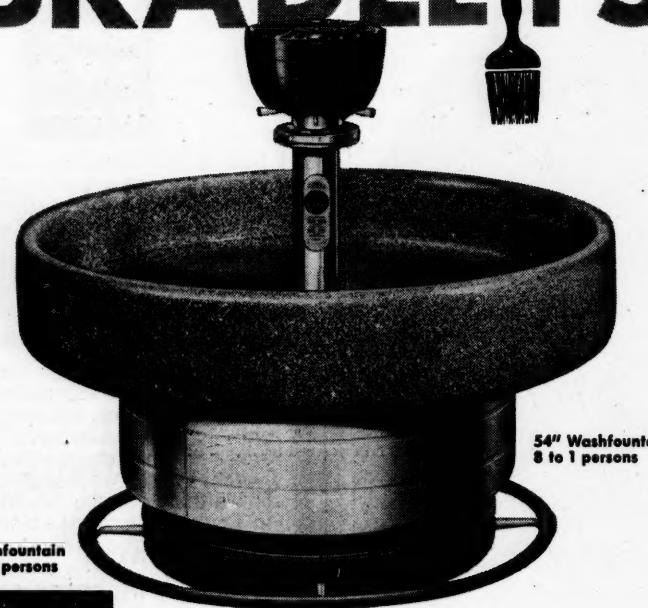
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## THEATER

on a day bed and started to comb the hair of a doll. "Each play I write is a progression. I don't know what my limits are. I'm only an apprentice playwright. I'm not an angry young woman. I'm not even political. I think the theater should entertain."

She swung her legs off the grease-spotted day bed and stood up. "I was familiar with the classics, but I didn't know anything about modern plays until I was sixteen, just before I quit school. My teacher gave me tickets to see Arthur Miller's 'Death of a Salesman.' It left a deep impression on me. I read a lot after that—Chekhov, who really means a lot to me, and O'Neill, of course O'Neill, and Brecht and Beckett."

**The Salford Sagans:** She confirmed a story that "A Taste of Honey" was the result of her having sat through a production of Terence Rattigan's "Variation on a Theme," and resolving afterward to do better herself. When she returned to the small flat in a county council house in Salford, which she shared with her widowed mother and a younger teenage brother, she dug out the manuscript for a novel she was writing. "In a fortnight," she recalled, "I converted it into a play, and sent it to Joan Littlewood, director of London's Theatre Workshop."

The English newspapers have dubbed Shelagh "England's Françoise Sagan" because of her precocious concern with sex. "Well, I'm 21 now," she grins. "I think I can handle the subject without being sniggered at, don't you?"

## Thurber as Thurber

It took James Thurber 65 years to make it, but he finally got himself on stage before a paying audience. Hitherto the internationally celebrated humorist and cartoon chronicler of barking seals and bowlegged bloodhounds had confined his terrible urge to be an actor to appearing before captive groups in his own parlor and the local pubs. Last week, after joining Actors Equity as a junior member, the blind sage of West Cornwall, Conn., appeared on Broadway in his own hit revue, "A Thurber Carnival," in a sketch called "File and Forget."

It was ideal casting. The twelve-minute bit presented Thurber as Thurber desperately dictating a series of letters to a publishing firm which keeps mailing him books he never ordered.

Actor Thurber betrayed neither nervousness nor the actor's occupational impulse to improve on the playwright's dialogue. The audience loved him, as did Thurber himself, and he will stay with the show at least until it closes at the ANTA Theater on Oct. 29. The betting at the Algonquin Hotel, where Mr. and Mrs. Thurber live between curtain calls, is that Equity's newest junior member will then go on tour with his own show.



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## MUSIC

### Jazzman's Confession

Who writes the music for television commercials? Well, for one, a 33-year-old named Don Elliott, who is one of the most gifted and versatile jazz musician-composers of his generation.

"Writing commercials is not complete prostitution," protested Elliott last week in the living room of his New York apartment. "I don't just turn them out like a machine." He went into a control room and flipped a few switches. From a loud-speaker came insinuating rhythms in the modern jazz manner—and a stentorian-voiced announcer extolling the virtues of Top Brass hair dressing.

"That's to sell one kind of a product," said Elliott. "Now here's the storyboard for another." He picked up a sheet of paper on which was printed a series of baby pictures, with captions praising Cashmere Bouquet soap. "Now the music I write for this one," Elliott explained, "can't be too jazzy, as music for a baby shouldn't swing that hard. I get quite a kick out of writing commercials. The main thing I like is fitting the music to a product or to dramatic action."

The blue-eyed, crew-cut musician was reminded that he was due soon at the Broadway theater where "A Thurber Carnival" was playing. For this gay and lightsome entertainment Elliott had written an equally gay and lightsome jazz score, which features his virtuosity on the mellophone—a close relation of the French horn (see above). The show score was a sample of fitting music to drama, Elliott said: "It's not swinging and driving; it's polite and light jazz. You can't scare the people. You can't just say 'You don't like it? Too bad'."

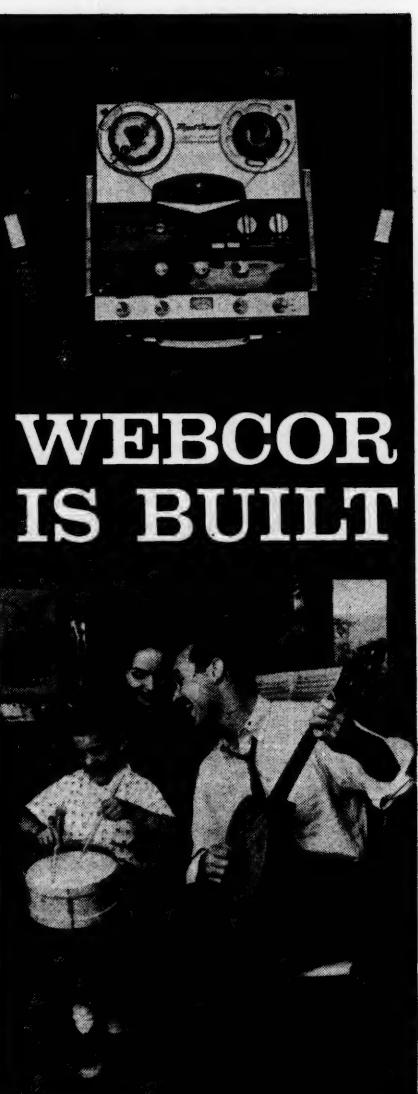
Samples of the varying Elliott styles will be heard widely on TV this fall—in the form of commercials for Top Brass, Oldsmobile, Cashmere Bouquet, and Poise deodorant. On records he is expected to have a Christmas hit in "A Nutty Noel," backed by "Please Don't



Elliott: You can't scare people

Take Our Tree for Christmas," and an album titled "Birdwatching With the Nutty Squirrels," both for Columbia. These are followups of last year's Nutty Squirrel hit, "Uh-Oh."

What, one might ask, is the difference between the Nutty Squirrels invented by Elliott and his collaborator Sascha Burland and the enormously successful chipmunks created for Liberty by Ross Bagdasarian (NEWSWEEK, Dec. 22, 1958)? To the discerning ear of a jazz authority like John Hammond (who also happens to be a Columbia executive) there is indeed a difference—Elliott's squirrels "chirp like great jazz instrumentalists. The squirrels are strictly musical, while the chipmunks are a novelty."



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### Bigger Than 'The Third Man Theme'?

In France and Belgium it was called "Les Enfants du Pirée," and in Italy it was "Uno a Te Uno a Me." But just about wherever a tourist in Europe traveled this summer, the same lilting melody followed him. Hit tune from the film "Jamais le Dimanche" ("Never on Sunday"), the song promises to keep right on dogging the tourist through the winter at home.

Under the title "Never on Sunday," it has been climbing steadily toward the top of the American popularity charts; more than a dozen recordings are on the market already. The best-selling version at the moment is Don Costa's catchy instrumental with chorus, made for United Artists. This week, in anticipation of the movie's American première in October, the record company also will release an album of the original soundtrack. "This whole business," sighed a happy United Artists spokesman last week, "looks like it's going to be even bigger than 'The Third Man Theme'."

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## ART

### A Massive Mural Lives

Seldom has a mural had a more incongruous setting. Portraying the early history of aviation, the 106- by 12½-foot painting by Aline Rhonie includes life-size portraits of 500 aviation pioneers, 200 smaller portraits, and 268 planes, from the Wright brothers' first cumbersome machine to Charles A. Lindbergh's Spirit of St. Louis. The ambitious work—it took three years to complete—occupies one wall of a weather-beaten aircraft hangar at what once was New York's Roosevelt Field. The field is now a shopping center; and the hangar years ago was converted to an American Railway Express Co. office. Thus, Miss Rhonie's work stares out now at stacks of crates, trunks, and parcels.

Understandably, she would like to move it, if possible, to the Smithsonian Institution. But moving a mural of such proportions is no simple task. So Miss Rhonie, a muralist who once studied under Diego Rivera in Mexico, has summoned Prof. Leonetto Tintori, the expert art restorer of Florence's Uffizi Gallery, to help with the job. Professor Tintori has spent twenty of his 52 years at the delicate work of transferring centuries-old frescoes by Italian masters such as Giotto and Masaccio from the decaying walls they occupied to wooden panels. Last week, Tintori was hard at work applying his rare craft to Miss Rhonie's 22-year-old, 1,400-square-foot fresco.

His work was complicated by the fact that the building has deteriorated, and the ceiling has leaked copiously onto the

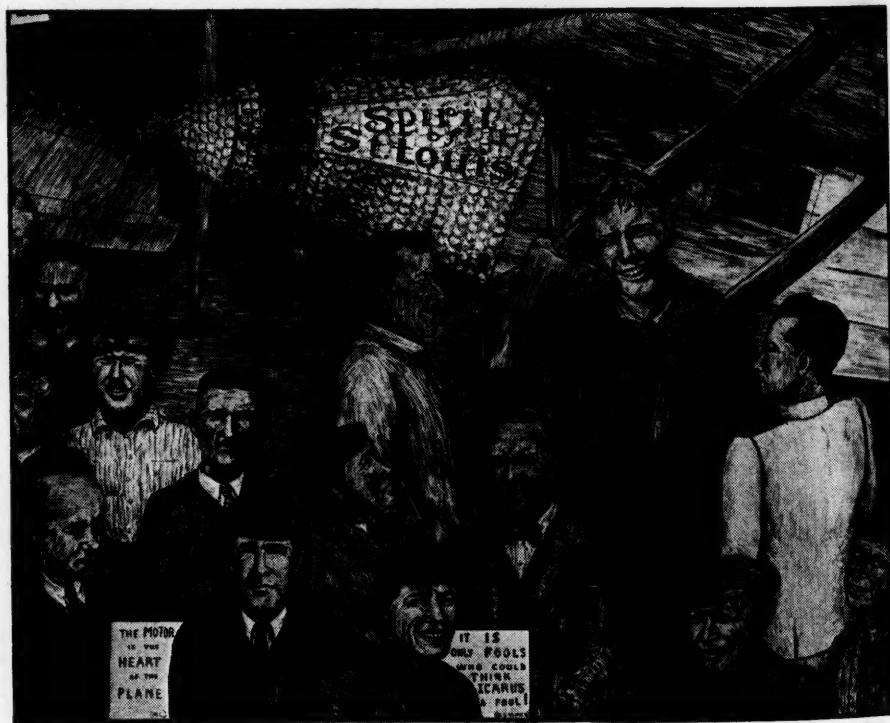
mural. "Some of the faces," says Miss Rhonie, "have been almost obliterated." She hopes to restore them, and to add to the fresco portraits of Gen. Billy Mitchell and Capt. Eddie Rickenbacker, to stand with the Wright brothers, Lindbergh, Glenn Curtiss, and Mayor La Guardia.

Miss Rhonie herself is something of an aviation pioneer. She has been flying since 1930, and in 1934 she was the first woman to fly solo from New York to Mexico. Her fresco was conceived as a history of flying on Long Island, from the Wright brothers in 1908 to Lindbergh in 1927. "There was," explains the painter, "no history book of the era." The mural was meant, among other things, to give the Roosevelt Field mechanics a painting to look at while they worked.

Professor Tintori estimated it will take him three months to transfer the fresco onto twenty masonite panels, and it will cost Miss Rhonie \$18,000. What does the professor think of the fresco he's working on now? "It compares," the professor says, "in its simplicity with the work of Giotto and with the frescoes of Pompeii. It is magnificent, and a very important work of art."

### Epstein—To the Rescue!

The last years of the rich life of Sir Jacob Epstein, the famous English sculptor who died thirteen months ago, were shot through with a streak of anguish: Five of his finest (and most controversial) statues were being treated as mere curiosity pieces; hawkers charged admission to see them in a sideshow at Blackpool, England's gaudy Coney Is-



Detail from Roosevelt Field's fresco: Lindy will be restored

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on-the-rocks and in a variety of cocktails. Don't let your Martell Cognac languish in your liquor cabinet; *enjoy it!*

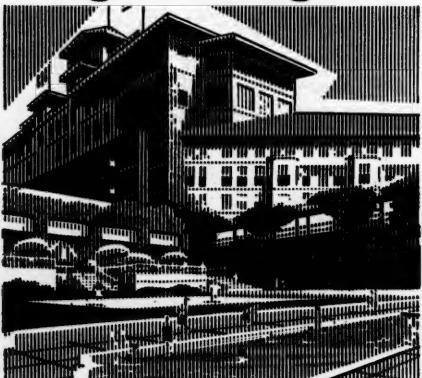
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## ART

land. Occasionally, they had been up for sale, but only other exhibitors put up the money to buy them.

"These people have made a great deal of money exhibiting these statues for years in a cheap, vulgar manner," Epstein once complained. "To me it is disgusting that it should go on. Let the ice-cream sellers and others who have made money out of my work stop it." But Epstein protested in vain. In 1958, his alabaster "Genesis," a nude woman heavy with child, was snapped up for \$11,760 by William Cartmell, a wax-museum operator who had acquired the other four Epsteins: "Adam," the massive statue of a patently virile nude; "Consummatum Est," a reclining figure of Christ; "Jacob and the Angel," a nude Biblical figure embracing a nude life-size angel, and a nude "Eve"—which were displayed among the wax figures of such British notables as Winston Churchill and Jack the Ripper.

**It's a Shame:** From such surroundings it appeared last week that the Epsteins might finally be rescued. "Lately business has been dropping off," explained Cartmell. "The Epsteins have lost their old appeal." But to many Britons the statues might seem headed for a fate worse than Blackpool: Cartmell hopes to sell the pieces in America, where he believes they would fetch some \$200,000 as a group. Really, he would prefer to sell them to London's Tate National Gallery, Cartmell explained, "but the Tate can't afford them. The Tate would take one or two but not the lot."

England's art world was quick to register its dismay. "It's a terrible shame," said The London News Chronicle. The Tate's director, Sir John Rothenstein, explained: "I'd like to see them stay in this country, but we have no sum of the kind Mr. Cartmell suggests."

At her home overlooking Hyde Park, the sculptor's widow, Lady Epstein, commented sadly: "The statues were never meant to be shown together. They are essentially deeply religious works and quite unspectacular... Perhaps this man in Blackpool will reconsider—for the sake of art and the nation."

## Beauty and a Boom

One of the most agreeable aspects of the Japanese genius is the ability to transform the commonplace into a fine art. The tea ceremony, flower arranging, even the serving of a dinner are examples of this talent, but none is so impressive as Shodo, the ancient Oriental art of calligraphy, which was originally borrowed from China, but now is having a booming revival in Japan.

Early this month, a sumptuous selection of Shodo scrolls went on view in New York, at the William H. Wolff Gal-



Master Calligrapher Yaku Yanagi  
"From the moment my brush touches paper, my mind empties. In calligraphy you must let your brush carry you away."

Newsweek—Akira Ebuchi

lery. To Western eyes they are puzzling and impressive at the same time. As one visitor remarked, wandering through the plush gallery: "It's lovely, but I get a feeling that I'm watching a Japanese movie without the subtitles."

Though the language barrier was, of course, one problem, even those who not only could appreciate the ideographs' abstract beauty but render them into a serviceable English were, for the most part, unable to penetrate their deeper significance. The reason was that Shodo expresses not only complex bits and pieces of Japanese poetry and prose but, in its highest forms, seeks to convey the abstruse maxims of Oriental religion, particularly those of Zen Buddhism. "Sho Zen Ichi Mi" ("Shodo and Zen are one essence"), say these calligraphic masters, who try to put themselves in a semi-trance before choosing their camel's-hair brushes and India ink.

Shodo is having its extraordinary boom despite the fact that not all the hundreds of thousands of Japanese calligraphers who have taken it up are able to achieve the desired "state of nothingness." Politely discouraged by U.S. occupation authorities (because of its close prewar connection with Japanese nationalism), Shodo is once again being taught in the public schools. Department stores frequently exhibit the work of leading calligraphers, a large daily newspaper sponsors annual contests, and Shodo dis-

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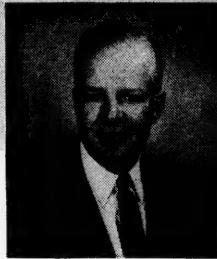
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# Rockwell Report

by W. F. ROCKWELL, JR.  
President

Rockwell Manufacturing Company



ANY serious reading of an annual report or a profit and loss statement serves as an excellent reminder of a key business fundamental: the most important single function of corporate management is the management of money. Yet this simple fact of business life is sometimes overlooked by men charged with management responsibility.

Most executives are elevated to top line positions because they achieved success as management specialists in sales, engineering, production, design, purchasing and other functions. All too frequently, they have a common weakness—an inadequate working knowledge of money and how to manage it. Because they do not comprehend the financial aspects of their responsibilities, they "delegate" the control of this important management function which, in the last analysis, simply cannot be delegated.

In the course of our company's growth in recent years, and as the nature of our operations has become more complex, this potential management weakness has been given increasing attention. Consequently, we have taken steps to anticipate these deficiencies by training and educating our younger men. Such training can take many forms: periodic dissemination of up-to-date information on the changing financial aspects of the company; frequent interpretation of this information in its relationship to the management specialist's area of responsibility; seminars on broad aspects of money management; attendance of university extension courses in finance and money management.

None of these, however, is worth very much unless the individual manager can be induced to acknowledge his deficiency and be motivated to correct it.

It's worth an investment of considerable time, because it helps a company in its pursuit of another business fundamental: when a management vacancy occurs, promote a qualified man within the organization.

\* \* \*

One way we broaden the background of our design engineers involves their presentation of new product proposals to the Product Committee. Instead of simply providing engineering data, they must also discuss sales history of the market, competition, costs, distribution problems and anticipated profit. They must gather this information by working with market research, cost accounting, sales and other departments. In the process, they become better businessmen as well as better engineers.

\* \* \*

*In spite of, maybe because of, all the publicity given the "record" profits of business and industry, a large segment of the public does not distinguish the difference between profits expressed in inflated dollars, and profits as a per cent of sales or as a per cent of invested capital. Few people realize, perhaps, that during the inflationary fifties—while compensation of employees in the United States rose 75 per cent after taxes—corporation profits, after taxes, declined about 13 per cent.*

\* \* \*

Another, smaller Turbo-meter, the Model 7M in 10-inch size has been developed by our Petroleum and Industrial Meter Division and is being introduced currently. It has a capacity of 7000 barrels of liquid per hour and is particularly designed for measurement of petroleum products at refineries, on pipelines and for barge loading. Like its "big brother," the successful Model 15M, this meter has the exclusive advantage of a built-in viscosity compensator. It will measure accurately everything from gasoline to heavy crude oil without manual adjustment.

*This is one of a series of informal reports on*

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and Power Tools for twenty-two basic markets*



Installations of the Shodo scrolls: (Left) "Where the brush is in bloom, the flow of Indian ink smell rich." (Right) "Now on a fire disappears in a moment."

Kiseki Kosaka

Mamboku Sumiyami

plays in Tokyo sometimes take up a mile of gallery wall space.

The Shodo arts are passed on, not only in the schools but by full-time professional calligraphers. Taiun Yanagida, the distinguished Tokyo artist who arranged the current New York exhibition, is a third-generation calligrapher. "When my father died," he recalled recently, "he bequeathed me some 500 pupils whom I have been teaching ever since." Many of his students and the students' students have become teachers themselves. By Japanese tradition Yanagida gets a cut of all their fees.

**Dangerous Sign:** Yanagida, who during his visit to New York last June viewed the works of many contemporary American painters, particularly the abstract expressionists, comments that some of them "seem to have been influenced by Japanese calligraphy, but this is a very dangerous sign, because it is superficial without a full appreciation of the real essence of Shodo."

What, then, is the real essence?

"What I have been striving for throughout my career," says the 59-year-old Yanagida, "is to be able to write a single dot, a common ordinary dot that anybody can make, into which I can pour out and consolidate my entire human worth, so that simple dot is simple no longer. Now, after all these years, I can say with confidence that my entire life is right there in that dot."

## MOVIES

### NEW FILMS:

#### A Jewel From India

THE WORLD OF APU. Edward Harrison. Produced and directed by Satyajit Ray.

"Probably the most important single film made since the introduction of sound," is the sober judgment of the periodical Film Quarterly on this third movie by India's Satyajit Ray, whose first two were "Pather Panchali" and "Aparajito." This is indicative of the way Ray (see below) has been greeted ever since his work first arrived here in 1958; but his movies have had difficulty finding hospitable theaters at the same time that a cult has been growing up around him.

"Apu," like its predecessors, is a slow-moving film of considerable beauty. Its hero, Apu (Soumitra Chatterjee), graduates from college and settles down in a squalid room in Calcutta to devote himself to writing. One day a wealthy friend drags him off to a cousin's wedding in the country, and the bridegroom turns up babbling incoherently, out of his mind. Apu is asked to take the bridegroom's place and thus prevent the bride, Aparna, from being accursed. Out of pity, he does so. Soon pity turns to love.

In time Aparna bears a baby boy, and dies. The boy lives, but his father cannot forgive him for costing his mother's life, and abandons him. When the wandering Apu finally returns five years later, the son reacts to the announcement that this is his father by winging a stone at him. In the end, however, the son is won over, and the final scene shows Apu smiling happily as he hits the road again, his son on his shoulders.

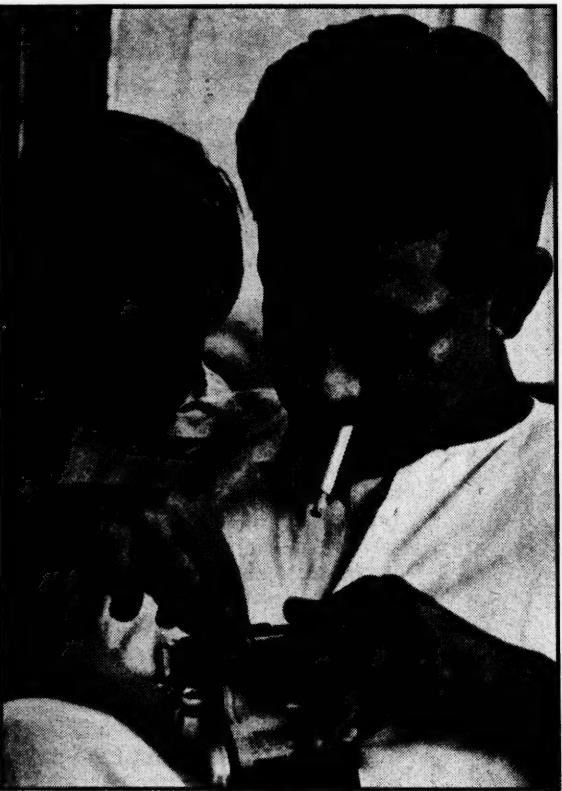
"Apu" is not the brilliant film the cultists claim, but it is a moving one. Self-conscious, occasionally overdone, it is still a poetic work appealing to the eye, the ear, the heart, and the mind.

►Summing Up: An Indian odyssey of some beauty.

#### TALK WITH THE DIRECTOR

The films of Satyajit Ray are much admired for their extraordinary naturalness, their look of quiet spontaneity, and some of the reasons for this came out during a talk with the 6-foot 4-inch director recently at the Great Eastern Hotel in Calcutta.

"I never work with a tight script," said Ray. "I have a rigid over-all concept of the film in my mind, but in executing it I improvise a great deal. I think if you rehearse a scene too much, actors become stiff. What starts coming out is pure skill and not much emotion. I try to explain the psychological mood I want, then let the actors work with it themselves. I try to hear dialogue, not write



Nancy Palmer

Ray and son: He likes his actors really wet

it. We make up a lot of it on the spot.

"God, I can't understand these people who can write a script in a hotel room! How can you know an actor can say something getting up or sitting down until you've had a chance to see him? We stick as close as we can to the absolutely natural. If a man is supposed to be cold and wet, the actor should be cold and wet, too. People move and speak differently when they're cold, and their muscles work differently. A warm actor can't really imitate a cold man,

no matter how good he is."

The son of a merchant-author, and grandson of an artist-author, the 39-year-old Ray once meant to be a painter himself. After graduating from the University of Calcutta in 1939, he studied art for three years, then took a job doing layouts for a Calcutta advertising agency and kept at it until 1955. Meanwhile, he had begun filming "Pather Panchali" on weekends in 1952, financing himself by borrowing (he is married and has a 7-year-old son). He finished in 1954 with the financial help of the West Bengal Government.

**Amateurs:** "It was an awful struggle," Ray recalled. "We were a completely amateur group. Some of the cameramen had never held a camera in their hands before. One of our actors was an 82-year-old woman who played the grandmother, and we really prayed for that woman every time the cold weather came. In India, old women die easily in the cold

season. If anything had happened to her we would have had to start over again, and I don't believe we could have.

"The grand prize at Cannes [the 1956 film festival] was the turning point. I still can't quite believe the film's record-breaking run in New York, its critical reception. I never imagined it would be shown any place but Calcutta."

Despite his reputation abroad, Ray, like Sweden's Ingmar Bergman, remains commercially unsuccessful at home. He makes each movie on a budget of

#### Ten to See

- Let's Make Love—Marilyn Monroe and Yves Montand turning it on in a big, slick movie about a millionaire, mistaken identity, and an off-Broadway show (reviewed NEWSWEEK, Sept. 5).
- Come Dance With Me!—The spirit of the Thin Man loosely translated into French by Brigitte Bardot (Sept. 5).
- The Captain's Table—Fluff and nonsense about a cargo captain's first go at running a ship with people (Aug. 15).
- The Rest Is Silence—An intriguing if rough-edged transplanting of "Hamlet" into postwar Germany (Aug. 8).
- Sons and Lovers—Trevor Howard is superb as the father in D.H. Lawrence's classic about a mother-dominated youth and his misspent loves (Aug. 1).
- Elmer Gantry—Burt Lancaster roars, brawls, and bawls as Sinclair Lewis's revivalist preacher, with Jean Simmons as his tent-mate (July 11).
- The Green Carnation—The celebrated tragedy of Oscar Wilde against society, with Peter Finch (July 4).
- Bells Are Ringing—This one, about a shy answering-service operator, has songs, color, comedy, and Judy Holliday, and lo, the last leads all the rest (June 27).
- Psycho—Alfred Hitchcock on the fatal dangers of taking showers, with Tony Perkins as a motel owner, Janet Leigh as a short-term tenant (June 27).
- The Apartment—Director Billy Wilder, Jack Lemmon, and Shirley MacLaine giving the lumps to urbanized society in a wonderfully funny and moving satire about a harassed bachelor executive in New York City (June 20).

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40,000, has completed two more pictures, a comedy and a drama, and is currently working on a state-sponsored documentary about the life of the Indian novelist-poet Rabindranath Tagore. Accounting for his commercial failings at home, he explains: "After all, our people are terribly poor. They don't want to see a movie about their problems. They know them well enough already."

But among Ray's Indian admirers is Prime Minister Nehru, who is partly responsible for "Apu." "He helped me make up my mind to do the third," said Ray. "After he saw the second, he said, 'You owe us one more film. We should know what happens to the young man.'"

### Tragedy in Technicolor

**THE DARK AT THE TOP OF THE STAIRS.**  
Warner Bros. Produced by Michael Garrison. Directed by Delbert Mann.

Two good examples of recent theatrical realism were William Inge's play "The Dark at the Top of the Stairs" and the movie "Marty." Delbert Mann, the director of the latter, has now made a movie out of the former, and the odd result is pure Hollywood fantasia.

Shot in unreal Technicolor, shot full of unreal background music, and trampled on by unreal minor actors, the movie "Dark" gasps out the story of the Rubin Flood family, headed by Robert Preston, a harness salesman in Oklahoma in the 1920s. When Rubin's boss goes out of business for lack of horses, Rubin steps up his quarreling with his wife Cora (Dorothy McGuire), who has grown physically cold to him from long, persistent haggling. When he takes refuge with a beautician (Angela Lansbury), Cora calls in her sister Lottie (Eve Arden) for conversational consolation and Lottie discloses that she, too, has marital troubles (her confession to Cora was one of the most moving moments in the play; here it is only a sister-you-think-you-got-it-bad lecture). Others on hand are Rubin's daughter Reenie, who is shy of boys, son Sonny, who is also somewhat shy of boys, and cadet Sammy, a Jewish boy who falls for Reenie.

The catalyst in all this is the suicide of humiliated Sammy after he has been ejected from a private, "restricted" dance, a tragedy which in the play came as a paralyzing piece of news, but which is now exploited to extreme—and beyond—in a deathbed scene. The believability here is served up largely by actor Preston, who manages to overcome his unbelievable color (Studio Tan) and by playwright Inge, whose pungent dialogue now and then elbows its way through its costume-party decorations.

► Summing Up: One part Freud, two parts Henry Aldrich.

## BOOKS

LIFE WITH A POET:

### The Lady in Larchmont

In her gracious living room in suburban Larchmont, N.Y., Phyllis McGinley, seated on a Louis XV sofa, a bowl of roses lighting up the coffee table in front of her, fingered a copy of her latest collection of verse, "Times Three" (304 pages. Viking. \$5). "I think it's a lovely book," she said. "I mean the way it's designed. It looks very good. I just love my publisher."

Miss McGinley's publisher loves her, too: The collection before this one, "The Love Letters of Phyllis McGinley," has sold an astounding (for poetry) 40,000 copies since it first appeared six years ago, and "Times Three," covering three decades, has just been chosen as an alternate by the Book-of-the-Month Club for November.

"I think it's a very hopeful thing," said Miss McGinley, "not for me but for all poets. At least the public is being reminded what a stanza looks like on a page [see box]. And I've been building up," she said, "trying to get better. At first, back in the '30s, I was writing real light verse. I mean *really* light verse. That was when Dorothy Parker and Samuel Hoffenstein were in their heyday. But I've been moving toward something a little different—poetry of wit, which is what the Cavalier poets used to write. It wasn't until Wordsworth that there was this great dividing line between 'serious' poetry and 'light verse.'

**Sick:** A frequent and long-standing contributor to *The New Yorker*, she has also served on the advisory board of *The American Scholar*, and thus has a kind of official license to be considered a "serious" person. "I'm so sick of this Phyllis McGinley, suburban housewife and mother of two . . ." she said. "That's all true, but it's accidental. I write about the village here, and the family, but that's only an eighth or a tenth of my work. The rest is different. There's a hell of a lot of straight social criticism."

Born 55 years ago in Oregon, raised in Colorado, and schooled in Utah, Miss McGinley came to New York and wrote "Swinburnian" poetry, then shifted into her lighter mood when a contract she made with *The New Yorker* provided for higher rates per line for lighter verse. ("Women will usually write what people want them to," she said. "Women are more amenable than men.") She is married to a New York Telephone Co. executive, Charles Hayden. Her time, most recently, has been devoted to her next book, in prose, "Saint-Watching," and the reading of history.

Miss McGinley looked across the room at a rose-marble mantel that had been bought out of Mark Twain's house on West 10th Street in New York, and sud-

### A Moment With Phyllis McGinley...

*Said Zwingli to Muntzer,  
"I'll have to be blunt, sir.  
I don't like your version  
Of Total Immersion.  
And since God's on my side  
And I'm on the dry side,  
You'd better swing ovah  
To me and Jehovah."*

*Cried Muntzer, "It's schism,  
Is Infant Baptism!  
Since I've had a sign, sir,  
That God's will is mine, sir,  
Let all men agree  
With Jehovah and me,  
Or go to Hell, singly,"  
Said Muntzer to Zwingli,  
As each drew his sword  
On the side of the Lord.*

—How to Start a War

*C OLETTE  
Kept Love for a pet,  
Brushed its fur as soft as silk,  
Gave it saucerfuls of milk,  
Taught it all the tricks there are—  
But didn't trust it very far.*

—The Cat on the Mat  
Deserves a Pat

*T HE Enemy, who wears  
Her mother's usual face  
And confidential tone,  
Has access; doubtless stares  
Into her writing case  
And listens on the phone.*

*Her fortress crumbles. Spies  
Who call themselves her betters  
Harry her night and day.  
Herself's the single prize.  
Likely they read her letters  
And bear the tale away,*

*Or eavesdrop on her sleep  
(Uncovered and unhidden)  
To learn her dreams by heart.  
There is no lock will keep  
A secret rightly hidden  
From their subversive art.*

*But till the end is sure,  
Till on some open plain  
They bring her to her knees,  
She'll face them down—endure  
In silence and disdain  
Love's utmost treacheries.*

—Fourteenth Birthday

*O FF IN the wilderness bare and  
level,  
Anthony wrestled with the Devil.  
Once he'd beaten the Devil down,  
Anthony'd turn his eyes toward  
town*

*And leave his hermitage now and  
then  
To come to grips with the souls  
of men.*

*Afterward, all the tales agree,  
Wrestling the Devil seemed to be  
Quite a relief to Anthony.*

—The Temptations of St. Anthony

*C ONNECTICUT, with much at  
stake,  
Prefers to call a pool a lake,  
But in New Hampshire and  
beyond  
They like to call a lake a pond.*

—The Customs of the Country



Peter Basch

*T HIS is the day which the Lord  
hath made,  
Shining like Eden absolved  
of sin,  
Three parts glitter to one part  
shade:  
Let us be glad and rejoice  
therein.*

*Everything's scoured brighter  
than metal.*

*Everything sparkles as pure  
as glass—*

*The leaf on the poplar, the  
zinnia's petal,  
The wing of the bird, and  
the blade of the grass.*

*All, all is luster. The glossy harbor*

## ...And Her Verse

Dazzles the gulls that,  
gleaming, fly.  
Climbers the wasp on the grape  
in the arbor.  
Glisten the clouds in the  
polished sky.

Tonight—tomorrow—the leaf  
will fade,  
The waters tarnish, the  
dark begin.

But this is the day which the  
Lord hath made:  
Let us be glad and rejoice  
therein.

—Sunday Psalm

**T**EARS at midnight  
Stain the pillow  
Tears at morning  
Puff the eye.  
Twilight tears are  
Brief and shallow—  
Easy-summoned,  
Quick to dry.  
Saltier sting those tears, they say,  
Never shed by night or day.

—Report on a Situation

**L**ISTEN! It is the summer's self  
that ambles  
Through the green lanes with such  
a coaxing tongue.  
Not birds or daisy fields were  
ever symbols  
More proper to the time than this  
bell rung  
With casual insistence—no, not  
swallow  
Circling the roof or bee in  
hollyhock.  
His is the season's voice, and chil-  
dren follow,  
Panting, from every doorway down  
the block.

So, long ago, in some such shrill  
procession  
Perhaps the Hamelin children gave  
pursuit  
To one who wore a red-and-yel-  
low fashion  
Instead of white, but made upon  
his flute  
The selfsame promise plain to  
every comer:  
Unending sweets, imperishable  
summer.

—Good Humor Man

**W**YATT Earp  
Rides tall in the stearp.  
—The Importance of Being  
Western

September 26, 1960

## BOOKS

denly spoke of her love for her art: "I've always read poetry. I read it for enjoyment, for delight, pleasure, passion, to get drunk on . . . People have been reading and enjoying poetry for thousands of years, and I just don't believe that in the past 30 or 40 years anything has changed. I don't see how it could."

### JUST OUT:

#### Peyton Place to Worse

**THE TIGHT WHITE COLLAR.** By Grace Metalious. 288 pages. Messer. \$3.95.

When Grace Metalious gave the world "Peyton Place" four years ago, some of the reviewers found it lacking any virtue whatsoever. Back then, it looked unlikely that time would ever alter the judgment. But time and Mrs. Metalious have now done so. Put her renowned first novel alongside her newest rube's-eye view of the unbuttoned life, and "Peyton Place" looks good.

Out of the bountiful squalor of her mind and art, Mrs. Metalious gives us again a tank-town schoolteacher at odds with society. Chris Pappas, a dedicated mentor of the young, wants a job in the neighboring town of Cooper Station. Doris Palmer, a bigwig on the town board who wears her "respectability like a mink coat," wants him blackballed because Chris and his wife, Lisa, have been united by shotgun. But if you knew the dirt on Doris! In a Metalious novel, of course, you get it with a shovel.

Eager to unload the dirt on everybody, the author messes with half a dozen plots, all of which sound alike, and all of which boil down to something like this bit of business: "She turned slightly and bit his ear."

►Summing Up: Open a window!

#### Who Wanted to Fight?

**NO COMPROMISE!** By Arnold Whitridge. 212 pages. Farrar, Straus and Cudahy. \$4.

To put it sketchily, this country in 1861 broke in two over the question of spreading slavery to the Western territories. It was an issue without meaning. Had the South been given its way in the new lands, the victory—author Arnold Whitridge believes—would have been purely nominal. Not only were the territories unsuited by economy to the South's "peculiar institution," but the majority of the settlers were Yankees who opposed it. So who wanted to fight? It comes down—this book contends—to a set of hotheads, North and South, for whom the thought of no Civil War was as desolating as it would be for today's book publishers.

Chief firebrands for secession were



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Robert Barnwell Rhett, an explosive senator whose family controlled one of the South's most influential newspapers, The Charleston Mercury; William Lowndes Yancey, a congressman and past master at fanning passions with oratory, and Edmund Ruffin, a soil chemist by trade who gloried in firing the first shot at Fort Sumter, and blew his brains out at the war's end rather than live under Yankee rule. For these fanatics, the North had fanatics to match. William Lloyd Garrison, the abolitionist editor, melodramatically burned a copy of the Constitution, calling it a bulwark of slavery. The rabid abolitionist lawyer Wendell Phillips denounced the South as "one great brothel." Massachusetts Sen. Charles Sumner—New England conscience always on parade—cast taunts at the South which provoked a Dixie congressman to beat him senseless at his Senate desk. Crazy old John Brown—hoping to set off a slave insurrection with his raid on Harpers Ferry—finally started the flow of blood for which the wild-eyed ones had been thirsting.

These seven sons of emotional incontinence win the credit—in this vigorously written, admirably compact historical study—for defeating common sense and disabling the men of compromise who might have kept Americans out of a war they did not want. Collecting their forbidding likenesses in this provocative group portrait, former Yale Prof. Arnold Whitridge not only reanimates a dramatic episode of American history, but furnishes a reminder that this species of nut is far from extinct today.

►Summing Up: Rogue's gallery of the overrighteous.

#### AUTOBIOGRAPHY:

### One Man's Kingdom

"In the wee small hours," the mother wrote, "she began to improve and I was amazed at the question she asked me. 'Mommie, is Thornton Burgess still alive?' I replied that I did not know anything about you, but you must be a man well on in years for one of your books was copyrighted in 1910 . . ."

Addressed to the author some twenty years ago, this fan letter repeats a question which children, as well as many a grownup, are still asking. Three generations of Americans have been raised on the fictionalized nature lore of Thornton Burgess, and his astounding output of 15,000 stories enjoys a sentimental esteem which—for most adults—makes the question of their literary worth a matter of gross irrelevance.

Happily, the answer to the ailing child's question was—and still is—yes. At 86, Thornton W. Burgess is not only alive, but out this week with a golden anniversary edition of "Old Mother West Wind,"

### Periscoping Books

An inside report on Red China's schools, written by a former teacher there and sneaked to a friend in the U.S., is now being translated for Bobbs-Merrill . . . New York Yankees' catcher Yogi Berra, master of fractured English, has completed his autobiography for Doubleday, with the aid of magazine editor-writer Ed Fitzgerald . . . Pierre Boulle ("The Bridge Over the River Kwai") has just finished another wartime story to be published by Vanguard this fall. Called "A Noble Profession" and set in France, it is the story of an agent who breaks under enemy torture and later pays for it with his life.

plus an autobiography called "Now I Remember" (388 pages. Little, Brown. \$5). Seen in self-profile, Burgess is just what the reader would want—a benign sentimentalist who truly believes the rhymed homilies which decorate the top of his stories and truly loves the animal world. The most absorbing episode of the autobiography shows him in the role of dedicated amateur naturalist, hiding out in the dawn on Martha's Vineyard to observe a male heath hen who is the last of its race. Eerily, the bird goes through its ritual mating dance, unable to realize that nowhere on earth is there a she-

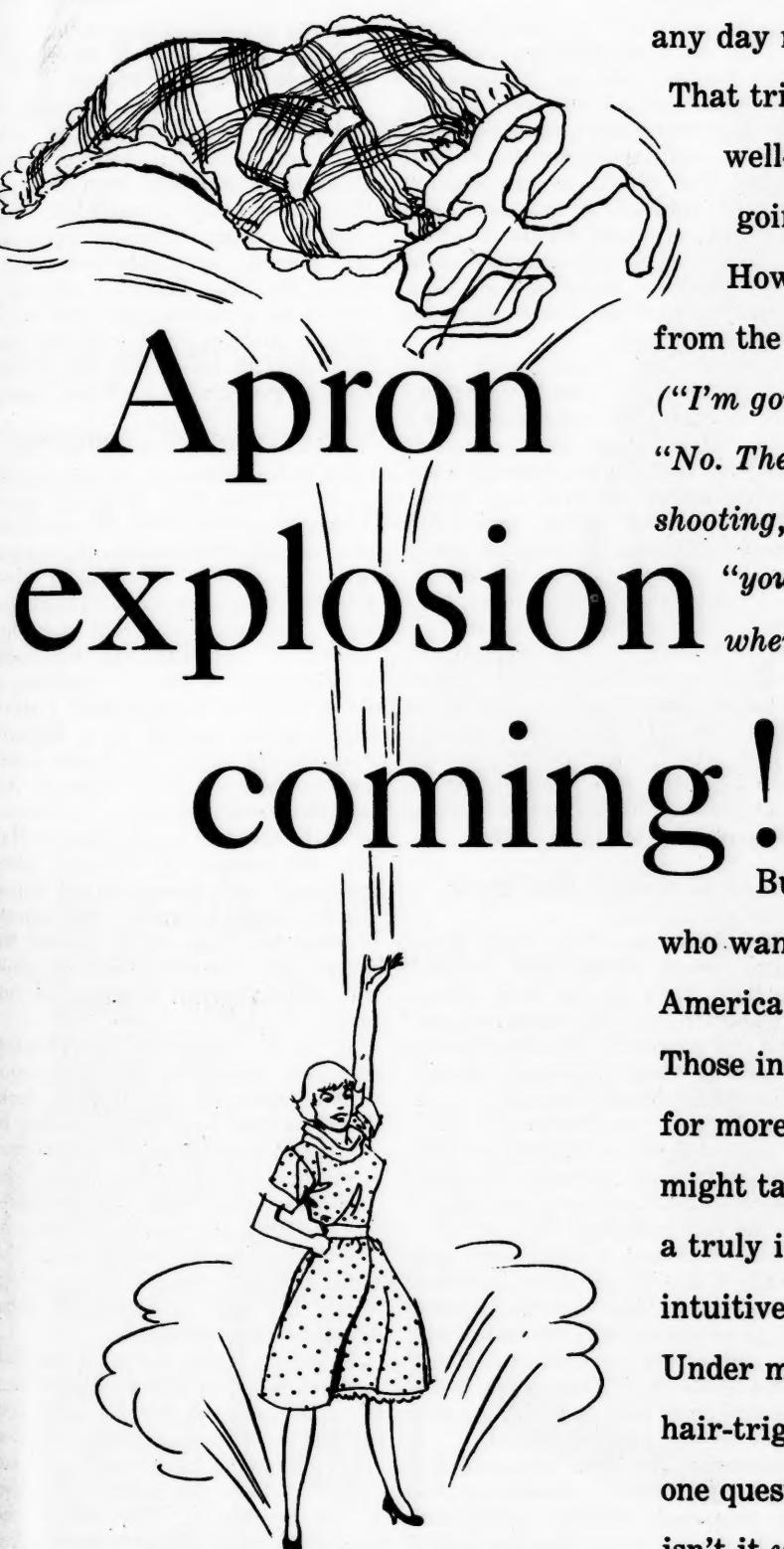
hen to be charmed by the show.

Reinforced by illustrator Harrison Cady—a fellow octogenarian who is still his collaborator—Burgess won a fan following which has included, at some stage in life, virtually every living American (his bedtime stories ran in 400 American newspapers). Many were hooked for good. During the harrowing trial of the eleven top Communists in 1949, Judge Harold R. Medina—declares his biographer—spent each morning recess with The New York Herald Tribune, carefully catching up on the doings of Jimmy Skunk and Sammy Jay. Attending a conference in Canada on the life cycles of fish, Burgess was once forced by popular request—despite his cringing embarrassment—to tell a bedtime story to the assemblage of scientists from five countries.

**Tributes:** Cranking out a story a day for nearly 50 years—he retired from his syndicated column only this year, and now divides his time between Hampton, Mass., and the island of Tobago off Trinidad—Burgess tried to keep fiction close to the facts of natural history. More and more he won the notice and respect of professional naturalists until—in the supreme hour of his life—Northeastern University in Boston flabbergasted him with an honorary doctorate of letters. In his autobiography, Burgess devotes a vast number of his pages to the admiring messages that fill his scrapbooks and the unexpected fame that the world has given him, but his delighted puzzlement as to why it all happened makes his book naively pleasant reading.



Thornton Burgess and Reddy Fox: They hooked the judge



# Apron explosion coming!

Explosion seems to be  
a popular word  
these days.

Let's use it to describe what's  
going to happen in your kitchen—  
any day now.

That trim, talented, healthy,  
well-educated wife of yours is  
going to revolt.

How long can you keep her  
from the firing line?

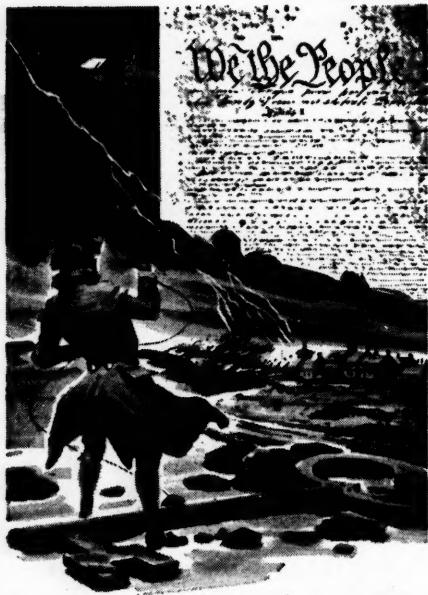
("I'm going with you," said the heroine.  
"No. There's liable to be some  
shooting," said the hero,  
"you stay here  
where it's safe.")

Running the Fall Bazaar,  
planning the Garden Club Show  
are fine for some women.

But maybe your wife is one of those  
who wants to enter the mainstream of  
America's dynamic progress.

Those in industry who keep crying  
for more and better help  
might take this tip: Don't dismiss  
a truly intelligent woman as merely  
intuitive or wily.

Under many a frilly bonnet lies a  
hair-trigger mind. If you don't think so,  
one question, please—  
isn't it *your* hard-earned cash  
that pays for the bonnets?



## "If you can keep it!"

When our Constitution was finally signed on September 17, 1787, Benjamin Franklin was asked as he left Independence Hall, "What have you given us?" His reply was typical of this great man's vision: "A republic—if you can keep it!"

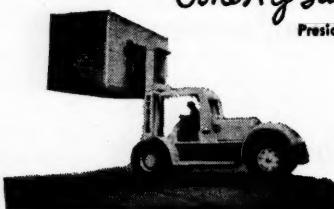
Franklin knew that the enemy of freedom is apathy. There had been republics before, and they had failed because of human folly, greed and indifference. The founders of our nation had no certainty that their work would endure. But they had great faith.

We have not been good guardians of that faith. Forty to sixty percent of voters fail to show up at the polling places, in spite of the perils facing us and our government at home and abroad.

A republic is a do-it-yourself affair. We must not only inform ourselves and vote—we must also influence others to be good citizens. This year, 1960, may be decisive for years to come. Will we demonstrate that we Americans are fit for our freedoms?

We have a republic. Will we keep it?

*Ernest G. Swigert,*  
President



Challenger 400 lift truck makes light work of handling 20-ton cargo containers.

**HYSTER has it!**



**HYSTER  
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Home Office: Portland, Oregon

## Perspective

Registered U.S. Patent Office



### A New Kind of Campaign

by Raymond Moley

CAMPAIGN orators are already filling the air with platitudes about the "new frontier" and the "challenge of the future" and all that sort of thing. But they must realize, especially those who are campaigning for the national tickets, that so far as campaigning goes, the future is already here. The maelstrom of world events in which we find ourselves and the actual physical business of campaigning distinguish this top-level debate from all others in the past.

After visiting a considerable number of states from coast to coast, and after examining the communications I have received from those reporters who have visited other states, it is my conclusion that upheavals and flaring conflicts in Asia, Africa, and Latin America are haunting American minds far more than the fate of the farmer, the family budget of the worker, concern about possible catastrophic illness, or housing or school classrooms. These latter are important matters, but when there is the possible collapse of the U.N. and maybe a spread of war which would engulf millions and cast death over the land for civilians as well as the military, there is priority among apprehensions.

#### PARTY LINES IGNORED

More Americans than some of us realize would phrase their feelings like this: "Let's let the home affairs be cared for by congressmen and senators and governors. The President is the one in whose judgment will rest the awful decisions which may mean peace or war, annihilation or security." Thus there is developing a differentiation in the estimates of voters between district and state candidates and the two individuals who are running for President. I could name specifically half a dozen states in which it is more than likely that the majority will go to one party in the state election and to the national candidates of the other party. Voters are likely to ignore party lines in evaluating the names on the national tickets.

Moreover, the sheer physical demands upon national candidates this year transcend anything candidates have known and felt in the past. Radio and television, as has been said over and over, have made revolutionary

changes in campaigning methods. But the candidates' habit of traveling by air has a still greater impact.

When a candidate traveled by train, there were periods of quiet, rest, and reflection between cities. Reasonable seclusion from the pests that pounce upon a candidate whenever he makes a public appearance was possible for nights and parts of days. He was afforded a chance to collect his thoughts, talk with his intimate advisers, and rest his poor bruised right hand, that bit of common property with no holds barred.

#### BATTERED CANDIDATE

One of the most poignant scenes I have ever witnessed was on a late afternoon in Pittsburgh in the autumn of 1956. I was seated in a plane scheduled for New York. There was a wait. The word was that candidate Stevenson was due. He had been campaigning all day, I believe, in West Virginia. He appeared, a worn, slight figure, garbed in a battered raincoat. He was jammed into a seat and we took off. At La Guardia Airport there was a handful of politicians to grab him and whisk him to Harlem for many appearances, short speeches, and thousands of handshakes. Imagine weeks and months of days like that. It is beyond the mental and almost beyond the physical and emotional capacity of one human being.

In such a campaign, a candidate may rely, sometimes unwisely, upon words written by others. If he lacks deep personal knowledge of the issues and conditions, he must utter the same routine again and again. And now, when there are 50 states with a thousand local problems, no interest, however small, may be slighted. No pressure group neglected. No hand unshaken. No local or state VIP overlooked.

In the confusion the voter loses all comprehension of the detailed issues. He will reach out for the man, feel for his mental muscle, his essential character, judge his strength and capacity to bear the massive burdens of the Presidency. The rest of the issues he will regard as chores for congressmen, senators, governors. This is why this campaign is unique.

# "White Label"

## and ANCESTOR

## **DEWAR'S SCOTCH WHISKIES**

Famed are the clans of Scotland... their colorful tartans worn in glory through the centuries. Famous, too, is Dewar's White Label, forever and always a wee bit o' Scotland in a bottle. And for real special occasions, there's a mite of Dewar's Ancestor available—a rare Scotch indeed, in Dewar's distinctive bottle.



Deluxe  
Edition



### **Traditional Tartan of Clan MacLaine of Lochbuie**

SET OF 4 COLOR PRINTS OF CLANS Wallace, Bruce, MacIntyre and Highlander. 9½" x 12½", suitable for framing, send \$5 to Cashier's Dept., Schenley Import Co., 350 Fifth Ave., N.Y. 1, N.Y. Both 86.8 Proof Blended Scotch Whisky.

100 PROOF BONDED IN BOND



To those who truly enjoy 100 proof bonded Kentucky bourbon, there is no substitute for Old Grand-Dad. With a brand so universally accepted, it makes good sense to serve Old Grand-Dad, the "Head of the Bourbon Family," to all your friends.  
*The Old Grand-Dad Distillery Company, Frankfort, Kentucky.*

# Old Grand-Dad

KENTUCKY STRAIGHT BOURBON