

# LIFE

**TOMORROW'S LIFE TODAY**  
**MAN'S NEW WORLD: PART II**  
**WITH TROOPS ON TURKISH BORDER**  
**THE FOOTBALL HERO ISN'T A HERO**



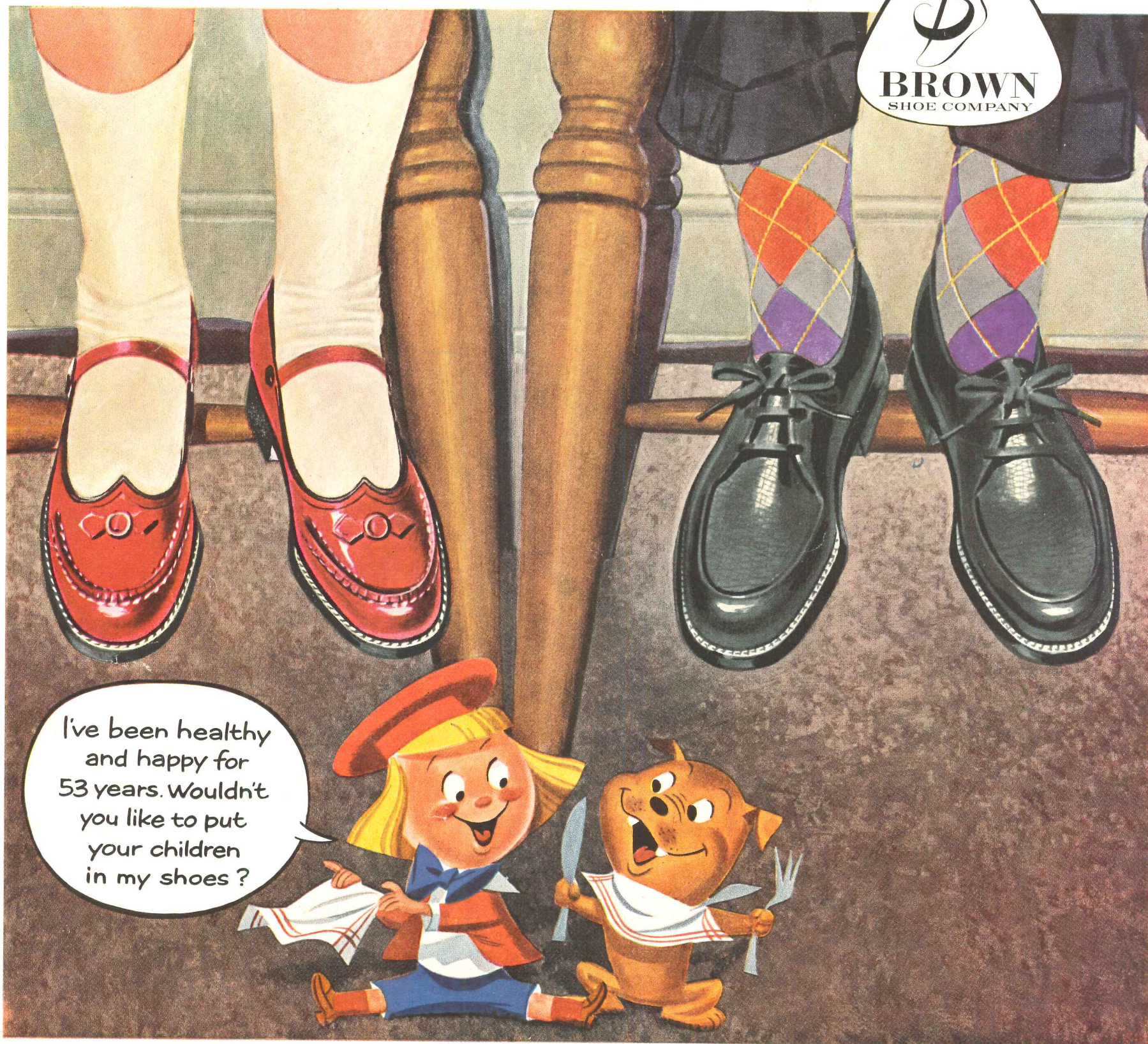
**AIR-SUPPORTED DOME  
FOR ALL-YEAR SWIMMING**

**NOVEMBER 11, 1957 25 CENTS**

RE 820  
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PURDUM RD.  
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*Quality at your feet...*



*Again this Thanksgiving...*

Shoes illustrated: MECCA, left; LINDY, right.

## More kids will go to grandma's in Buster Brown Shoes than any other brand

*The kids will be proud of the way they look, of course. But the important thing is the way they fit. Buster Browns are made over live-foot lasts and fitted only by authorized retailers, using the*

*exclusive 6-Point Fitting Plan that protects young feet. They're a smart buy, too—because the quality materials and workmanship in Buster Browns make them wear better!*



Buster Brown Division, Brown Shoe Company, St. Louis

# BUSTER BROWN®

*The shoes for the child shape the feet for a lifetime*

**5<sup>95</sup> to 7<sup>95</sup>**  
*Priced according to size  
Higher Denver West*





**Complete Fabric Control**  
Just dial...



**Yellow for woolens.**  
Wash shrink-prone fabrics in confidence.



**Red for cotton.** Automatically selects correct heat, speed, time.



**Purple for lingerie.** Washes all your frilliest synthetics so safely.



**Blue for soft fabrics.** Perfect for terrycloth, chenille and corduroy.



**Orange for Wash 'n' Wear.** Synthetics come out wrinkle-free.



**Green for Acetates.** Rayons last longer without harsh scrubbing.

## Announcing the 1958 RCA WHIRLPOOL Washer with Revolutionary New Automatic Fabric Control

### Exclusive New Automatic Fabric Control.

Gives settings automatically—assures perfect fabric care.

### Only Built-in Lint Filter.

Automatically screens out objectionable lint and fuzz.

### Money-Saving Suds-Miser®.

Economically re-uses soap and hot water over and over.

### New Cold Water Washing.

New safety for your precious woolens and problem fabrics.

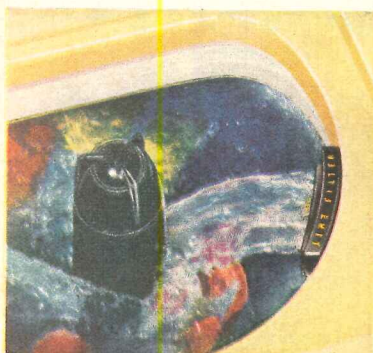
**5-YEAR WARRANTY** on sealed-in transmission.

Yes, Ma'am, you can wash anything washable in this new, completely worry-free RCA WHIRLPOOL. Chenille? Dial blue—that's all you do. The new Automatic Fabric Control selects exactly the right combination for the fabric you want to wash from RCA WHIRLPOOL's 60 basic washing combinations. It's the simplest, surest, safest, cleanest washing ever. Take your pet cashmere—or any problem fabric—to your RCA WHIRLPOOL dealer and prove it for yourself.

*Matching gas or electric dryer with matching Automatic Fabric Control. Both available in porcelain white or decorator colors.*

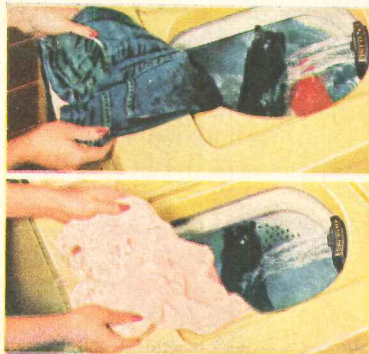


**Even Cold Water Washing.** Five wash temperatures! Even Cold Water Wash, if you like, for shrink-prone fabrics. Less shrinking, less wrinkling when you use cooler water and a slower, gentler speed.



**Only built-in Lint Filter.** No objectionable lint on clothes, no tray in the way. Works full-time, even on partial wash-loads. 1199 drain-away openings in the tub drain soil away from clothes.

**2-Speed, 3-Cycle Action.** Normal action for cottons, linens and all regular fabrics—plus a slower, gentler speed for woolens and all delicate fabrics—plus a special cycle for all Wash 'n' Wears.




**Exclusive Suds-Miser®.** Built-in suds return system pumps hot, sudsy water out for storage, pumps it back for re-use. Saves gallons of hot water—saves many, many boxes of soap—saves you money.



# Whirlpool

BETTER HOME APPLIANCES... FOR BETTER HOMES

Whirlpool Corporation, St. Joseph, Michigan. (Use of trademarks  and RCA authorized by trademark owner, Radio Corporation of America.)



## MAN'S NEW WORLD: PART II



PLASTIC COVER, BLOWN UP LIKE A BALLOON, SHELTERS SWIMMING POOL IN BACKYARD OF BUFFALO INVENTOR WALTER BIRD SUMMER AND WINTER. AIR BLOWER

# TOMORROW'S LIFE TODAY

The fabulous industrial development described in the first instalment of "Man's New World" (Life, Oct. 7) is only part of the movement which is thrusting man into the future even as he lives in the present. Though seemingly so remote from this workaday world of housing and transportation and communication, the advances in technology have already begun to change the world—to put man's everyday living into a new realm of plastic houses and jet cars, to launch him vertically into the air on one-man flying platforms, to bring into his vision and hearing events as they happen anywhere on the earth's surface or deep under the sea.

Mankind has already had a mouth-watering taste of the meal that technology is cooking up for it. Such modern wizardry as plastics, miracle yarns, television, air conditioning and frozen foods, once the dream

children of imaginative inventors, have in just the past decade become commonplace necessities. What surprises the inventor is that it takes so long for his progeny to reach the public. Practical house-building, say the architects, is 20 years behind proved theory. Such understandable factors as the high costs of factory retooling, massive consumer resistance and a clinging to tradition are responsible. But the impatient scientist and technician must often feel that it is man himself who stands in the way of man's mechanical paradise.

Nevertheless the new day is just about here, as the developments on these 14 pages show. In housing and community living, the changes are moderate. More startling to contemplate, though not unexpected, is the immediate future of transport with its personalized flying machines that will open up hitherto inaccessible rural lands for daily commutation.





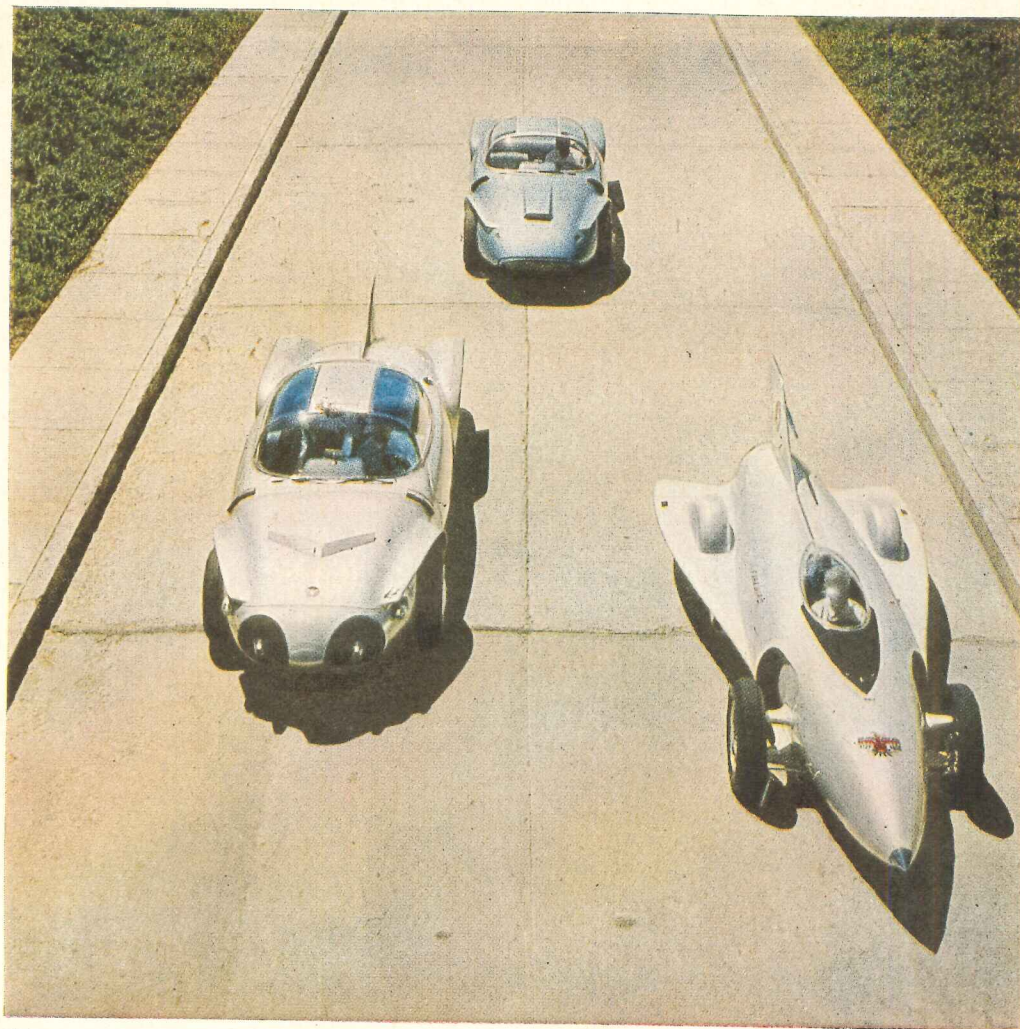
KEEPS IT INFLATED. DEFLATED IT ROLLS UP LIKE A LONG RUG. COST IS \$2,000

## The new technology already has samples of changes it makes in everyday world

Not quite in being, though not far off, are more startling but perfectly practicable plans for supplying the world's food and clothing. The latter, from men's socks to ladies' swim suits, may well be either quite indestructible and unsoilable or else, quite the other way, as disposable as a facial tissue. Food will not come from the home freezer but off the shelf where, processed by "dehydrofreezing" (now being perfected), it will be kept in sealed, transparent plastic bags divested of almost everything but its flavor and nutriment. If the unsoilable clothes do get soiled and the dehydrofrozen dinner is eaten off old-fashioned, nondisposable dishes, clothes and dishes can be thrown into the ultrasonic washer. In this device gentle sound waves rather than agitation will dislodge dirt particles. It is almost as sure to be as much a part of modern living by 1977 as the helicopter and 21-inch TV screen are way back in 1957.



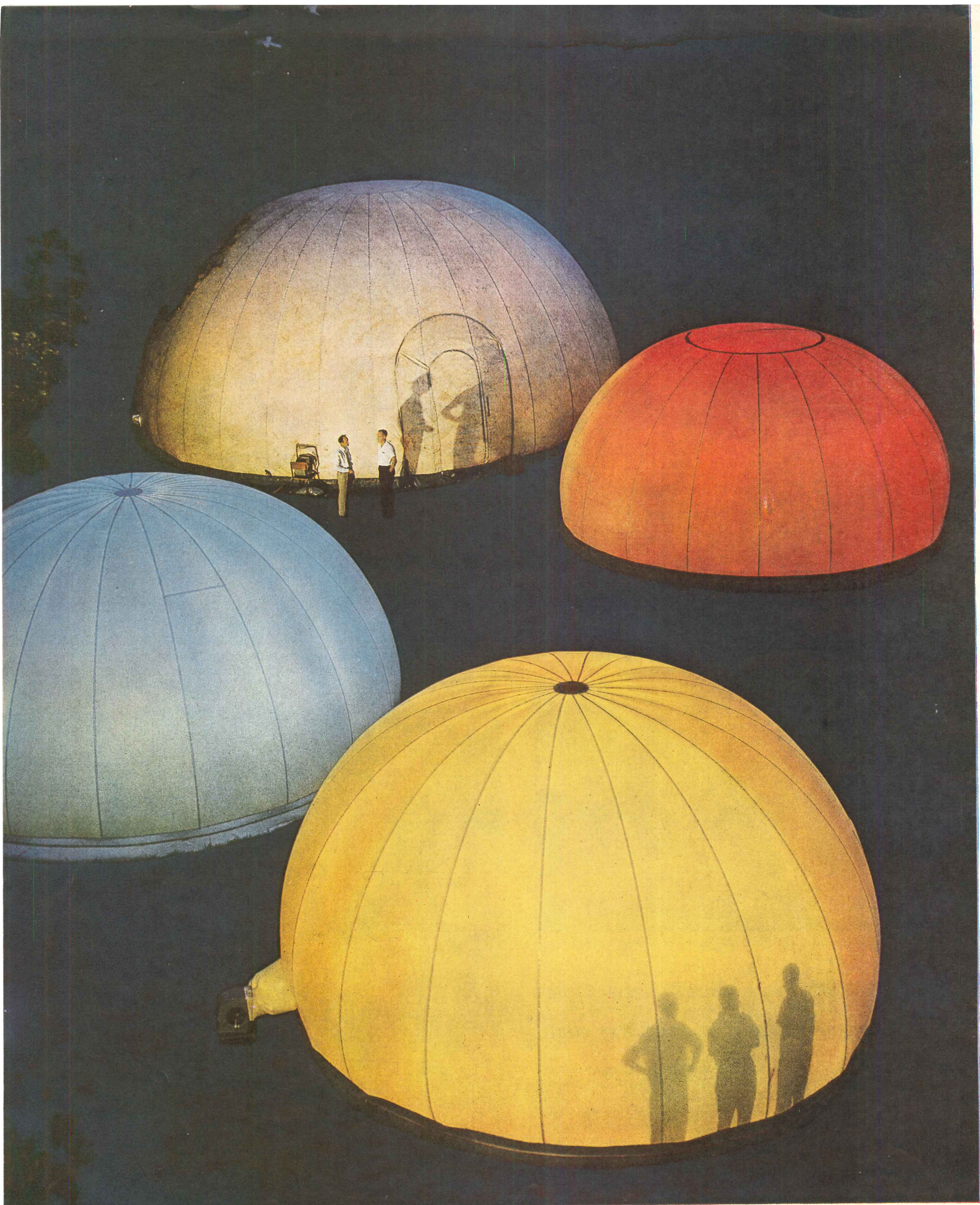
**CREASED ROOF**, on a house in Atlanta, is made of laminated plywood folded around plastic skylight and held together by cable threaded through lower edge. Light and cheap, it provides unsupported span for modern, uncluttered interior.



**JET-ENGINE AUTOS** are being tried by GM. In foreground are Firebird II (*left*) and Firebird I, both gas turbine models. The XP-500 (*rear*) is a free-piston powered car that uses almost any low-grade oil fuel. Here they are running at GM.

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**NYLON AIRHOUSES** pop up on a university campus in Kentucky. Made of U.S. Rubber Company's Fiberthin, a vinyl-covered nylon fabric four times as strong as waterproof canvas yet 40% lighter in weight, domelike houses are kept

up by air, pumped in by small blowers. They are anchored at base by ballast ring of sand or water. Already catching on for industrial and military use, they are being developed as vacation houses for around \$1,000 for a 20-foot-diameter size.





**PLASTIC MUSHROOM**, Monsanto Chemical Co.'s experimental house, consists of only 20 molded pieces. Whole house rests on a 16-foot-square block of concrete. The four wings are cantilevered from utility core in center. Floors and

ceilings are foot thick, of rigid urethane foam set between reinforced plastic panels. The 1,300-square-foot house has two bedrooms, living room, family room, kitchen and two baths. All fixtures, like bathtub and sinks, are molded plastic.

## NEW SHAPES FOR SHELTER

In no field of man's existence—not even in the food he eats or the clothes he wears—has the ordinary man dug in his heels against technological change as stubbornly as in the house he inhabits. His reasons are usually quite valid ones like his own fondness for familiar styles or wariness of untested ideas, the resistance of home-builders to radically new techniques or the use of new materials and antiquated building codes which resist change.

But when these reasons are bypassed surprising things happen. New materials—metal, plastic, concrete—are used honestly and not as imitation wood and stone. Crimped aluminum on a mast roofs a unique beach house (*right*) and molded plastic encloses five rooms (*above*). At the same time, radical designs and structural concepts (*next page*) bring new efficiency to home building. As the U.S.'s bumper crop of World War II babies, soon to marry, threatens the U.S. with the greatest population explosion in its history, some such methods will be needed to provide the almost two million new units a year necessary to house it.



**ALUMINUM BEACH HOUSE**, by Alcoa, is built around aluminum mast. This model is half scale. Full-scale, 37-foot-diameter house has three bed-

rooms, bath, living-dining-kitchen, walls of glass, 15½-foot-high roof of anodized aluminum. Motor rotates house so occupants can get sun or escape it.

**CONTINUED**





**BATWING HOUSE** in Raleigh, N.C. was built in 1955 by Argentinian Eduardo Catalano. It is essentially a six-room glass box roofed over by a giant 3,600-square-foot geometric form known as a hyperbolic paraboloid. Its doubly curved

shape makes it possible to have a thin roof with great structural strength. It is supported on the ground at only two points. Catalano is now trying to arrange mass production of its roof in aluminum instead of costly laminated wood strips.

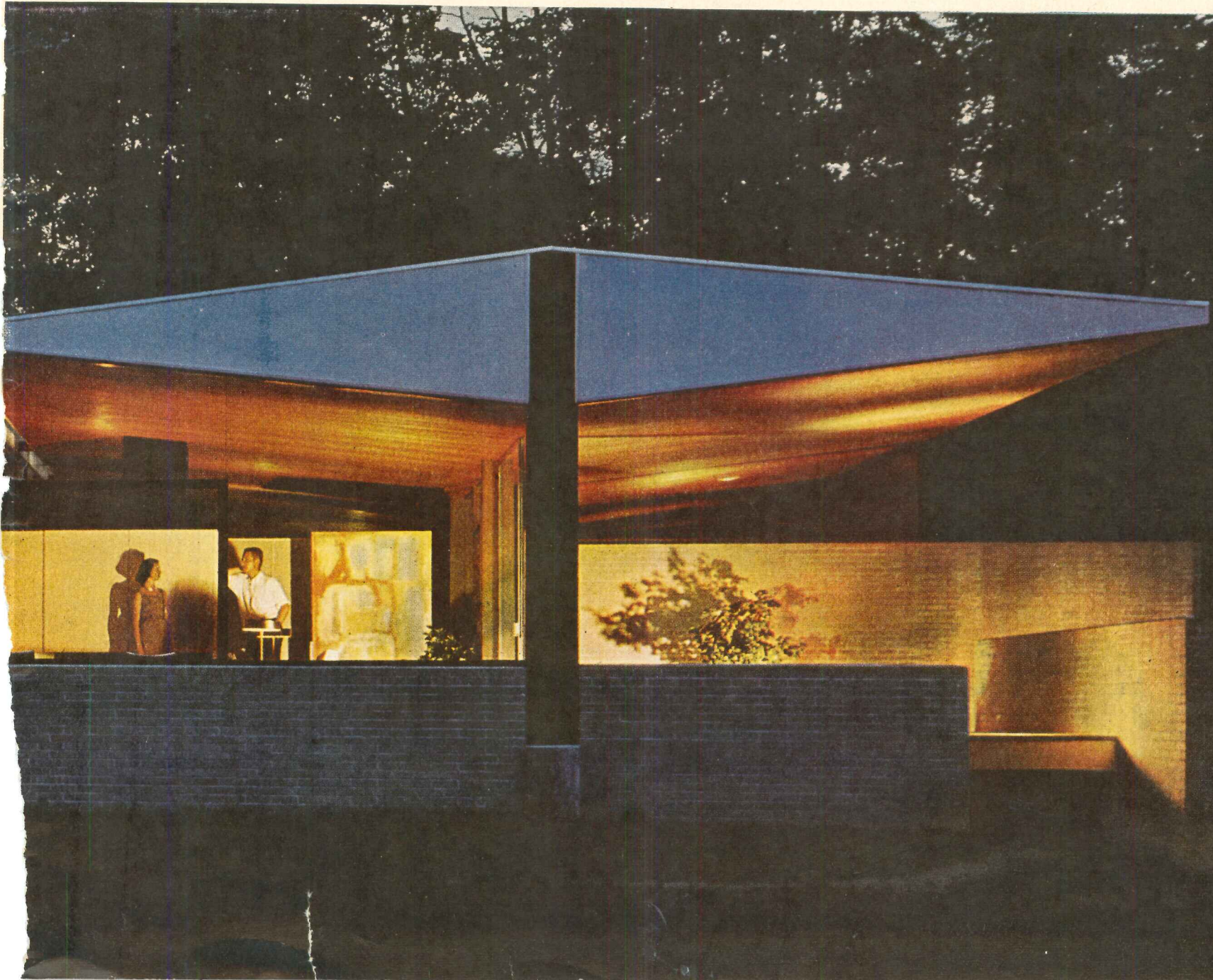






**STEEL-ROOFED HOUSE** in Rye, N.Y. built by Ulrich Franzen brings skyscraper methods into small house building. Eight diamond-shaped roof trusses, formed of prefabricated steel parts and supported by eight steel columns, were lowered

into place by three men and a mobile crane in one day. Since no walls, interior or exterior, need bear the weight of the roof, the owner has unlimited choice of materials (here mostly glass and brick) and arrangement of the finished house.







**FOAM FURNITURE**, created for a stylized interior-of-the-future by the Mobay Chemical Company, is made of urethane foam. It weighs half as much

as foam rubber and can be made hard as steel or soft as down. Boy in foreground is demonstrating action of foam which rises, yeastlike, 30 times its size.

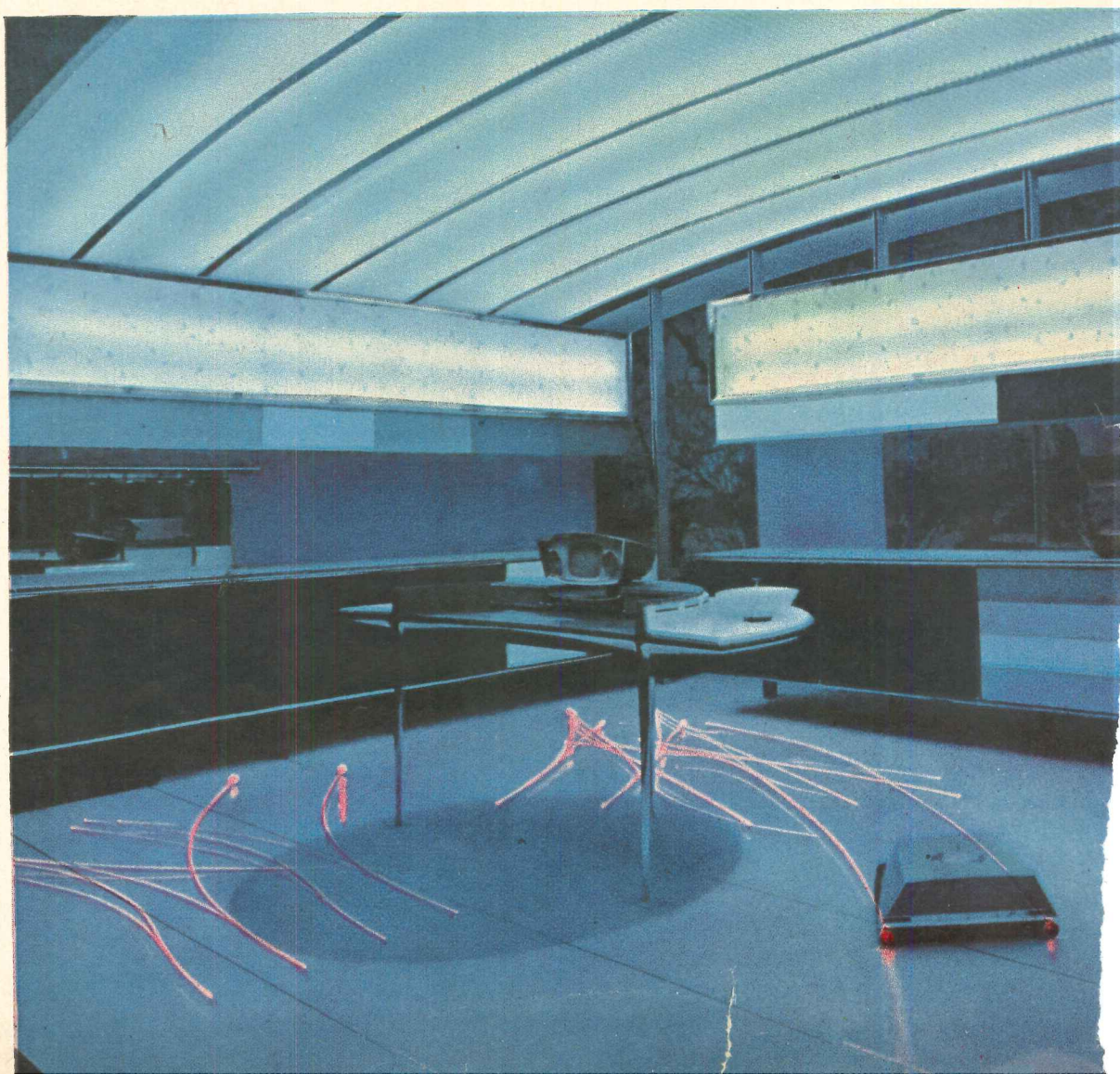
**ELECTRONIC KITCHEN** (below) by RCA Whirlpool, has master control panel (center with TV nursery monitor upon it). A buglike floor cleaner

## NEW PLASTICS FOR INTERIOR

Based on what is ready for the market today, plus the pronouncements which daily bubble forth from laboratories and drafting rooms, the new home interior can be described in one technologist's phrase: "Plastics, plastics, plastics and electronics."

Walls and floors will be either made of, or filled with, plastic. There are or will be plastic room dividers, plastic paints and water pipes (both already widely sold) and, very soon, plastic-foam furniture in all the shapes and sizes shown in the stylized room above. Interiors will be vastly more flexible as nonload-bearing walls, made possible by methods such as those shown on the preceding pages, can be moved about.

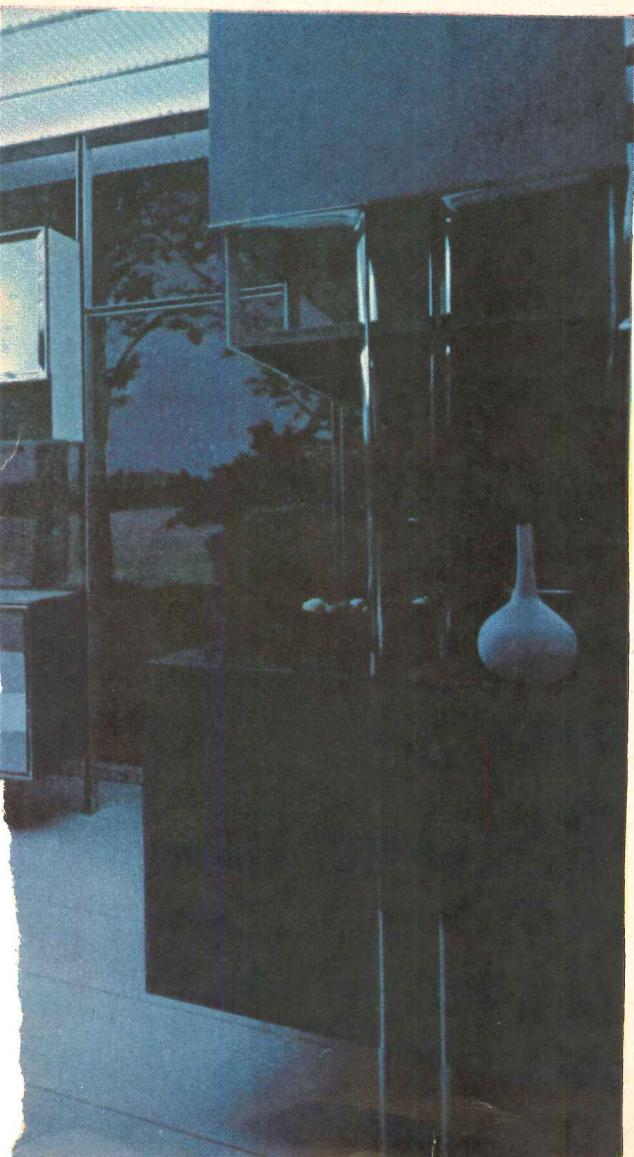
As for electronics, there will be electronic air conditioning and automatic weather-eyes to open and shut conventional windows. Toys (see opposite page) will operate by sonic waves, and meals will be defrosted, cooked and served by an electronic "brain" which will even direct the crawly monster (right) to clean the floor and then get back to its kennel and clean itself.







wanders over the kitchen (tracers of red light) picking up dirt, then hides under cabinets at left to clean and recharge itself for new automatic foray.



**LUMINOUS WALL**, by General Electric, consists of translucent Fiberglas panels covering 60 four-foot fluorescent tubes. In the child's room above,

panels can be removed and decorated by pasting cutouts of theater gelatin on back. Transformer permits lights to be brightened or dimmed at will.



**SONIC TOY CAR**, technology's latest contribution to toy industry, is guided in its travels (streak of light in this time exposure) by whistle blown by

small boy. Battery-powered, the gold car goes by itself. A specially pitched sound from whistle activates resonator in toy, turns front wheels to right.

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**ROLLIGON**, off-highway truck soon to be in regular production at Albee plant in Monterey, Calif., demonstrates how it can mush over heavy obstacles. The Rolligon has a seven-ton pay load and operates on six low-pressure (2-5 lb.)

rubber pneumatic rollers, or "bags," which provide traction on swamps and soft sands or actually envelop large obstacles. The bags are friction-driven from above by conventionally powered aluminum rollers. Rolligon will cost \$29,000.



# AN INCREASE IN MOBILITY

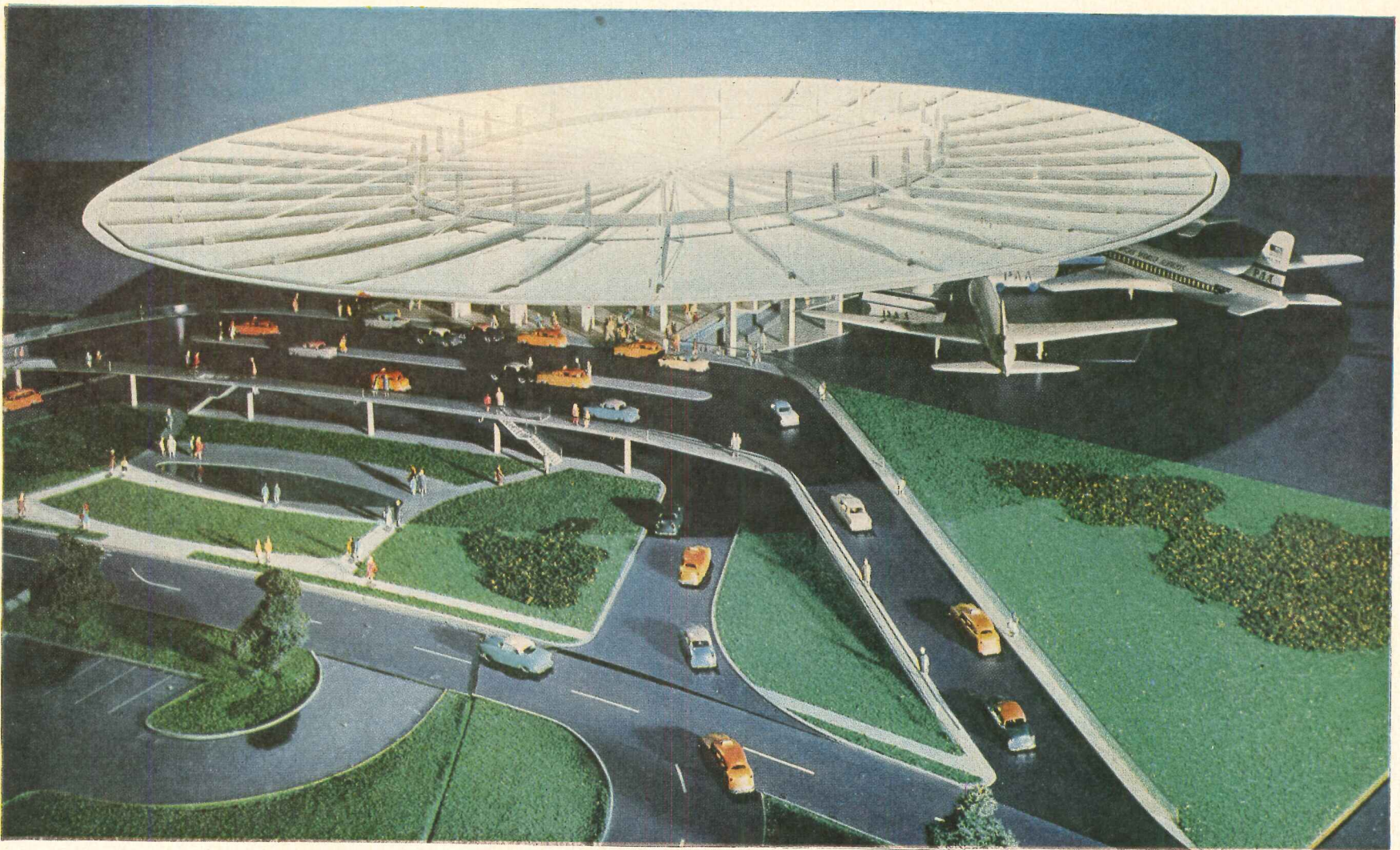
Man's mechanical mobility—transportation—is in for the most spectacular changes of all, plenty of them already here. In the air, the key is "VTOL," or vertical take-off and landing. The three one-man machines at right pre-  
sage flying family cars which may be operated from backyards. Rocketlike commercial jetliners will rise and land on short airstrips. Flying cranes will supplement the nation's truck and rail freight industry.

On the earth's surface the changes planned are just as dramatic. Buses and subways in urban traffic will be partly replaced by "Carveyors," fast-moving surface cars on a continuous rubber belt that will slow down at intervals for passengers to get on and off from moving sidewalks—already in use at eight sports stadiums, including Wrigley Field in Chicago, and some railroad terminals. Overhead monorails may speed commuters into town from circular, time-saving air terminals like Pan American's projected one below. Long distance trucks and passenger cars will travel on superhighways guided not by dangerously tired drivers but by electronic control systems located in metal strips imbedded along the center of each lane. A preliminary stretch of electronic road and cars with limited responding controls are being tested in Nebraska. Or where roads don't exist at all, the mushy-footed jalopy at left, the Rolligon, simply rolls along without them.



**ONE-MAN AIRCRAFT** in final stages of experiment are shown in three forms. At left is Bensen Gyro-copter, which does not hover, requires short

take-off strip. It is being sold for \$2,000, less engine. Hovering is Gyrodyne XRON-1 Rotorcycle which takes off vertically as does Goodyear copter (right).



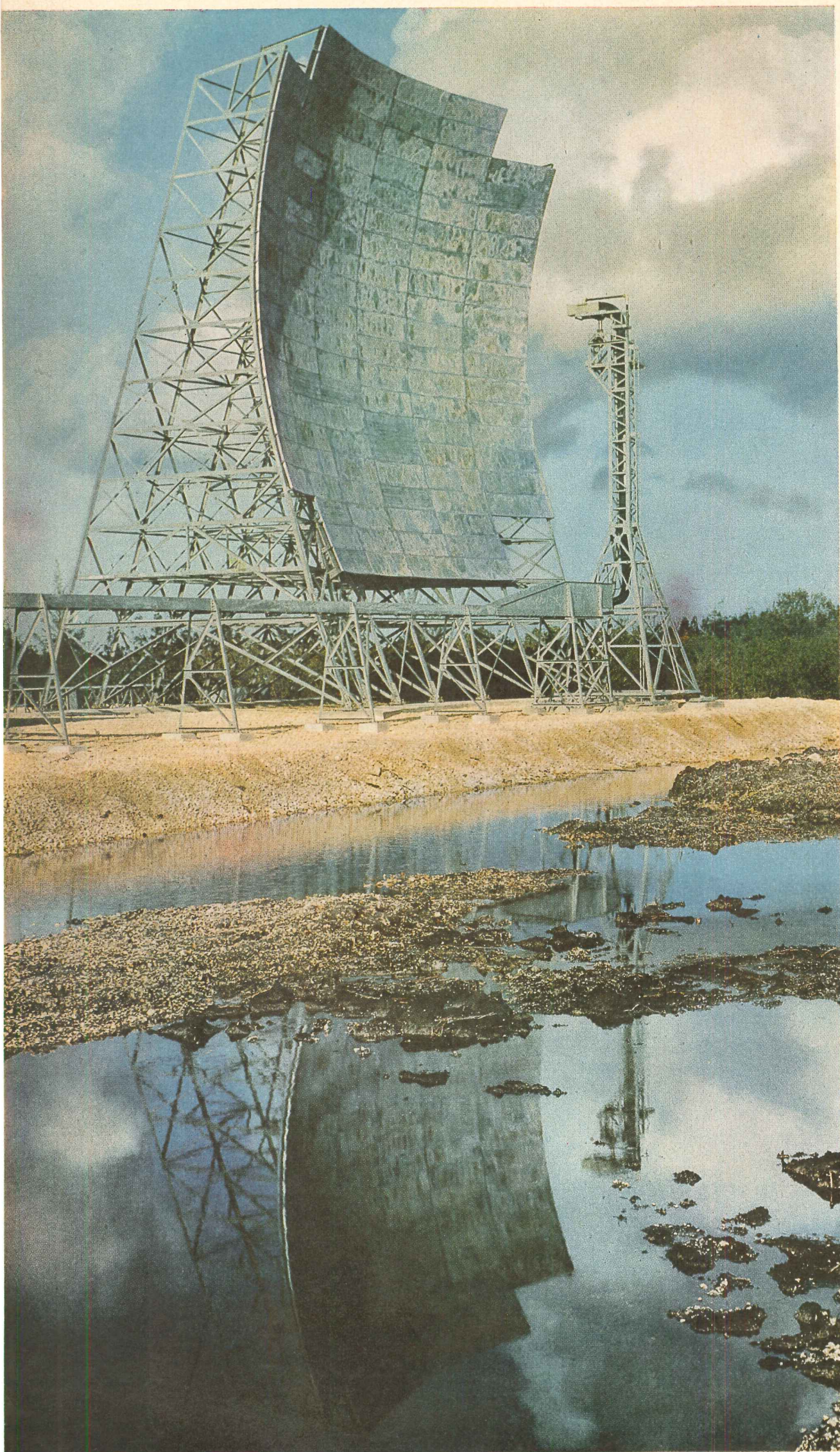
**ELLIPTICAL AIR TERMINAL**, shown here in model form, will be begun by Pan American Airways at Idlewild in New York early in 1958. With a huge roof canopy 500 feet long and 400 feet wide, cantilevered from a ring of 32 large piers,

terminal will be able to handle a fully loaded 160-passenger plane every 15 minutes. Since planes draw up under overhanging roof, two common aerodrome defects are eliminated: exposing passengers to bad weather and long hikes to planes.

CONTINUED



TOMORROW'S LIFE CONTINUED



**GIANT ANTENNA**, on Florida's tip, scoops TV, FM signals from air, relays others over horizon 185 miles to Cuba, much further than existing towers.

**MAIL SORTER** in Silver Spring, Md. sits men at machines which feed them letters by vacuum. Tapping keyboard, they direct each letter to slot below.



PENN STATION IN NEW YORK HAS THE WORLD'S

## ELECTRONICS: NEW DEVICES AND DOMAINS





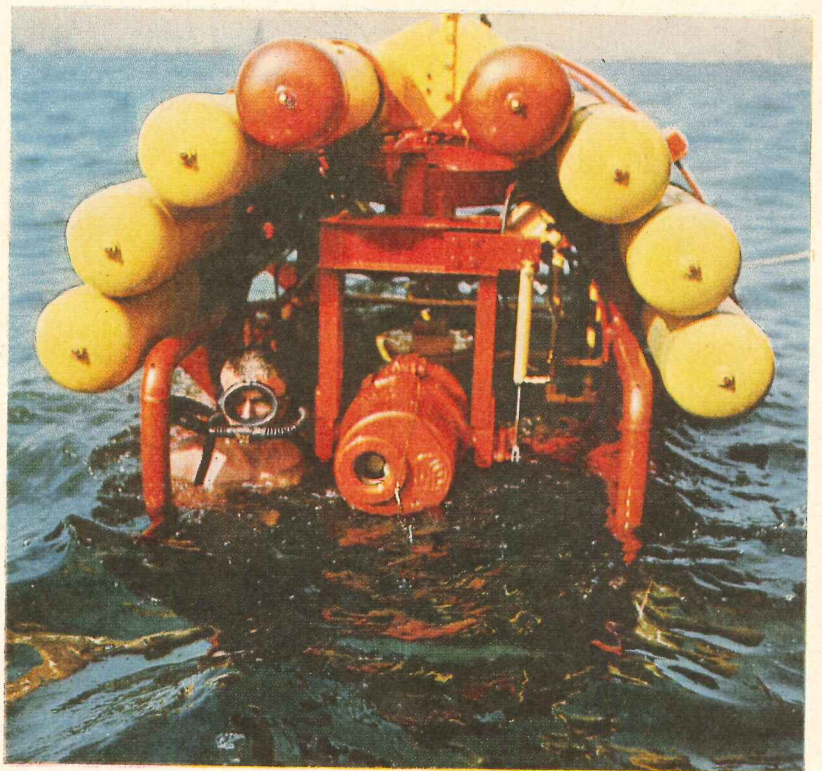


**LARGEST CLOSED-CIRCUIT TV SYSTEM.** BY DIALING CODE NUMBER, TICKET CLERKS AT COUNTER OR ON PHONES HAVE AVAILABLE TICKET SPACE FLASHED ON SET

In the field of communications the dream world of the future is overshadowed by what is going on right now with communication's bounciest new baby—television. To overcome a big TV technical roadblock, long-distance overseas transmission, complex "tropo-scatter" relay towers (*left*) are going up to bounce microwaves off the troposphere, five to 10 miles up, and eventually island-hop them around the world. Closed-circuit, nonentertainment TV is expanding not only in huge systems for speeding up ticket selling like that above, but in hookups in jails, banks, shoplift-prone stores, for baby sitters and automatic factories. Underwater TV (*below, right*) is now operating in a rig built for the Navy.

Thanks to a tiny electronic instrument called a transistor, which replaces bulky glass vacuum tubes, the day is not far off when portable, personalized TV-phones will let people see and hear one another anywhere. A wireless phone the size of a toothbrush case will be unveiled by the Bell labs in a year or two. Working models of a picture-phone are in existence there today.

Meanwhile, technology is speeding up communication's stepchild, the mails. Guided missiles loaded with letters instead of war heads are being planned for the distant future. After their successful launching and arrival, new sorting systems now in use (*below*) will still be indispensable.



**UNDERWATER TV**, built for Navy by Vare Industries, will dive to 1,000 feet like submarine. Remote-controlled by cables from mother ship, it can hover, move fore and aft, up and down, scanning ocean floor with any of three lenses.

CONTINUED



**The American Whiskey of the Century**



From these 100 years of craftsmanship has come the special quality, flavor, and dependability found only in a bottle of Seagram's 7 Crown today!

Say **Seagram's** and be **Sure**