Quality at your feet...

Again this Thanksgiving...

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
The shoes for the child shape the feet for a lifetime

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The shoes for the child shape the feet for a lifetime

Shoes illustrated: MECCA, left, INDY, right.

5c to 7c
Priced according to size
Higher Denver West

Buster Brown Division, Brown Shoe Company, St. Louis
Announcing the 1958 RCA WHIRLPOOL Washer with Revolutionary New Automatic Fabric Control

Exclusive New Automatic Fabric Control.

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 woolsens and problem fabrics. 

5-YEAR WARRANTY on coin-in-transmission.

Yes, Ma'am, you can wash anything washable in this new, completely worry-free RCA WHIRLPOOL. Chemillie? 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, safest, safest, cleanest washing ever. Take your pet carmines—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.

2-Speed, 3-Cycle Action. Normal action for cottons, linens and all regular washable fabrics—plus a special cycle for all Wash 'n Wools.

Exclusive Suds-Miser®. Built-in Suds removes system plumps but, melody water temperature plus less gallons of hot water—saves many, many dozens of soap—saves you money.

RCA

BETTER HOME APPLIANCES . . . FOR BETTER HOMES

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.
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 unsolvable 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 “dehydorfreezing” (now being perfected), it will be kept in sealed, transparent plastic bags disposed of almost everything but its flavor and nutriment. If the unsolvable clothes do get soiled and the dehydrorfrozen 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 dust 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.
NYLON AIRHOUSES pop up on a university campus in Kentucky. Made of U.S. Rubber Company's Fiberthene, 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.
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. Cramped 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, threaten 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 Alox, is built around aluminum mast. This model is half scale. Full-scale, 37-foot-diameter house has three bed, room, bath, living-dining-kitchen, walls of glass, 1534-foot-high roof of anodized aluminum. Motor rotates house so occupants can get sun or escape it.
BATWING HOUSE in Raleigh, N.C. was built in 1955 by Argentinean Eduardo Catalano. It is essentially a six-room glass box roofed over by a giant 3,000-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 levered 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.
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-eye 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 crawling monster (right) to clean the floor and then get back to its kennel and clean itself.

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.
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 gizmains 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 (stream 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 actuates resonator in toy, turns front wheels to right.
ROLLIGON, off-highway truck soon to be in regular production at Allis plant in Montare, Calif., demonstrates how it can move 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 sand or actually envelope large obstacles. The bags are friction-driven from above by conventionally powered aluminum rollers. Rolligon will cost $20,000.
AN INCREASE IN MOBILITY

Man's mechanical mobility—transportation—is in for the most spectacular change 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 propose 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 jaygo at left, the Rolligon, simply rolls along without them.

ONE-MAN AIRCRAFT in final stage of experiment are shown in these views. At left is Benschon Gyro-copter, which does not hover, requires short take-off strip. It is being sold for $2,000, less engine. Hovering is Goodyear XRONI. Photograph which takes off vertically as does Goodyear copter (right).

ELLIPICAL 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, counterbalanced 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 aerodynamic defects are eliminated: exposing passengers to bad weather and long hikes to planes.
TOMORROW'S LIFE CONTINUED

G I A N T  A N T E N N A ,  o n  F l o r i d a ' s  t i p ,  s c o o p s  T V ,
F M  s i g n a l s  f r o m  a i r ,  r e l y  o n  o t h e r s  o v e r  h o r i z o n  1 8 5
m i l e s  t o  C u b a ,  m u c h  f u r t h e r  t h a n  e x i s t i n g  t o w e r s .

M A I L  S O R T E R  i n  S i l v e r  S p r i n g ,  M d .  ,  s e t s  m e n  a t
m a c h i n e s  w h i c h  f e e d  t h e m  l e t t e r s  b y  v a c u u m .  T a p-
p i n g  k e y b o a r d ,  t h e y  d i r e c t  e a c h  l e t t e r  t o  s l o t  b e l o w .

P E N N  S T A T I O N  I N  N E W  Y O R K  H A S  T H E  W O R L D ' S

E L E C T R O N I C S :
N E W  D E V I C E S
A N D  D O M A I N S
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 bookkups 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 mail. 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.
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