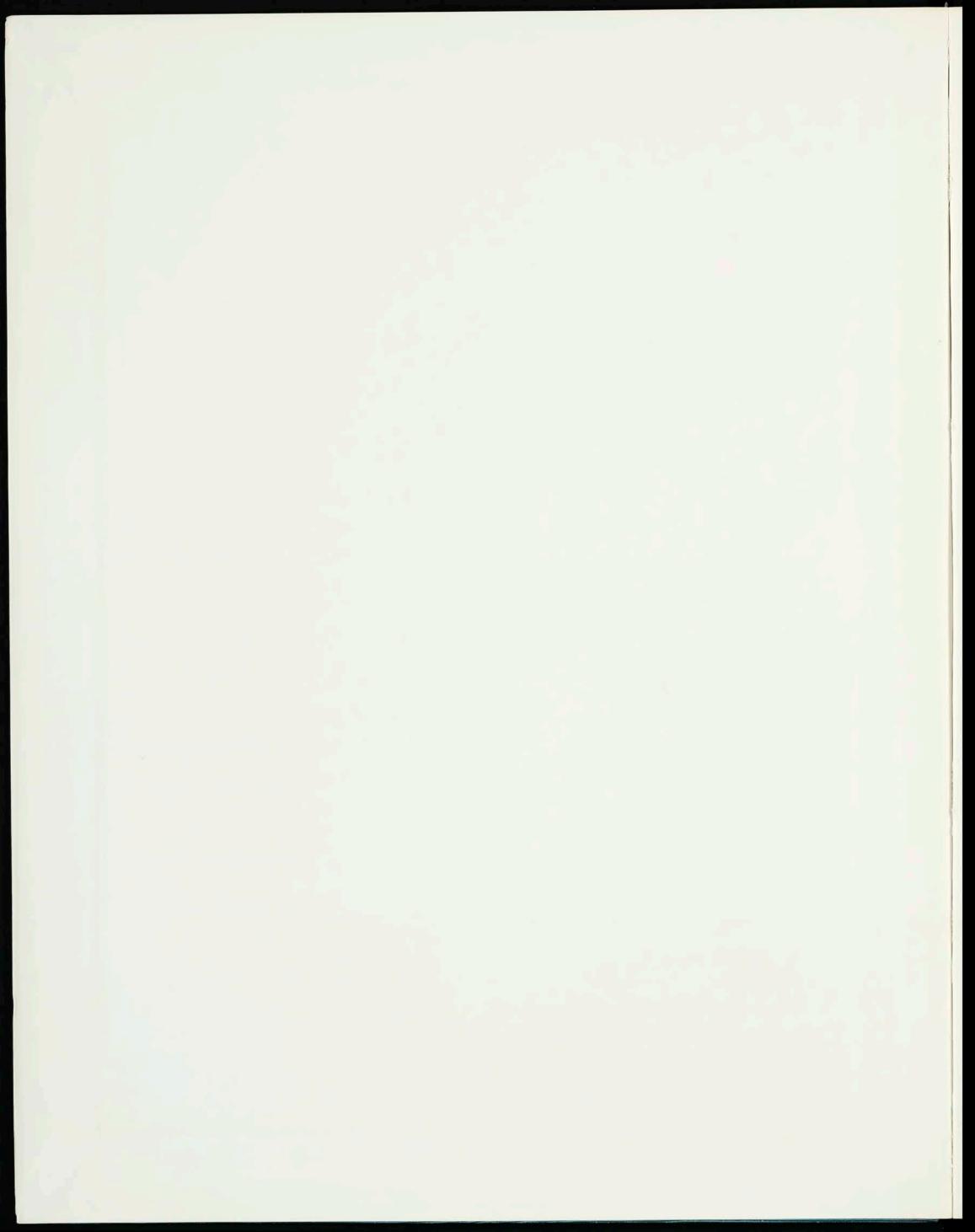
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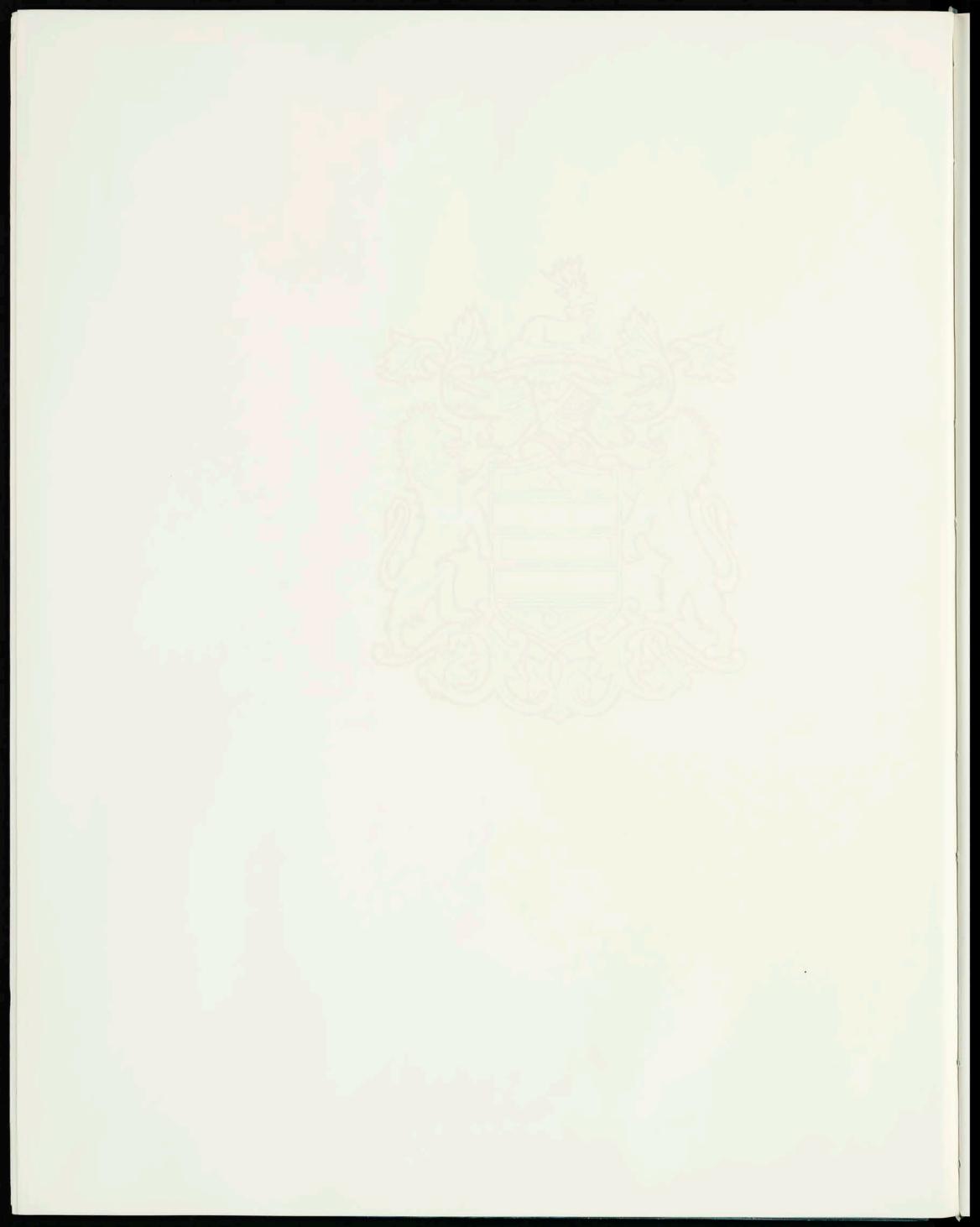
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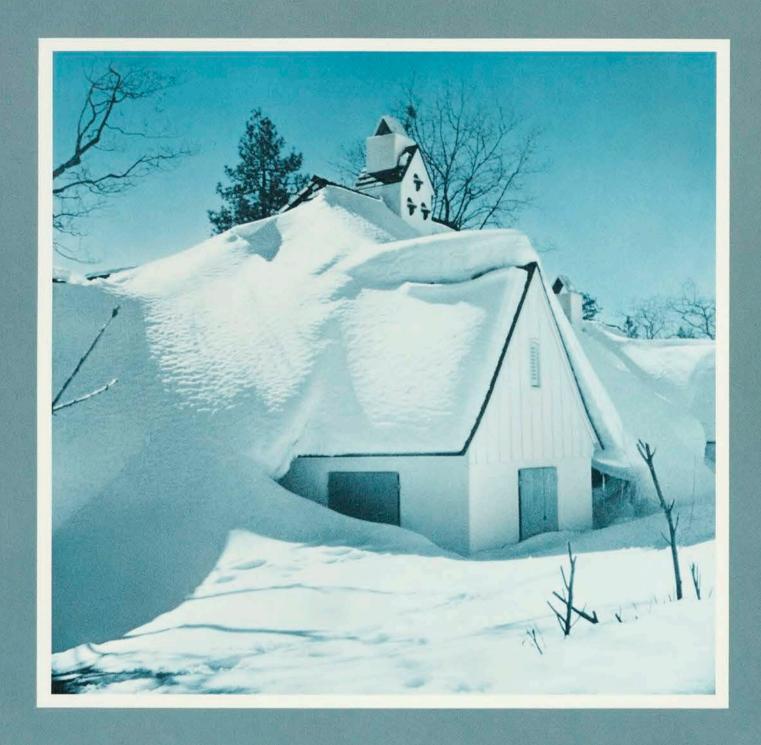








A privately printed limited edition of
three hundred and twelve copies
of which this volume is number



A white Christmas in California

INSPIRATIONS OF AN INNEEPER

FROM THE SPEECHES,

CHRISTMAS MESSAGES, CORRESPONDENCE

AND EXPERIENCES OF

CONRAD N. HILTON



DURING THE PERIOD

1950-1962

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PRINTED IN THE UNITED STATES OF AMERICA

DEDICATION

To the

innkeepers of the world,

past and present,

who have kept the flame of hospitality

burning brightly

through the ages,

INCLUDING

The innkeeper on the road to Jericho who cared for the traveler brought to him by the good Samaritan



FOREWORD



The Innkeeper greets the President as he arrives in Chicago

IN THIS BOOK my friend, Conrad Hilton, presents a parade of personalities and events that during the Fifties intrigued him and attracted his active interest. By written account and profuse illustrations he brings back, in memory, situations and circumstances that were, during that decade, often described in our newspapers or projected for us on our television screens. Mr. Hilton, who describes himself as an "Innkeeper"—incidentally of an Inn that encircles the globe—is not only a genial and efficient host but obviously is a keen observer who sees, listens, learns and records. So doing he has produced a volume of enduring value.

Through his work and his many activities in charitable and public service he has met thousands of people, prominent and obscure. They are from the stage, the pulpit, the nation's schools and factories; they work in America's kitchens and parlors, in government offices and in the fields; they are city dwellers and farmers. I am one of those who had the privilege of meeting and talking with Conrad Hilton many times; but it never once crossed my mind that he would become a diarist—a different kind it is true—of a particular period of our history and of his connections with it.

His book deals almost exclusively with a single decade but those years were made dramatic by the Korean War, the struggle for Indochina, the difficulties in the Formosan region, the saving of freedom in Iran and Guatemala, the development of NATO, the rapid recovery of western Europe and Japan with the assistance of the Marshall Plan, the stopping of overt Communist aggression in the Middle East by the United States military support of Lebanon, and of course by the many and continuous ramifications and incidents of the cold war.

Though I have seen the book only in outline, I look forward eagerly to its full reading, confident that it will be informative and, most certainly, never dull.

Dwight & Communica



The Innkeeper

INTRODUCTION



WENTY YEARS IS A LONG TIME. To most people, 20 years is a generation. For a generation then I have worked with Mr. Hilton. For a generation I have been with him daily; watched him work, watched him play, watched him pray. I have seen him in patience, in anger, in doubt, in excited enthusiasm. I have seen him sad and exploding in merry laughter. I think I know Mr. Conrad Nicholson Hilton.

No question, Mr. Hilton is a business man, a most successful business man; but in the past dozen years he has rethought life in terms of some of the deeper human values. It is some of these second thoughts which have been collected in this volume. This is what a man trained in business and for business has to say when he reflects on the fundamental concepts of human life, on the world scene as he understands it. This process of reflection in the past few years has forced him to go more deeply into himself than ever before.

In the rigid class societies of the Old World, the business man or the merchant-trader held a status quite definitely lower than the highest. He was in some sense considered below the craftsmen because too often he was guilty of sharp practices.

The growth in acceptability of the business man stems from the concepts embodied in the Declaration of Independence and the Constitution of the United States. This climate of freedom created a society of class mobility. A man's status resulted from his performance; it no longer was a sentence from birth.

Under these conditions, strong men could spread their wings. They provided fuel for a growing nation and a shrinking world of rapid transportation. They developed the art of mass production which has improved the standard of living not only of Americans but also of millions of others throughout the world where these particularly American industrial principles have been adopted.

With the unshackling of his spirit, the business man accomplished great things. His independence of action sometimes led to excesses where he trod on the rights of others. Nevertheless, on balance, he was moving in the right direction down the long road toward higher civilization.

Mr. Hilton is one of the heirs of all this. As an heir, he knows it is his obligation to conserve what is good and to weed out as much of evil as possible. As well as any business man in America he has come to realize

that he has a mission in life far beyond that of merely establishing a monied dynasty. He knows that which is good in the American business system must be shared.

Certainly, the American business man has something extremely valuable to offer to the world. With the daily increase in population throughout the world, that world is crying for new sources of sustenance and power. These can only be found and prepared for use by scientific advances. But such advances are impossible without the surrounding structure of business to finance them, process them, package them, deliver them.

All this can become a fascinating game. And one of the great dangers a business man runs in achieving a full life is the danger of "exclusivism." The sport of business can get so fascinating, so all-consuming that unless he is careful, the business man focuses all his mental energy and all of his attention on business alone. This leaves him little or no time or energy for any other pursuits, especially the cultural and basically social pursuits which demand leisure and a deeper kind of thinking.

Mr. Hilton has escaped that exclusivism. As a free man he strode across the world looking for free men to help build his international organization. He was shocked to discover that it was not easy to find such free men because slavery of one kind or another is such a subtle thing and very frequently goes undetected, even when it is most shackling. To share his own personal freedom and the freedom of his country, Mr. Hilton began to move around the world, from Puerto Rico to Cairo, from Tokyo to Rome, from Montreal to Santiago. For him freedom is stronger than slavery. He is very sure that if we can spread the knowledge of freedom over the earth, it will destroy economic and political slavery, Communist or any other.

His method is to unite the world through business stretching across national borders and international prejudices. If American business men, the business men of the Common Market, the business men of eastern Europe and the Orient will take that opportunity, they will become the pioneers, the flag bearers of a new world wide civilization in which peace will be a practical necessity. This will be a new world in which peoples of differing cultures will have begun to understand one another, depend on one another, trust one another. It is the fondest hope of Mr. Hilton that God, in His goodness, will allow him to contribute in some small way to the achievement of this glorious goal.

This book shows that Mr. Hilton has enlarged the role of the business man considerably beyond the narrower confines of his 19th Century predecessors. These are fragments of the fine thoughts that have crossed his mind in the past dozen years. Because they have not only crossed his mind, but have crossed his desk to me, I have had greater access to them than probably anyone else in Mr. Hilton's world. This volume is a sampler of the thinking he has been busy about, aside from the operation of his world empire.

If a dedication is in place, I should be honored to dedicate these gleanings of his own thoughts to Mr. Conrad Nicholson Hilton with respect, affection and some reverence.

Plin D. Wakeman

XII

ACKNOWLEDGEMENTS

THE IDEA FOR THIS VOLUME was suggested to me some time ago by Don May, the Design Counsel who has for many years been responsible for executing the annual Hilton Christmas message as well as the public service message, "America On Its Knees," first published on July 4, 1952. Don's idea was to create "a permanent record in one package" of these printed messages together with excerpts from spoken messages I have addressed to the public over the years.

At that time I thought the Christmas art would make a pretty book, but that was all. Even when it was pointed out that the years from 1950 through 1962 were among the most dramatic and eventful of any comparable period in world history, and that the messages would be set in a background of this Living History both written and pictorial, I still couldn't see that such a record would serve any useful purpose. To refute this and to indicate the purpose he saw, Don went through thousands of letters from friends, known and unknown, testifying to the inspiration and approval these messages had generated. Some of these letters are reprinted in part between these covers for, in truth, my first debt of gratitude is to these correspondents. Had it not been for the evidence in their warm responses, I would never have gone ahead with the project. Many of them wrote that they had gained refreshment, renewed hope and courage, revitalized faith from some word or thought; and so I had to wonder if such a permanent record would perhaps help another—and another.

Such, at least, is my hope—and the reason for this collection.

Now that it is completed I wish to thank the team of experts who brought it from suggestion to reality ...Don May, not only for the original idea, but for designing the book, conceiving and executing its artwork...Olive Wakeman, who not only wrote the Introduction, but read the proofs, a laborious job... Elaine St. Johns, who contributed the Living Histories, a task I know she found exciting but exacting ...Arthur Foristall, who made the difficult final editorial decisions...Rita Dicenz, of my office, who started out with the simple job of typing these pages and suddenly found herself working nights and week ends as editor-coordinator—far in excess of what duty or loyalty required. Without Rita there might not have been a book.

Most particularly I wish to express my gratitude to General Dwight D. Eisenhower, a man whose friendship I have long valued and for whom my admiration continues to increase. His contribution to our country and to the world during the decade covered in this volume is immeasurable, and I am deeply touched by the Foreword he has written for the "Inspirations of an Innkeeper."

Courag les filton

INSPIRATIONS OF AN INNKEEPER / 1950-1962

TABLE OF CONTENTS

FOREWORD by	IX	
$INTRODUCTION\dots$	by Olive Downs Wakeman	XI
ACTNOWLEDGEMEN	TTS by Comead N. Hilton	VIII

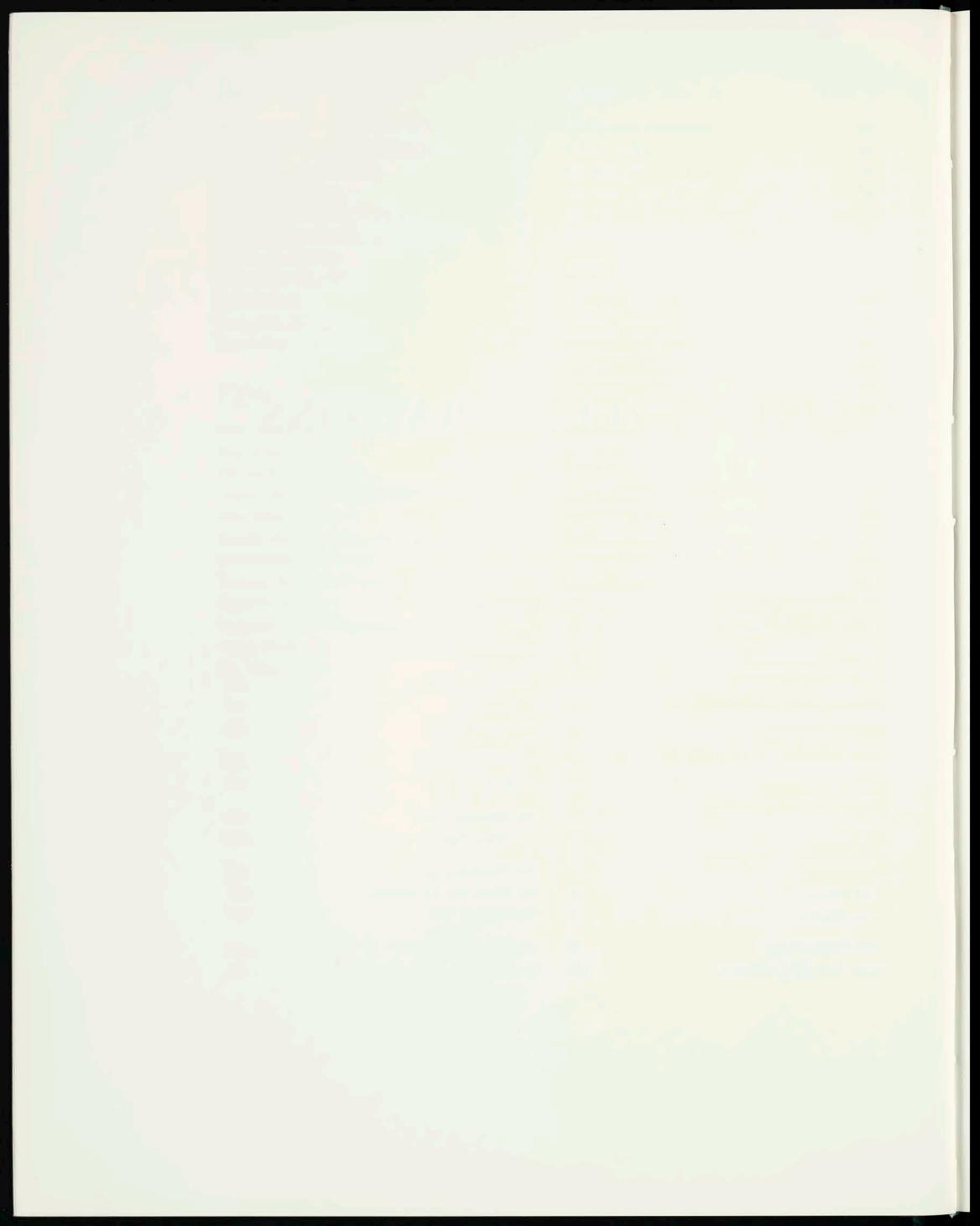
Preface to a Decade of Public Service		1954		
		Period of Peaceful Coexistence	63	
1050 9-1051		Call General Headquarters	65	
1950 & 1951		Hotels International	66	
Limited Police Action	1	The Fifth Horseman	68	
The Hotel Industry Looks Ahead	3	Newman-Twentieth Century Man	70	
The Battle for Freedom	4	The Fifth International—Freedom	71	
Blueprint for Freedom	7	Democracy Cannot Go It Alone	73	
The America I'd Like to Live In	10	Christ Came To Bring Peace	76	
Letters of Inspiration	13	Expressions of Good Will	78	
		1955		
		The Spirit of Geneva	81	
.1.		Religion by the Spoonful	83	
*		Hotels Make History	84	
		The City of the Bosphorus	86	
		Flags Over a Free World	87	
		There Was Always an Iron Curtain	88	
		Doctor of Human Letters	91	
1952		Wise Men Still Seek Him	92	
The Fold of our Fund	17	From the Wise Men	94	
The End of an Era	19			
Dedication of Camp Hilton	20	1956		
The Battle for Peace	24	1930		
The Free World Speaks	28	The Freedom Fighters	99	
America On Its Knees	30	A Nation Can Fall Among Robbers	101	
Voices of America	50	Hotels and International Statesmanship	102	
1059		A Continental Hotel For Continental Unity	104	
1953		Silver Drenched a Hillside	106	
The Korean Armistice	41	The Meaning of Peace	108	
First Prayer Breakfast	43			
Reflections from the Leaders of Government	45	1957		
We are the Early Americans	47	1337		
They Passed by Here	49	The International Geophysical Year	113	
The Ground-Breaking	51	Man, the Unknown	116	
Hope Over the World	51	The Uncommitted Third	117	
Armistice 1953	52	What Is An Educated Man?	120	
Hiring the Handicapped Pays	53	Monitor, N.B.C.	123	
The Christmas Proclamation	56	The Christmas Message	124	
Response to a Christmas Proclamation	58	They Heard Uncle Sam	125	

1958 1960 The Summit Conference ...181 The Space Age ...131 ...184 Dynamics of Competitive Coexistence ...134 A Hotel is Born ...186 Voice of America Interview ...136 The Good Earth of Rome ...188 The Silent Night The Flags of Liberty ...137 ...190 A Hotel in the Land of Giants ...137 The Gifts of Silence Portland-City of Tradition and Promise ...139 God is a Gentleman ...140 1961 ...141 Pulse of the West-Berlin The New Frontiers ...197 Be Not Afraid ...142 ...200 Paragraphs of Courage Courage Unlimited ...144 ...201 ...149 This Is Your Life Program Freedom is a Trinity ...203 The Face of America The Power of God ...208 1959 ...210 Sanctity and Sanity ...157 Good Will Trips ...160 Sons of the Covenant 1962 The Anvil of Civilization ...161 ...223 Greece-Mother of Western Civilizations ...162 Hope for the World ...226 Sister Mary Madeleva ...163 The Flying Dutchmen Still Fly The Uncommon Promise of the Common Market...227 Ground Breaking-Hilton Inn, El Paso, Texas...164 The Marymount Woman ...165 ...230 There Are Two Christmas Stories Bringing the World Together ...166 ...232 Divine Love and Human Love ...168 The New Pittsburgh ...169 Flags over Pittsburgh * ...170 In His Hands ...172 The Whole World Ave Atque Vale ...237

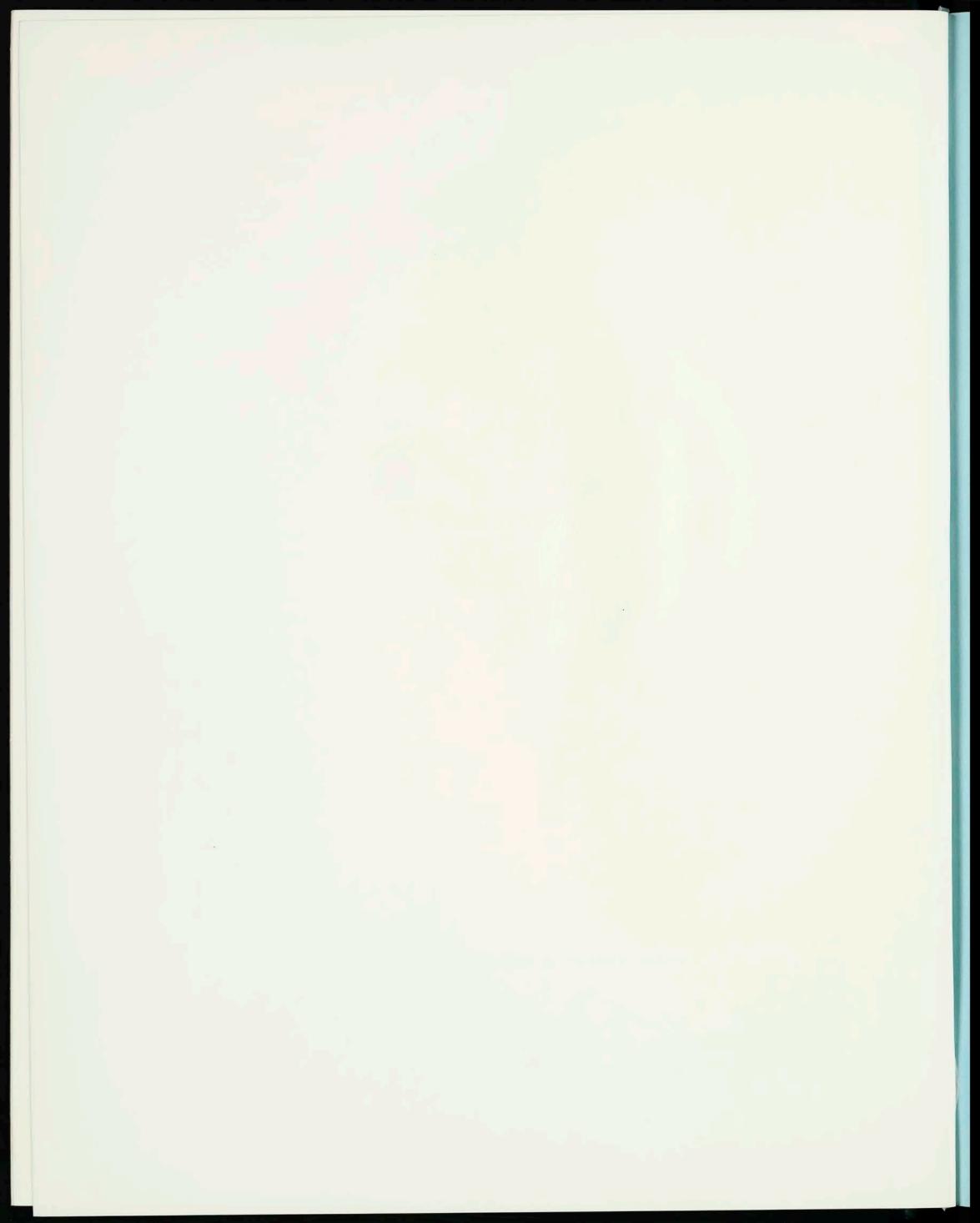
LIST OF ILLUSTRATIONS

FRONTISPIECE... A White Christmas in California

IX	1957 Photomontage	112
X	Art Linkletter and the Innkeeper	115
1	Our Father In Heaven	124
4	1958 Photomontage	130
12	Be Not Afraid	143
16	This Is Your Life	150
29	1959 Photomontage	156
40	In His Hands	17
57	1960 Photomontage	180
62	The Silent Night	189
77	1961 Photomontage	196
80	Mr. Hilton and Ed Sullivan	207
93	The Power of God	209
98	1962 Photomontage	222
107	Two Christmas Stories	23
	X 1 4 12 16 29 40 57 62 77 80 93 98	X Art Linkletter and the Innkeeper Our Father In Heaven 1 1958 Photomontage 12 Be Not Afraid This Is Your Life 16 1959 Photomontage 1959 Photomontage 1960 Photomontage 1961 Photomontage 1961 Photomontage 1961 Photomontage 1961 Photomontage 1962 Photomontage 1963 Photomontage 1964 Photomontage 1965 Photomontage 1965 Photomontage 1966 Photomontage



INSPIRATIONS OF AN INNKEEPER



Preface... to a Decade of Public Service

1950 1951

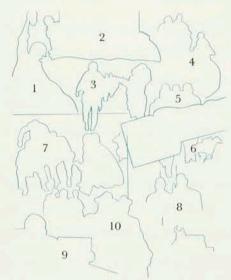
Limited Police Action
The Hotel Industry Looks Ahead
The Battle for Freedom
Blueprint for Freedom
The America I'd Like to Live In
Letters of Inspiration



Limited Police Action

THE YEARS ARE 1950 & 1951

ND A POSSIBLE third world war threatens a war-weary world * The invasion of the REPUBLIC OF SOUTH KOREA by North Korea (in 1950) has led to a formal accusation by the UNITED NATIONS of aggression by Communist China, United States and United Nations troops are engaged in defense of the threatened republic...on-the-scene military observers feel total victory requires attacking Chinese bases above YALU RIVER... Government leaders forming United States foreign policy believe this tantamount to a declaration of war against China which is linked by military alliance to Russia, thus, although American casualties reach 100,000 and American tempers are short, the United States stands behind United Nations' decision not to attack Chinese bases and pursues limited "police action." * THE 22ND AMENDMENT is adopted stipulating that no person may be elected to the presidency for more than two terms * Selective Service is extended, the draft age lowered, time of service lengthened * Employment among American women reaches its highest point including the days of critical man shortage during World War II * THE MISSOURI RIVER and tributaries flood more than one million acres of farmland causing estimated property damage in excess of one billion dollars, the costliest flood in United States history * Paperbound book reprints sell more than 231,000,000 copies * Surveys shows 659



1. Blood plasma is administered to American soldier seriously wounded in fierce fighting on the Pohang front, Korea. 2. The strain of battle shown on the faces of exhausted Marines as they try to catch a moment's rest behind wall in streets of Seoul as one of the group guards against snipers. 3. A year of undeclared war, American soldiers move toward front on the Pusan perimeter as weary Korean refugees seek food and shelter at the rear. 4. At home the overflowing Missouri River forces evacuation of flooded dwellings in the Midwest's inundated areas. Women and children are transferred to dry land by rescue workers at Salina, Kansas. 5. Behind the Japanese Peace Treaty with his signature, Japan's Prime Minister Shigeru Yoshida enters the opera house in San Francisco for the opening of the fifty-two nation Peace Conference, September sixth. 6. Famed horse "Citation," ridden by Eddie Arcaro, drives through muddy track to win the \$5000 Tanforan Challenge Purse, San Bruno, California. 7. "THE MAN WHO BOUGHT THE WALDORF" reveals the successful operations of his first International hotel, the Caribe Hilton, at a press conference in Puerto Rico. Standing behind Mr. Hilton at his right is Frank G. Wangeman, now Executive Vice President and General Manager of the Waldorf-Astoria. Listening at far right is Olive M. Wakeman, Executive Secretary and now Administrative Assistant to the Innkeeper. 8. Five-star General Douglas MacArthur rides up lower

Broadway to receive New York's official welcome upon his return from Korea. Linking arms with the Innkeeper, MacArthur was Hilton's guest at the Waldorf-Astoria where the General and his family now make their home. 9. The Economic Cooperation Administration awarded Hilton Hotels International this certificate dated December twenty-ninth, for furnishing technical assistance to the people of the Marshall Plan countries "to aid them in maintaining individual liberty, free institutions and peace." 10. Leaving the ramp of Eastern Air Lines, Eddie Rickenbacker, President, escorts Mr. Hilton and guests of the Caribe Hilton into San Juan. Among celebrities are: Alexis Smith, Janis Carter, Gloria Swanson.

"Symphonic Groups" in United States including professional, community, college and amateur organizations with more than 1,500 cities and towns supporting concert series.

American Telephone and Telegraph reports itself the first corporation to have over a million stockholders * Two new 26-story apartment buildings on CHICAGO'S LAKE SHORE DRIVE boast walls entirely of glass * Rogers and Hammerstein musical, The King and I, starring GERTRUDE LAWRENCE and YUL BRYNNER is a smash on Broadway * 37-year-old "JERSEY JOE" WALCOTT knocked out Ezzard Charles to become World Heavyweight Champion, the oldest man ever to gain the title * New York Yankees defeat New York Giants in 48th annual World Series * First horse to win a million dollars is CITATION who ran out of the money only once in 45 starts during four-year career.

TELEVISION "FIRSTS" include first United States commercial color telecast... Inauguration of transcontinental television as President Harry S. Truman is seen and heard over 94 stations across the country addressing JAPANESE PEACE TREATY CONFERENCE in San Francisco... Ringside seats are provided for home citizens to watch the underworld parade before the television cameras as SENATOR ESTES KEFAUVER, chairman of the senate's special committee investigating organized crime in interstate commerce, calls for public television hearings.

FORTY-EIGHT NATIONS sign the Japanese Peace Treaty, Union of Soviet Socialist Republics, Poland and Czechoslovakia do not * In Europe, General of the Armies, Dwight D. Eisenhower establishes shape (Supreme Headquarters, Allied Powers in Europe) at Paris, President Truman declares the state of war with Germany at an end * UNITED STATES AIR FORCE C-47 is forced down in Hungary and released one month, ten days and \$120,000 in fines later * In Asia Communist China announces the "PEACEFUL LIBERATION" OF TIBET as Communist troops occupy the mountainous land, and United States public sentiment is stirred when President Truman suddenly relieves General of the Armies DOUGLAS MAC ARTHUR of all commands in the Far East including Korea and replaces him with Lieutenant General Matthew Ridgway * The "Police Action" in Korea continues its precarious, sacrificial course.

The Hotel Industry Looks Ahead*

FROM SELF CRITICISM TO SKEPTICISM

Never before has a generation so turned on its past to criticize, turned on itself to analyze, launched out in experiment, hungered after new experience, and simultaneously turned so skeptical of it all.

COURAGE TO FAIL

Be receptive to new ideas, but don't be easily sold a package of nostrums that do not meet the test of a practical analysis. It is much better, however, to try the new and fail occasionally, than to reject every idea just because some other fellow was afraid to be the first.

OUR NEXT DOOR WORLD-NEIGHBORS

The world is a community in which we live. Imagine, for example, a neighbor whom nobody trusted. One who refused to cooperate in any civic affairs of the town. Imagine him as a large property owner whose next door neighbors were so afraid of him that they gradually withdrew from his association. This individual was always trying to take somebody's property away. He continually interfered in the lives of other families. He kept the town in an uproar. He would not keep his word. People could scarcely go about their business, for fear that he was going to do something to them. They were completely intimidated. Finally, the citizens of the town met together, and notified him that they would no longer tolerate his arbitrary and high-handed methods, that everyone in the city except him and his intimidated neighbors were united, and that the next time he caused any trouble, he would have the whole town against him. It seems to me that pretty well represents what's going on in the world today.



MEN ARE NOT EQUAL

All men are equal before God and before the law, but it is nonsense to say that they are equal otherwise. There are a hundred ways in which people are not equal, in which they never will be equal, no matter how many laws are passed. Mediocrity is the price we pay for complete equality. If there is one thing our country needs today, it is to rid itself of mediocre—and find for itself—superior citizens, superior business men, superior fathers, mothers and wives, superior statesmen.

THE ACHIEVEMENTS OF FREEDOM

We became one of the first peoples of the world by possession of the national qualities of free minds, of unfettered energy and enterprise, a relatively high probity and good will toward all men. With those qualities we have moved across the world. But ours was the achievements of a free nation, and not of a controlled state.



THE BATTLE FOR FREEDOM

Excerpts from a recent address by Conrad N. Hilton at a meeting of the National Conference of Christians and Jews in New York City

In nineteen hundred and seventeen many of us here this evening went off to the wars. We were free men fighting for freedom, fighting for peace, fighting a war to end war forever. I took part in that war and I was in Paris the day President Wilson was driven down the Champs Elysees acclaimed by hundreds of thousands of people. His fourteen points were to bring peace to all peoples. Just a few months later he was to die of a broken heart. His fourteen points were ignored, even violently opposed, at Versailles.

Twenty-five years later our sons went off to successfully fight another battle for freedom, temporary freedom. Again we lost the peace, for we blindly destroyed our mighty arsenal of military power before we had peace firmly in our grasp. We surrendered the opportunity and the power to demand a just and lasting peace. We must ask: To what purpose have we spent our blood and wealth in two world wars? American boys who were thirteen years old on VJ day (in 1945) are now being drafted for military service. Perhaps it is simple retributive justice that compels us to face the awful prospect of another war; for we have neglected, abandoned, and betrayed those great principles to which we dedicated ourselves for the establishment of peace. We have broken faith with those who fought and died for freedom and who warned us

"If you break faith with us who die we shall not sleep."

If we believe what they said, we here tonight know that these boys do not sleep in peace, and we also know that we do not live in peace—and why? Because when the boys had won their victories at arms we permitted the forces of hate, injustice and appeasement to take the victories from them.

Across the world the boys of two wars have been betrayed. And in solemn truth I say to you, if we allow the forces of evil to refashion the world to their image and likeness, if we let hate, injustice and appeasement guide us during these next few years, if we break faith with those boys who are now fighting and dying in distant lands, we shall never live in peace again. Freedom, my fellow Americans, is foremost in our minds and hearts this evening, it is in the minds and hearts of all the world who look to us

as the last sanctuary of free men. Since that first dawn when man stood before his Maker, all men have cherished this tremendous thing, this magnificent thing, that makes man a man—his freedom.

But what is this freedom? What right have we to it? Why are we unhappy unless we are free men? This is why; because we possess an intrinsic human dignity, an inner majesty, which gives us an appetite, a passion for freedom. Man possesses human dignity because he is made in the image and likeness of God. This image is found personally in every man; each one possesses it entirely and undividedly. It is this image that makes man different, that makes man a son of God. Without this image man has no free will and consequently neither liberty nor the capacity for liberty.

Whenever our boys go off to war we should make them aware of what they are doing in defending their liberty. Whether they know it or not they are going out to defend the image of God in themselves, in their families, in their countrymen, and to preserve it for unborn generations yet to come. To wage war for anything less, for economics or politics — especially total war — is monstrous. Edmund Burke once said, "the blood of man should never be shed but to redeem the blood of man." Only then will war ever bring a real—a lasting peace.

Peace is more than the absence of war. It is tranquility of order, it is security, liberty - religious, political and economic freedom. It is life with honor, life with the dignity of the Children of God. And because we are Children of God, and hungry and thirsty for that strange freedom and stranger peace of religious men, we must never again cease our struggles until they are secure forever. It was for that freedom and that peace we fought in nineteen hundred and seventeen, and we did not get it. For that freedom and peace we fought in nineteen hundred and fortyone and we did not get it. For that freedom and peace we are fighting now, we must be ready to fight tomorrow, and this time we had better get it or we shall see the end of our civilization.

It could be that in our time we shall never have war and perhaps never have peace again. When we were younger, and all down through history "War" meant armed hostility with another nation. Peace meant harmony, and friendly relations, between nations.

But today are we at war with Russia? Are we at peace with Russia? Are we at war with China, with Poland, with Eastern Germany? Are we at peace with these nations? No, the old concepts of "War" and "Peace" belong to a world which the communists have destroyed.

This is a crucial time in the destiny of our nation; in the destiny of all mankind. The remaining free peoples of the world must be strengthened and defended. The infant United Nations must be fostered, encouraged, and staunchly upheld by all of its free members. But this is not enough. We must speedily rearm Western Europe or it will be taken from us and used against us. We have not a moment to lose. We must give increasing aid to those countries who will bear the first shock of battle.

Should there come a time when this communist flood overwhelms these free nations, we must be prepared to stand alone. In preparation for that day, there can be no limit to our effort or expense. We must make any economic sacrifice and learn to live a hard and restricted life. We must eliminate all internal expenditures for handouts and see how much we can give to our country instead of how much we can get from it. There must be no more appeasement, no more sacrifice of principle for expediency, and never shall we abandon a free nation that stands with us against the common enemy.

In this struggle for freedom, at home and abroad, our greatest weapon, both a sword and a shield, will be our love of, and faith in God. To open the hearts and minds of men to this truth will require a mighty river of faith and effort. Each one of us is a drop to swell that river and augment its force. We are approaching our final hour, our final opportunity to secure the peace that has twice in our lifetime escaped us. In the grim determination of America to carry the struggle through to the bitter end, I see a new promise, a new assurance, that remaining free people shall not become enslaved. Together if we can, but alone if we must, we will find the strength to meet our common danger and overcome it, for the destiny of our people is to hold high the banner of freedom for all men everywhere.

Cowred My Filton

The Battle for Freedom*

PAGAN IDEAS VERSUS BASIC VALUES

Our age is distinguished by a tremendous onslaught of pagan ideas against our Western occidental society, and our state of mind. Future historians cannot fail to see that all of our ideas of peace, of human dignity, of freedom—of the values considered universal and basic—have been discarded by a great bloc of our human family.

THE EFFICACY OF BROTHERHOOD

We shall promote justice, unity, understanding and cooperation among Protestants, Catholics and Jews—happy to one day eliminate intergroup prejudices which disfigure our religious, social and political relations. It will be a day of great thanksgiving when we possess a social order in which the religious ideals of brotherhood and justice shall become the standards of human relationships.

FREE MEN FOUGHT FOR FREEDOM

In 1917 many of us went off to the war to achieve brotherhood. We were free men fighting for freedom, fighting for peace, fighting a war to end war forever. I took part in that war and I was in Paris the day President Wilson was driven down the Champs Elysees acclaimed by hundreds of thousands of people. His Fourteen Points were to bring peace to all peoples.



"WE SHALL NOT SLEEP"

To what purpose have we spent our blood and wealth in two world wars? American boys who were thirteen years old on VJ Day (in 1945) are now being drafted for military service. Perhaps it is simple retributive justice that compels us to face the awful prospect of another war; for we have neglected, abandoned, and betrayed those great principles to which we dedicated ourselves for the establishment of peace. We have broken faith with those who fought and died for freedom and who warned us: "If ye break faith with us who die, we shall not sleep."

HUMAN DIGNITY - MAN IN GOD'S IMAGE

We possess an intrinsic human dignity, an inner majesty, which gives us a passion for freedom. But it is not ours because we are Americans or because we belong to the United States. It is not a veneer acquired by education or a national environment. Man possesses human dignity because he is made to the image and likeness of God—an image found in every man; each of us possesses it entirely and undividedly. It is this image that makes man different, that makes man a son of God. Without it man has neither free will nor liberty.

*Reprinted in "Vital Speeches of the Day," 1/15/51, this address was delivered before the National Conference of Christians and Jews, November 21, 1950, New York City, at which the Conference presented its Brotherhood Award to Mr. Hilton.

The Public Service Message at the left was published in January, 1951, in the New York Times and Herald Tribune and twenty-five leading newspapers across America plus three in Puerto Rico. It appeared concurrently in Time and other national news and trade magazines.

TO DEFEND THE IMAGE

Whenever our boys go off to war let us inform them of what they are doing in defending their liberty. Whether they know it or not they are going out to defend the image of God in themselves, in their families, in their countrymen, and to preserve it for unborn generations yet to come. To wage war for anything less, for economics or politics is monstrous.

Edmund Burke once said, "The blood of man should never be shed but to redeem the blood of man."

Only then will war ever bring a real lasting peace.

LIKE ATTILA AND GENGHIS KAHN

The impending assault on human freedom is no new thing, no suddently erupting danger insofar as history is concerned.

In the fourth century A.D., Attila ravaged Europe in a mighty attempt to impose his dynasty upon the wreck of Rome. Eight centuries later it was the Mongols under Genghis Kahn who embarked upon world conquest. Again and again the pagan tide was swept back by the defenders of freedom.

After slumbering eight centuries, the godless hordes are on the march again. They are fomenting trouble and dissension in every land. While the peace loving nations demobilized and disarmed, the godless forged a military machine of terrifying proportions.

COMMUNISM IS ALWAYS AT WAR

The evil men of the Kremlin are constantly probing around the perimeter of their vast world, like a great spider—searching constantly for military or political soft spots which will permit them to enmesh the world with their web of tyranny. They are satisfied with either fragments of or whole nations. They took all of Poland, the Baltic States, all of Czechoslovakia, half of Germany, half of Korea, all of China—Rumania, Hungary, Bulgaria. We watch as their tentacles grasp for the colonial peoples of Asia, who, weakened by their struggles for freedom, may be a ready prey.

DEATH OF THE INDIVIDUAL

The essence of Communism is the burial of the individual's remains in a collective mass. While the democracies of the world appeal to an individual's reason and morals, the Kremlin persuades its subjects with the slave camp and the grave.

VALIANT LITTLE COUNTRY

Greece, bled white by her long struggle against Naziism and Communism, is sustained by her spirit and the help she has received from America. A fine old gentleman in Athens, who lived through the successive invasions by Italy, Germany and the Communists, told me of the many villages where every man and child had been kidnapped, where some villages had been left with as many as fifteen hundred women but not a single man, and not one child!



THE UNITED NATIONS MUST BE

The infant United Nations must be fostered, encouraged, and staunchly upheld by all of its free members. Should there come a time when the Communists flood overwhelms free nations we must be prepared to stand alone. In preparation for that day, there can be no limit to our effort. We must make any economic sacrifice, we must learn to live a hard and restricted life. We must eliminate all internal expenditures for handouts and see how much we can give to our country instead of how much we can get from it.

Blueprint for Freedom*

OUR GRAVEST HOUR

The swift tide of history has brought us face to face with a crisis so grave and so threatening that it would be irresponsible for us today to concern ourselves alone with the problems of the hotel industry.

If this country does not meet today's threat courageously and speedily, there will not be any hotel industry as we have known it, or any other free industry. I am talking about Communism, in this, our gravest hour.

THE CONTRIBUTION OF THE TOURIST DOLLAR

The operation of first-class American hotels in free countries of the world will tend to stimulate the spending of the tourist dollar, and that in this way, American business can make a concrete contribution to the economy of friendly nations. This is, in only a very small way, indicative of the all-out support, on all levels, which must be given to the countries of Europe.



CZECHOSLOVAKIA'S BETRAYAL

Czechoslovakia was betrayed by the appeasers of Munich, and no voice was raised to save her from destruction on the day of victory.

DEFIANCE OF POLAND

Who will ever forget the noble defiance of Poland which saved Europe and perhaps the world from a victory for Naziism? She knew that no power could save her, that her lands would be ravished and her people slaughtered. But she had faith and a belief that other freedom loving nations would one day come to her rescue.

Archbishop Macdonald of Edinburgh has said, in referring to England's part in that tragedy, "We may conceal the truth from ourselves today, we may camouflage the facts and comfort ourselves with deceitful, soft-sounding words now, but one thing is certain: those guilty of the crime of liquidating Poland will be scorned and despised by future generations and justly be regarded with horror . . . for the murder of a faithful ally and brother-nation in arms."

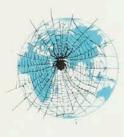


RESURRECTING FREEDOM

Our soldiers are dying in Korea today because we abandoned Free China after she loyally stood with us through the long fight against a common enemy. How can we have peace, or peace of mind, until we rid our conscience of these deeds by resurrecting freedom in these enslaved nations?

ABANDON NO BEACHHEAD

What is holding up Europe's all-out rearmament as much as anything else is the suspicion that we would not help them against the first Soviet move, but would help to liberate them later from beachheads in Spain and England. Such a policy is unthinkable to me even as a businessman. The arithmetic and logic are totally against it. We have nearly 120,000 boys in Europe and Africa right now. We have pumped ten billion dollars into Europe since 1945. Are we going to abandon those boys and that money when the pursuit of our present firmer policy will save both? Do you as American businessmen, think we should let the steel and coal of Europe and the uranium of the Congo go to Communism? Do you think we should let Russian armies occupy Calais, Dakar, Athens, and live in terror the rest of our lives?



NO PEOPLE CHOOSE COMMUNISM

Communism either as a form of government or as a way of life, has never been voluntarily accepted by any nation, not even Russia. The spokesman of the Kremlin, throughout the world, has done an excellent job of selling the idea that the peoples of the world are divided into these two ideological camps. It just isn't true!

The proper way to say it is, not that the world is divided into Communist and non-Communist peoples, but rather that the world is divided into captive and free peoples.

THE RUSSIAN PEOPLE DID NOT CHOOSE COMMUNISM

The Bolsheviks have always claimed it was they who overthrew the rotten rule of the Czar. Untrue! The Bolsheviks hijacked the revolution from the Russian people who made it. After almost a century of unrest and agitation, the Russian revolution of March, 1917, was a spontaneous popular uprising with the whole nation participating, worker, soldier, tradesman, merchant, and even nobility. It took the Bolsheviks by surprise. Stalin was in Siberia, Trotsky in New York, Lenin in Switzerland, Kerensky called for an assembly to meet in September to draw up a constitution for the new democratic government of Russia. Elections were held for the first free parliament and the Bolsheviks received less than 25 per cent of the 36,000,000 votes cast. But failing by ballot, they resorted to bullets, and on January 19, 1918, seized the government. From that date Russia has been Communist, but the Russian people did not choose Communism.

POLAND DID NOT CHOOSE COMMUNISM

So it was with Poland in 1945. Red army leaders put 16 out of 21 men in the Polish cabinet, even though 90 per cent of the Poles opposed Communism. A Red marshall was made Polish minister of defense and a member of the Polish cabinet. The Poles *did not choose* Communism.

CZECHOSLOVAKIA DID NOT CHOOSE COMMUNISM

In Czechoslovakia, the Communists took a secret poll and found they were not wanted. But they had means of handling such a situation. The Czech army was dispersed, reassigned in mixed groups to other areas. Full control was taken of the police, the workers' militia, the trade unions and communications, Mazaryk allegedly committed suicide. I believe that he was thrown from his window. Benes died shortly afterwards. But the Czechs did not choose Communism.

HUNGARY DID NOT CHOOSE COMMUNISM

In Hungary, the peace treaty specified that all allied military forces would be evacuated within 90 days, the exception being a token Russian force to maintain communications between Russia and the occupation forces in Austria. That "token" force turned out to be an army that enforces Russian policies in Hungary today, although not without opposition. Hungary did not choose Communism.



YUGOSLAVIA DID NOT CHOOSE COMMUNISM

Yugoslavians have little use for it, but they support Tito as the lesser of two evils. Secret police, political prisoners' work gangs, concentration camps are all tolerated as long as Russia looms as a greater threat to national existence.

NOR DID NORTH KOREA CHOOSE COMMUNISM

The Russians organized phony elections and set up the Peoples' Democratic Republic of Korea. They out-smarted the United States into withdrawing her occupation troops, while Russia left Communist-trained Koreans in control of the government until June of last year when they thought they had enough power to take South Korea, too.

TIBET DID NOT CHOOSE COMMUNISM

Now Tibet is Communist. I have seen the same thing happen on the desert. A great snake traps a small animal. There is a brief struggle, then silence, fascination and assimilation. But the Tibetan people did not choose Communism.

Communism is a negative force and contains within itself the seeds which will in time destroy it. But in the interests of humanity we must hasten that process.

PSYCHOLOGICAL BOMB

We should let loose at once the most aggressive psychological attack to arouse the Russian people against the gangsters of the Kremlin. This can be done on two levels—by the Government, and by working as private citizens to assist the citizens of another nation. All of us can assist at one level or the other.

THE VOICE OF FREE RUSSIA

In a great crescent under Russia from Finland to the Caspian Sea must be set up a ring of radio transmitters, shouting, not the Voice of America, but the Voice of Free Russia. The Voice of America is working and the Kremlin admits it by trying to jam it constantly. But its effectiveness is limited for two reasons: (1) the voices and speech are those of Americans instead of their own countrymen who have escaped; (2) the message is on an American advertising basis instead of being pitched to spiritually-minded, warmly religious little people. Free Russians must take up the work themselves. And we must free them to do the job.



THEY THIRST FOR FREEDOM

Like all the youth of the world, Russians hunger and thirst for freedom and the magnificent sweep that freedom gives to life. We must appeal to the young men of Russia to escape and fight for their country from the outside until they are able finally to return to take their nation from the clutch of Communism. A few

will do to start, a handful who will become the Voice of Free Russia and convince other hundreds and thousands that we will take care of them, protect them, equip them, train them.

COMMUNISM CAN NEVER BE DESTROYED WITH BULLETS

General William J. Donovan said, "Once they escape, we must give them all-out assistance." Our families, our civic organizations, our unions, our churches, our hotelmen of the nation must cooperate to convince these men that the free of the world are with them.

When the gangsters of the Kremlin jam their radio waves, we will give them planes to fly leaflets, news, pamphlets, to be dropped over their cities—give them the guided missiles, balloons, flying saucers, if that is the way it should be done.

The cost will be an infinitesimal fraction of the cost of war, the cost of blowing Russia off the map and destroying these splendid, captive people who have never known peace and freedom as we know them.

THE FUTURE'S FINEST HOUR

To paraphrase Winston Churchill, though America lasts for a thousand years, this was its finest, its holiest hour because it lifted a captive nation to her feet, rescued her people and gave them again the freedom of the children of God.

The America I'd Like to Live In*

PERSONALITY AND CULTURE

Culture is to a nation what personality is to an individual. Personality distinguishes one person from another, culture distinguishes nations.

BRAIN TREASON

Today we have the new treason, a brazen, proud, sullen treason which spits out hatred for a country and at the same time demands its protective justice. This isn't the case of an Austrian or German or Italian or Englishman with his wholly understandable tie with his fatherland. No, this evil, unnatural treason is not motivated by any bond of blood. It is a treason of brain, of the warped intellect, of able men, high in government, in education, in the press and in the motion picture world. So unnatural is it in fact, that our laws are inadequate to guard against it, simply because neither our Constitution nor our lawmakers could have foreseen the perverted and diabolical cunning of atheistic Communism.

LINCOLN SIGHTED DANGER WITHIN

"At what point is the approach of the nation's danger to be expected? If it ever reaches us (he prophesied) it must spring up amongst us; it cannot come from abroad. If destruction be our lot, we must ourselves be its author. As a nation of free men, we must live through all time, or die by suicide."





TO EDUCATE THE WHOLE MAN

One of the quickest ways for a nation to commit suicide is to neglect its youth. That is why the America I want to live in must have an educational system which trains and forms the whole man, not just a part of the man. As a nation we are on the road to suicide the moment we train only the intellect of our youth and neglect to give him a character to control that intellect. If we do that we are rearing a generation of brilliant knaves.



THE FIRE-POWER OF YOUTH

It is not upon the stockpile of atom bombs, but *upon the character of American youth* that the future of America depends. It is not the fire-power of our guns, but the power to think, think straight, think honestly and loyally, that has given and will continue to give America stature, poise and national character.

THE VOICE OF THE DEAD OF WORLD WAR II*

"For we hear anew the marching of feet
On to battlefields of the world,
Why, oh, why, must you fail again?
Is there no man among you God's leader of men?
We here wonder.
In our broken restless slumber
How long,
Americans,
How long?"



MAKE PUBLIC SERVICE ATTRACTIVE

Industry has skimmed the brains off America and put them to work making machines and making money, leaving politics to the politicians. Almost every youngster (or oldster) who has shown any ability in Federal, State or Municipal Government has been picked up by American business. If we lack leadership in our governmental bodies, it is our own fault. We have opened the field to mediocrity by snatching up men of ability to run our own corporations.

We must make public service so attractive and so well paid that our best boys and girls will aspire to public office; so attractive that brains, industry and honesty, not suavity and good fellowship, will be the basis of judgment.

PRIVATE OWNERSHIP

Basic to American culture, in fact, to western civilization, is the system of private ownership. It is a system that is deeply imbedded in the very center of the American personality. Tamper with it and you tamper with America.

IT'S THE PEOPLE

Governments themselves cannot produce anything except paper money. It's the people, with their unfettered minds, their industry, their determination to work, save and produce who are responsible for

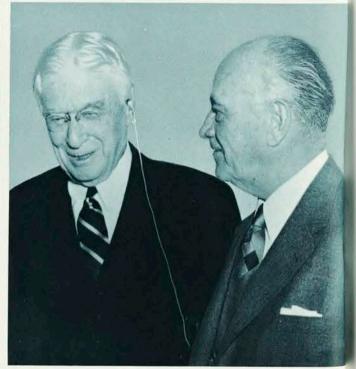
*Poem by Eva Davies



the growth and prosperity of America. Destiny is knocking on the door of America as she has never done before; history is offering us the greatest challenge that ever confronted a nation.







Bernard Baruch, park bench philosopher and advisor to American Presidents, spins a funny yarn to illustrate his people-principles to hotelman Hilton.

Letters of Inspiration

THE RECEIPT OF LETTERS is one of the great inspirational experiences of my life. I am profoundly impressed with the depth of feeling which they express. They make me realize the responsibility for care and caution one assumes when one seeks to persuade his fellow countrymen to a course of conduct. They make me realize the capacity of the people to make correct decisions when permitted to do so. Uniformly, they speak a love of God and country. They express a deep attachment to the principles of liberty and freedom for the individual which I feared were losing out in the scramble for promises of a socialistic security. They tell of an apprehension and distrust of a complacent and unwary leadership that has led us to the threshold of another war. They are proof to me that a veritable tower of strength is in the heart of America, which bodes no good for the Communist slavemasters, or the despoilers of freedom wherever they are.

A FALSE SECURITY

"I listened with a great deal of interest to your speech. I'm in favor of action. I was for total all out mobilization to meet the greatest menace we have to face: Communism. But instead of doing something about the menace, everybody wants to protect his goods and chattels, which Barney Baruch would be worth nothing if Communism wins."

NOT IN ANY OTHER WAY

"I want to take this opportunity to congratulate you for your distinguished civic service. From where I have the opportunity to sit, I can see the great need for the work which you and others are doing for the good of all which cannot be accomplished in any other way. The people of this country and the world owe a debt of gratitude to you for what you are doing in your own way in their behalf?' Donald S. Dawson, Administrative Assistant to the President, The White House



FORESIGHT, VISION, AND TOLERANCE

"Please extend my best compliments to Conrad Hilton and to those guests gathered to honor him as a true American with foresight, vision and absolute tolerance".

Gene Tunney, Former World's Heavyweight Boxing Champion, New York

TO DEFEND THE GOD-IMAGE IN HIM

"Your definition of why a man goes to war is an excellent one. I am bringing it to the attention General George Marshall, Secretary of Defense of the Secretary of the Army."





"In my Father's house there are many mansions." John 14:2







A MOTHER WRITES:

"My only son was lost in the South Pacific in 1943. I have never known where he sleeps. I pray your words will reach the hearts and minds of all who are in doubt as to their duty in the fateful hour."

Mrs. Alice Vail Corbett, Spring Hill Farm, Tiller, Oregon

FROM A NEW YORKER

"I have read your article in the Herald Tribune and I think it was wonderful—especially, 'that our faith in God is our only hope'." Mrs. Harriet Stewert, New York City, New York

1. Greek symbol of Jesus and the Christian religion He established. 2. The characters of the Moslem Creed and their God, Allah. 3. Sanskrit "OM" symbolizing the Hindu's Divine Principle and his God, Brahma. 4. Yang and Yin, the two basic creative forces in the Chinese cosmos, the active and the passive. 5. The Wheel of Law turned by Buddhist priest, symbol of eternal truth. 6. The 7-branched Menorah of Judaism.

1952

The End of an Era
Dedication of Camp Hilton
The Battle for Peace
The Free World Speaks
America On Its Knees
Voices of America

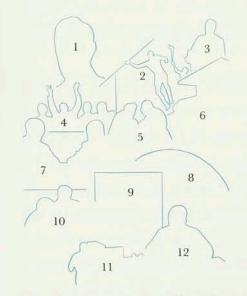


The End of an Era

THE YEAR IS 1952:

TROUBLED YEAR, the "police action" in Korea continues * PRESIDENT HARRY S. TRUMAN in his "State of the Union" message warns Congress that the threat of another world conflict is still "very real" * The President and Prime Minister Churchill meet in Washington to discuss policies on the Soviet Union, the Middle East, North Atlantic Treaty Organization, Germany, the defense of Western Europe * The Soviet Union restricts diplomatic travel within a 25 mile radius of Moscow * The United States State Department bans travel by United States citizens to China, the Soviet Union and Iron Curtain countries, without specific permission.

THE UNITED STATES MILITARY ACADEMY at West Point celebrates its 150th anniversary * The Soviet Union enters the summer OLYMPIC GAMES at Helsinki, Finland (54 nations competing) * QUEEN JULIANA of the Netherlands and her husband, Prince Bernhard, pay a state visit to Washington * CAPTAIN HENRIK K. CARLSEN of Woodbridge, New Jersey, Master of the Merchantman, the Flying Enterprise, becomes popular hero by refusing to abandon his precariously listing ship * HERMAN WOUK'S The Caine Mutiny is Pulitzer Prize novel * "Flying Saucers," unidentified luminous discs flashing across the night sky, are reported all over



1. Through the streets of London the royal procession moves, carrying the body of King George VI who died peacefully in his sleep on the morning of February sixth. 2. The Olympic flame is lit in Helsinki with a torch carried by Finland's famed runner, Paavo Nurmi. America's number-two athlete, eighteen-year old Milton Campbell, finished second in the Decathlon with this heave of the javelin. 3. Jomo Kenyata ("Burning Spear"), African tribal leader, is arrested in Kenya by the British and Loyalist African police in raids on the dreaded Mau Mau ("The Hidden Ones"). 4. On the night of November third, General Dwight D. Eisenhower acknowledges the cheers of his audience in Boston Garden. Sharing the limelight are Mrs. Eisenhower and Senator Richard M. Nixon (of California) and Mrs. Nixon. 5. Two great ladies converse on the stage of the Municipal Auditorium in Kingston, New York. Mrs. Eleanor Roosevelt and Queen Juliana of the Netherlands joined in the ceremonies April fifth in the Hudson River city's celebration during the Queen's visit to the United States. 6. Citizens of Tehachapi start to dig out from the destruction wrought by California's worst earthquake (July 22) since 1906. 7. Sir Winston Churchill, returned as Prime Minister, chats in the British Embassy library in Washington D. C. before an honorary dinner he gave for President Truman. 8. Like an all-engulfing monster, the giant fire-ball of H-bomb "Mike" bears down on the Marshall Islands with the greatest

destructive power of any single explosive device yet made by man. 9. The Chicago Daily News cartoon that confirmed Mr. Hilton's concept of Uncle Sam on his knees was drawn by two-time Pulitzer Prize winning cartoonist, Vaughn Shoemaker. "Shoes" is the author of "God Guides My Pen," a collection of his religious cartoons which appeared in the News during the crisis decade. 10. Daniel Paolucci, the twelve-year old boy from New York City, whose letter inspired Mr. Hilton's vision of "America On Its Knees," is shown here with the Innkeeper at the Hotel Waldorf-Astoria in New York City. 11. Conrad N. Hilton appeared on WNBT-NBC Television with William I. Nichols, Editor of "This Week" Magazine, the Sunday Newspaper supplement, reading and displaying his public service message, "America On Its Knees." Shown on the table is a giant scrapbook containing hundreds of letters from listeners and readers who either heard or read his prayer. 12. The late Fulton Oursler, Senior Editor of Reader's Digest and author of "The Greatest Story Ever Told," gave generously of his talents in the preparation of Mr. Hilton's prayer.

nation * The New York Yankees defeat the Brooklyn Dodgers in the World Series * On first round trip a transatlantic speed record is set by S.S. United States.

Congress passes Korean G.I. Veterans "bill of rights" * President Truman's seizure of the steel mills to avert a strike is voided as illegal by the Supreme Court, a 53 day strike follows, the men win major demands, the price of steel rises * Fire in atlantic city, earthquake at tehachapi, California, and floods of the Mississippi and Missouri Rivers take heavy toll in lives and property * The first hydrogen device is exploded by United States at Atomic Energy Commission Eniwetok Proving Grounds in the Pacific.

THE UNITED STATES SENATE ratifies contracts with the Federal Republic of Germany ending war status, abolishing high commission, and permitting west germany to participate in the european defense community * An agreement to make restitution to Jews for war crimes is signed by the Federal Republic of Germany * Japanese Peace Treaty re-establishing Japan as sovereign nation goes into effect ending state of war with Japan * The Senate ratifies the constitution of the commonwealth of puerto rico, first overseas Commonwealth for the United States, and site of the first Hilton International hotel, the popular Caribe Hilton in San Juan. The Puerto Rican Government gives much credit for boosting tourism and increased revenue to the three-year-old Caribe, proving Innkeeper Hilton's philosophy that "sound business is in line with national idealism."

THE SOVIET UNION AND COMMUNIST CHINA block Korean peace, demanding forcible return of all prisoners... Russia rejects conciliatory proposal by REPUBLIC OF INDIA * Political tensions in BRITISH AFRICA increase as British troops suppress Mau Mau terrorists in Kenya... Northern and Southern Rhodesia and Nyasaland oppose project for FEDERAL GOVERNMENT OF CENTRAL AFRICA * Communist supporter MOHAMMED MOSSADEGH, Premier of Iran, severs relations with Great Britain, rejects a plan for compensating Anglo-Iranian Oil Co., and attaches British and American property * The Army seizes Egypt and exiles KING FAROUK.

EISENHOWER and RICHARD M. NIXON, are elected President and Vice President of the United States by the largest popular vote in United States history thus ending twenty years of Democratic administration President-elect Eisenhower flies to war tossed KOREA.

During this troubled year the enthusiastic response to his early speeches force a worried Innkeeper to his feet again and again. And out of thousands, one particular letter in a small, grimy envelope postmarked New York haunts and challenges him. It reads: Dear Mr. Hilton: I have read your talk in the Herald Tribune, and I think it was wonderful. Especially that our faith in God was our only hope. You are very right, and I think that if everyone would fall down and pray we would have real peace. Sincerely yours, Daniel Paolucci. P.S.: I am a boy of 12. May I please have an answer?

The Innkeeper does the conventional thing—sends Daniel a grateful letter and an autographed copy of the address but Daniel's P.S. . . . "May I please have an answer?" . . . stays with him. He re-reads the Herald Tribune clipping . . . "in our struggle for freedom our greatest weapon will be our love of, and our faith in, God . . ." and realizes something has been left out, something which DANIEL PAOLUCCI has included in his letter—Prayer! In his mind's eye the INNKEEPER sees UNCLE SAM on his knees using Prayer as a Weapon for Peace. In a Chicago paper he sees a cartoon that confirms his vision . . . Entitled, "When Problems Overwhelm," it shows a harassed Uncle Sam before a littered desk while from the opposite wall a compassionate portrait of ABRAHAM LINCOLN asks, "Have you tried prayer, Sam?" In San Bernardino, California, in Saint Louis, in New York City, Hilton speaks of many things pertinent to a troubled year . . . but it is in Chicago that he humbly offers an answer to Daniel and to Lincoln and to you and me in a time of continuing peril—a Prayer for Uncle Sam—"AMERICA ON ITS KNEES, not beaten there by the hammer and sickle, but freely, intelligently, responsibly using the Weapon of Prayer in the Battle for Peace." ***

Dedication of Camp Hilton*

BOYS IN MAN SIZED JOB

The Boy Scouts of America may be a boy's activity, but I assure you they are doing a man's job. The arithmetic of membership alone is startling. Any organization that surpasses in number the aggregate population of Nevada, Idaho, Arizona, Montana and Utah—that is more than half the population of a country like Switzerland—is a man-size organization, even if its members are boys.

SCOUTS AND INDIANS

In the New Mexico of my boyhood, everyone was a scout or he was lost. In fact, my father just escaped the last of the Indian massacres. We had one foot in the genuine scouting country of old Santa Fe, San Antonio, and Socorro, and with the other we were reaching for the Twentieth century. It was a rugged, sometimes brutal, man's country—and it produced men.

CHARACTER TRAINING

The usual complaint today is that we are neglecting the training of the mind. That concerns me, but not half so much as the very real and very present neglect of training in character. We have to make our youngsters more honest and honorable, more dependable, more sensitive to ideals which are unselfish, ideals in which profit does not come first. It is a strange, frightening world we are handing over to our sons and daughters. If ever a generation is going to have its principles and its character tested, it is theirs.

LIVE NOBLY

It is not the firepower of our guns, but the power to think, think straight, think honestly and loyally, that has given and will continue to give America stature, poise, and national character. "The times are evil, but live nobly and you will change the times."

A SCOUT IS SELF-POSSESSED

Character is life based on principle: it is self-possession. In ancient Rome, slaves were not considered personalities because they were not self-possessed, they were not free. So also a true personality, a true Scout worthy of the name, is one that is self-possessed, free from the tyrannies of instinct and emotion.

THE BOY THAT PRAYS

It has been said that all men fall, ultimately, into two classes; those who pray and those who don't. The incredible thing of the past 50 years is that those who don't pray have become so dominant. It will be









up to you to see that they don't destroy the world or destroy you. The boy who prays recollects himself; that is to say, he re-discovers himself, gathers himself together, frees himself from useless masters, from unknown hands, from all the clutching desires which tear him to pieces and so prevent him from being himself.

YOUR COUNTRY NEEDS YOU



It needs the things that you have acquired in Scouting, that you have come to stand for as typical American boys. It needs the clear, clean thinking of youthful minds to penetrate the confusion, illogic and illusion that has slowly clouded the minds of men. It needs the vigor of your morally straight personalities to fight the new treason of amorality in America and across the world. It needs your enthusiasm, your faith, your hope and love of God and man if this nation is to survive.

"To you from failing hands we, an older generation, throw the torch; be it yours to hold high and carry on."

I GIVE YOU CAMP HILTON

To help you prepare for your greatness, we have given you Camp Hilton and assure you—all of you, young and old alike—that if you get just a fraction of the pleasure in receiving and enjoying it that we have out of presenting it to you, you will be happy indeed.

The Battle for Peace

CHICAGO: ITS ROOTS ARE THE ROOTS OF AMERICA

"Chicago" is an Indian word for "strong." Its name came from the pungent odor of garlic that once grew along the banks of the Chicago River.

In 1952 it has another significance. Today Chicago personifies the strength and power of America in a way no other city in the nation does. Its roots are *our* roots: the good earth of agriculture, industry, meat packing, merchandising, transportation and communications.

USE OF LAND IS A BASIC RIGHT



Land is the greatest material gift to mankind; real estate represents the fundamental strength and power of any nation in the world. It is the basic source of goods, fuel, clothing and homes. The right to use it is essential for human welfare. Abraham Lincoln once said, "Property is a positive good in the world. Let not him who is houseless pull down the house of another, but let him labor diligently to build one for himself, thus by example assuring that his own shall be safe from violence."

Land holds the solution to Communism and the present world crisis.

THE SACRED CHARACTER OF PRIVATE PROPERTY

Land is a very special kind of property. We have a natural right to own, use and dispose of it, but that right is not devoid of social responsibilities. The world's resources were created to satisfy the needs of all mankind; the use should be distributed widely.

In America we have been blessed as no other nation in the history of the world. Those who call projects like the Marshall Plan "operation rathole" are neither good philosophers nor good political scientists. We cannot expect to live in peace in a world overflowing with tension, hate and starvation. Nor can we impose peace and understanding upon such a world by force.

The vital interests of society across the world demand that private ownership be kept inviolate, but we, as individuals and as a nation have an obligation to use our wealth for the benefit of all mankind. If a billion people are in dire need of assistance, then our Point Four program is not a project of caprice, but of obligation. The world is still very poor, and the real reason we are not, is that we have held vigorously to two solid, concrete ideas: the sacred character of private property, and the free movement of men, money and goods.

HOTELS SYMBOLIZE GOOD WILL

We are building in Madrid and Istanbul. Plans are under way for London, Rome, Athens, and a number of other areas, including the capital cities of our neighbors, Mexico and Cuba. I like to think of these buildings as edifices of peace, defining those places where travelers can and will move in freedom. In the years ahead, I should like these countries to think of the United States, not in terms of guns, tanks and destruction, but in terms of friendship.



REALTOR JOSEPH STALIN

A gigantic threat to your business moves closer to you day by day. This threat, this man, is the greatest real estate operator in the world. When he moves in, your business is through. At the moment, he is operating a subdivision of approximately 9,000,000 square miles with holdings all over the world. He controls property in Chicago.



NATIONAL ENTERPRISE, ERSATZ

In Czechoslovakia, after the Communists took over, there appeared this sign, on 9 out of 10 shop fronts: "narodni podnik." The words mean "national enterprise," but they also mean that the shopkeeper is gone, that his business has been taken over by the government, perhaps, too, that the shopkeeper has been liquidated or sent to the slave camp.

Let's just imagine this sign up and down Michigan Avenue and State Street, in 9 out of 10 places of business: over this hotel, over Marshall Field's, over Mandel Bros., over the Harris Trust and Savings Bank, over Walgreen Drug Stores, Shubert Theatre, over O'Connor and Goldberg shoe stores.

TOO LITTLE—TOO LATE

We have muffed the first half of this "terrible Twentieth Century," we have done a very poor job of running the world. It is impossible for our children to do worse. We should make one last attempt to clean house and put the world in order before we hand it over to the youngsters.

HOW TO WAGE PEACE

The Communists have a philosophy, a strategy to steer by. They are willing to go after what they want with an enthusiasm that we have lost. They are willing to wage their philosophy as we would wage war. We must do likewise, if we are to survive. We must wage peace with the same vigor, resoluteness and enthusiasm as we once waged war. Today peace is as complicated as war, and we must go after total peace as we went after total victory in war.

STRATEGY, TACTICS AND LOGISTICS

Strategy is the overall, world-wide blueprint of objectives determined at the center—in Washington, London, Moscow, Paris or Berlin. Tactics are the activation of that larger plan, the deployment of men and machines on the actual battlefronts. Logistics is the science of supply. It sees that the right men and right machines are at the right place at the right time.

If we were to examine the strategy, tactics and logistics of the Communists, learn where they are going and in what direction, we might be able to hit upon some road blocks to stop their mad onrush toward world domination.

SOVIET PLAN UNFOLDS

The fundamental objective of Communism is world domination. The first thing in their strategy was to set up and consolidate a central base of operations. This has been done in Russia by hijacking the nation from its people. Next, because revolution and struggle are the very essence of the Communist dialectics, it was necessary to develop the military power of the Soviet. This has been done. Simultaneously, came the establishment and maintenance of a totally obedient revolutionary party across the world keeping time always by the clock in the Kremlin. This has been done.

END OF CAPITALISM BY COMMUNISM

The development of a revolutionary crisis in America, which, Stalin assured us in 1954, "will be the beginning of the end of world Capitalism." This is not a dream; this is not conjecture; this is a promise. It is the next step in a blueprint outlined by Marx, Engels, Lenin and Trotsky and activated presently by Stalin. The whole strategy has been ours to read in the books of these men for a hundred years.

There seems to have been a mysterious conspiracy of silence as to the content of these classics of Communism, even among the men who controlled our foreign policy with the Soviet Republic.

AMERICAN DEPRESSION BLUEPRINT BY COMMUNISM

The blueprint and time table call for a great economic depression in the United States, and with it the climax of the revolution. Either of two things is expected: the anticipated depression will so weaken the United States that world Capitalism will be destroyed; or out of the crippled economy will come an American Fascist state and the final battle between Capitalism and Communism. Soviet intelligence has given top priority not to Korea, not to Germany nor Indochina, but to the economic situation here in our country. At this moment, world Communism sees success within its grasp. Only one power remains with enough strength to fight back and give courage to the rest of the world to fight back. That power is the United States.



HALF FREE - HALF SLAVE

Lincoln once said that this nation could not survive half free, half slave. Nor can the world survive half free, half slave.

A SYSTEM OF IDEAS IN CONFLICT

If Communism is a system of revolutionary ideas, we must match it with another system of ideas. Our system begins where theirs ends. The Communist revolutionary says he wants enough world power to set all men free: The American revolutionary sets men free to build their own power. There is a splendid logic about these two revolutions confronting each other at last. It is just as it should be.

The trouble is that the Communists think this freedom and power belong to the future. They haven't heard of the handful of revolutionaries of 1776 who refused to wait for the Marxian "automatic forces of history" to give them freedom, but went out and took it for themselves from the most powerful nation in the world.



FIGHT WITH BOTH HANDS

With one hand we must hold the Communists in a grip of steel, promising to destroy the Kremlin the moment it makes a move. I do not say destroy the Russian people. We will live with these people long after "the gangsters" have gone the way of Hitler. With the other hand we must assist in building the economy of the western world to prove to all that Communism is wrong. We must share with our allies not just wealth, but the secret of creating wealth.

A NEW UNITED STATES PROPAGANDA FRONT

A gigantic propaganda front must be carried on to channel truth to every country, through every curtain, whether it be Iron, Bamboo, static or diplomatic. We must get that truth to those captive peoples either in shouts or whispers. We must tell them of the North Atlantic Pact, the Schuman Plan, the Marshall Plan.

We must genuinely go after the Communists with a militant psychological war. It must never be conducted on the defensive; we have made that mistake too long . . . When they charge us with exploiting labor, we must expose the comparative wage scales between American and Soviet labor; prove that it is they, not we, who use millions of men and women in slave labor; we must take advantage of our election day to compare their single party ballot with the freedom that is ours. When they accuse us of economic imperialism we must point out the fact that we have given freedom to the Philippines and that Great Britain has granted freedom to more people than Russia has ever conquered.

LET US CHARGE THE SOVIET

Let us expose the complete freedom of worship in the Western world compared with whatever state controlled religion there is in the Soviet Republic. Let us charge the Soviets with the exploitation of every land within their control, and compare that with the generosity of the United States. Let us convince the great masses of people in the Soviet controlled countries that we in America, want peace, not war, and that all aggression since the close of World War II has been carried on by the Communists. All this must be done with humility and graciousness toward the Russian people and the captive nations.

AMERICA WAS FOUNDED ON FAITH



The basic thing about the faith of America is a belief in God. We do not all seek Him in the same processes, but we do insist on the right of every man to worship Him. Our American faith divorced from the belief in God is meaningless.

Look through all the writings of the men who put this Republic together and you will find God at the center of their thinking.

Western liberty was enacted on the basis of belief in God. The Magna Charta, Habeas Corpus, the Petition of Right and a hundred other enactments of the people against absolute authority form the background of our American faith. Our founding fathers have enshrined human liberty in the concept that the dignity of man rests solidly and squarely on the fact that man is made in the image of God.

THE WORLD'S GREAT NEED IS PRAYER

The power of prayer would be—could be—can be greater than all of these instruments of destruction. Against this force of prayer, the evil of Communism cannot prevail and the battle for peace will be won.

OUR FALSE GODS

As material wealth has been expanded in this country we have raised up a series of false gods incapable of inspiring belief either in ourselves or others. We have become so proficient with our hands that we can no longer get down on our knees.

How are we going to make the countries of the world realize that America is more than technical skill and scientific genius if we have nothing more to offer than bulldozers, steel, and gold?



The Free World Speaks



POLITICS IS FUN

One of the most delightful things—and to the rest of the world, one of the startling things about American politics—is the way we can have fun with politics as well as run our country with it. We have learned to be serious without being solemn, to be deeply interested without being grim.

RESPONSE TO A MESSAGE

Within twenty-four hours after "America On Its Knees" was in print, I was deluged with letters and requests for copies of this pictorial message. From almost every country in the world, from every state in the Union, from the old and the young, from rich and poor, from military and civilian, from cynics and the unsophisticated, from philosophers and advertising men, from rabbis, ministers and priests, from wise men and crackpots from every level of society, from children of eight to oldsters of ninety-two, came requests for

one hundred and sixty thousand reprints and messages that sometimes brought tears to our eyes.

Through them ran the theme that the final victory in the battle for peace will rest, not in the power of munitions, money or men, but with God.

THE VOICE OF THE FREE WORLD

"We read your prayer as part of our after supper devotion," a mother wrote. And a letter from Austria, "The most noble page ever printed in the Saturday Evening Post." From Portland, Maine, came this letter: "I am only a crippled wreck in a nursing home; and it is possible that I shall not see the conclusion of our present troubles. I wish I knew how the people of America could be so stirred to patriotic feeling and action." And the letter from a New Jersey war widow said, "My little girl's daddy was killed in Korea and perhaps this will help her understand better when she grows up why her daddy died."

Then there was a letter from a soldier stationed in Germany that said, "I have just finished reading the prayer which was in your address. I was almost fed up with being over here, but since I have read your wonderful prayer, it has been an inspiration to me, and I need no other explanation as to why I am here."



GOD READS LETTERS, TOO

I was awed when ministers said they read Uncle Sam's Prayer from the pulpit and on religious radio shows. We laughed at the extravagance of some when they placed it alongside the Gettysburg Address.

The girls in the office wanted a holiday when several letters came in nominating me for president. But one old priest did give me a thrill, He wrote, "God read it, too—with pleasure."

Even one from the niece of the original Uncle Sam, and one from an American of ten generations heritage, whose colonial ancestor was Colonel Henry Lee, who was also the grandfather of Robert E. Lee.



SINCERE MOTIVE, A LETTER FROM SCOTLAND

From *The Sunday Express in Glasgow* came the following, ". . . Life has published a remarkable prayer which might be described as the Twentieth Century equivalent of Kipling's 'Recessional'. No one has the right to scoff or attribute any motive save that of sincerity, it reveals the emotional temperature of the United States at this time."

A LETTER FROM SPAIN

"Unquestionably, the unprecedented prayers of thanks of the Moslems toward the United States, particularly coming at this time during the political impasse, are tangible confirmation of what a spiritual movement can accomplish, when all other measures fail, notwithstanding the combined efforts of a power nation with diplomatic and military forces."

UNCLE SAM IS A PERSON

The letters said that the *Uncle Sam* that we have portrayed is not the bragging, extravagant, show-off type of symbol the world has come to recognize, he is not the immoral, immature, loud and rude individual that the Communists depict. He is a human Uncle Sam. He is humble, kind and gracious. He has feelings.

He's not a rich fellow, but a common man like you would see walking along Main Street, a father of children. This Uncle Sam with his spare frame, workworn hands and lined and worry drawn face, is an American. They see, in our Uncle Sam, a human looking, worried parent reflecting in his face and figure humility, anxiety, and the confidence that is expressed in the prayer. They wonder why we have let this grand country of ours depart from the teachings and admonitions of our forefathers and have substituted dishonor, greed and crime. They believe that "America On Its Knees," freely, intelligently, responsibly, confidently, powerfully, will solve the problems of our land.

THE LORD NEEDS SOME ADVERTISING

Perhaps it ought not to be, but we have so greatly failed to recognize the Lord's primacy in the hearts and affairs of men that I believe He does need advertising—and I make this statement with all reverence.

BULWARK AGAINST TERROR

As strong as our country may be, in a material way, it is truly powerless without the help of God. Uncle Sam's new awareness of this fact has revived the hopes of all the free nations of the world, who now look upon us as a giant bulwark against the terror and misery of Communism.



TO PRESERVE FREEDOM

We must let the whole world know what we stand for; Uncle Sam on his knees before God, so that he may stand on his feet before the nations proclaiming that the remaining free peoples of the world must not become enslaved, promising those who are enslaved that we have not forgotten them, that we hear their agonizing cry for help which will not go unheeded; insisting that we still have the faith and simplicity of our founding fathers.

REMEMBER ROME

Like other great nations of the past which succumbed to internal corruption, moral decay and finally oblivion, we are approaching a time of decision—and our decisions will determine whether we will suffer eventual national extinction or will climb the steep path of individual growth and national rectitude.

INALIENABLE RIGHTS

By what compass shall we set this course? The primary, the fundamental concept that we, as a nation, must firmly keep in mind, is that man, the individual, the person, is a son of God, and as such has been endowed by his Creator with an inalienable right to life, liberty and the pursuit of happiness. This is the basic tenet, the vital current that gives spirit, inspiration and hope to all mankind. This is the principle that breathed life into our American Constitution. This is the principle that frees the person from economic serfdom. It is in the creeping shackles that are being placed on the liberties of the person that we find the real dangers to the growth of the individual under our American way of life.

CUP OF SLAVERY

Let all those individuals who accept the unearned handouts of a paternal government in payment for their subservience be warned that they are drinking from the hemlock cup of eventual slavery.



GOVERNMENT VERSUS FREE INITIATIVE

Babylonia sickened and died as the direct result of governmental control of the economy. Ancient Greece smothered to death under the extravagance of government bureaucracy. The Roman Empire was whittled away and disappeared when government destroyed the personal initiative of the citizens.

YOUR VOTE—A CIVIC WORK

There is work for us to do between now and election day. If we are going to get the government we want, if we are going to get the government we deserve—we always get that—then the people must get out and vote.

In 1880 nearly 78½ per cent of our citizens voted! In 1900, 73½ per cent! In 1940, 53½ per cent, and in the last presidential election, only 51 per cent. That is a 25 per cent decrease in less than seventy years!

Abraham Lincoln once said, "We, even we here, hold the power and have the responsibility. We shall nobly save or meanly lose the last best hope on earth."

Walter Lippman put it very well. In his book, "The Good Society," he wrote: "Men are asked to choose between security and liberty. To improve their fortunes they are told they must renounce their rights. To escape from want they must enter prison. To regularize their work they must be regimented. To obtain greater equality they must have less freedom. To have national solidarity they must oppress the dissenters. To enhance their dignity they must lick the boots of tyrants."

BY THE SWEAT OF OUR BROW

We must insist that we live by the sweat of our brow. We must live within our income, pay our honest debts, and demand that our government do likewise.

Woodrow Wilson insisted, "Accumulation and concentration of governmental power is what always precedes the death of human freedom."

FREEDOM AND VIGILANCE

Freedom is a frail craft that finds a safe harbor only in the hearts and minds of God loving people.



America on its Knees

THE CONCEPT OF AMERICA ON ITS KNEES WAS first expressed by Conrad N. Hilton to Dr. Norman Vincent Peale, minister of the Marble Collegiate Church in New York City, and to his devoted friend, the late Fulton Oursler, author of Why I Know There Is A God, and other great books.

Both were enthusiastic about this stirring form of re-expressing the belief of America's founders in prayer as a vital force in national life. Accordingly, Mr. Hilton decided to make the concept a reality. He incorporated this prayer, worked over with loving care and advice, in a speech, "The Battle For Peace," delivered in Chicago on May 7, 1952, and broadcast nationwide by radio.

Letters poured in from listeners in cities and towns throughout the country. These messages came on letter-heads of business executives, scratched on personal stationery, penciled on postcards, some apparently typed with one finger—letters from average men and women across the land.

Through them ran the theme that the final victory in the battle for peace will rest, not in the power of munitions, money or men, but with God. This spontaneous response from the heart of America led Mr. Hilton to make the message available to the public through the medium of nationally circulated magazines.

It is offered as a Twentieth Century Declaration of Dependence... on God.

^{*}The body type is set in Deepdene Roman italic; the heading is Weiss initials with a hand color-separated Dutch initial.

AMERICA ON ITS KNEES:

* * not beaten there by the hammer & sickle, but freely, intelligently, responsibly, confidently, powerfully. America now knows it can destroy communism & win the battle for peace. We need fear nothing or no one... ... except God.



WE PRAY that YOU save us from ourselves.

The world that YOU have made for us, to live in peace, we have made into an armed camp.

We live in fear of war to come.

We are afraid of "the terror that flies by night, and the arrow that flies by day, the pestilence that walks in darkness and the destruction that wastes at noon-day."

We have turned from YOU to go our selfish way.

We have broken YOUR commandments
and denied YOUR truth. We have left YOUR altars
to serve the false gods of money and pleasure and power.

FORGIVE US AND HELP US

Now, darkness gathers around us and we are confused in all our counsels. Losing faith in YOU, we lose faith in ourselves.

Inspire us with wisdom, all of us of every color, race and creed, to use our wealth, our strength to help our brother, instead of destroying him.

Help us to do Your will as it is done in heaven and to be worthy of Your promise of peace on earth.

Fill us with new faith, new strength and new courage, that we may win the Battle for Peace.

Be swift to save us, dear God, before the darkness falls ★ ☆ ★



Voices of America



JULY 4, 1952, WHEN "America On Its Knees" was published, the ripples of an inspiring idea filled with truth, humility, and devotion broke into a floodtide of response from the great heart of America.

Letters came in all shapes and sizes, many slowly and carefully written, others unsigned or illegible in the haste of inspiration, but all with the same sincere concern of a free people—in total they represent the voice of America.

"Words beggar expression—if 'darkness falls' proud and strong men become cringing beggars.

The greatest opportunity for America to remain strong and keep people free is to return to constitutional principles based upon the spiritual and material concepts which must go hand in hand."

E. F. Hutton, New York

ERASE OUR FEARS

"Our gratitude for your prayer in Life; may it be read and erase the fear in our hearts".

John and Clarissa Burgevin

ON OUR KNEES

"America will have to be on its knees before we can transmute chaos into order, darkness into light, ugliness into beauty." Elizabeth Hill, Los Angeles, California

QUOTES FROM DOCTORS

"You have found America's secret weapon-prayer." Dr. Edward J. Coyle, New York

"It is rare in these troubled times to find in the pages of a magazine such a simple truth and understanding message".

Dr. Maurice R. Richter, Phoenix, Arizona



AND FROM LAWYERS

"Under the rebound of the natural law of compensation, you should receive happiness in the knowledge that you have planted 'America On Its Knees' in the heart of the nation and the law of survival of truth will make it grow."

Hunter L. Johnson, lawyer, Tulsa, Oklahoma

"Only Almighty God can bring peace and order to our country and to the world. There is no other way out of the chaos mankind is in."

Alexander R. Fordyce, Jr., lawyer, New York

"I am not what could be termed a religious man. I am just a believer in the Scriptures, and do my best to live in keeping with my belief."

P. K. Taylor, Dallas, Texas

Letters crowded the Hilton Office from every level of American life. Letters praising the Conrad N. Hilton Public Service message...and through it praising God. Letters from doctor, lawyer, and merchant.

AND FROM THOSE WHO INFLUENCE THE MIND OF AMERICA

"...this is the beginning of that mighty effort that seems to be needed to arouse our people from their lethargy.

"It is because we have too frequently been equating our surprising material well-being for the essence of our way of life that we have been failing in these days of crises."

> Brother Justin, F.S.C., chairman of the Department, School of Business, Manhattan College, New York

AMBASSADORS FOR DEMOCRACY

"There are about 30,000 international students in all colleges and universities in America. Many thousands of them throughout the years have studied here and returned home embittered against democracy and Christianity. The reason is that during their four to ten years of school here they have never been invited to a Christian church or into an American home. Many are among our bitterest enemies today.

"Not so with our own international students. The people of this area have welcomed them with open arms, and these students will always be ambassadors for our democratic way of life."

Sam Choy, Director of our Overseas students, Wayland College, Plainview, Texas

IDEAS ARE POWER

"The Reds have more than a plan, they have a burning zeal. So had we, at one time. That's what took Boone to Kentucky and the Mormons to Utah. 'Ideas' exactly. We have sought material goods so diligently and successfully that we have forgotten that ideas are power'.'

James D. Landsdowne, Landsdowne, Pennsylvania

YOUNG AMERICA'S THOUGHTS

"Your recent print . . . has been widely circulated throughout the university campus. It is young America's thoughts in ink. I hope your ideas continue such a badly needed series."

Robert Carmean, student, Redlands University, California

AND FROM THOSE WHO INFLUENCED THE SOUL OF AMERICA

"Your presentation was so effective because of its good taste, its complete non-sectarian spirit, yet with all its teeth of moral and spiritual vitality".

Lawrence L. Lacour, Conference Evangelist, Des Moines, Iowa

A NEW POSITION FOR UNCLE SAM

"I have seen Uncle Sam in every available posture from drinking beer to driving an automobile, but this is the first time that I have ever seen Uncle Sam on his knees. My sincere congratulations on your courage."

Reverend E. C. Herr, Saint John's High School, Delphos, Ohio





A CALL TO PRAYER

"...it is a call to prayer for the rest of us Americans who place love of God and country ahead of all else, in these ominous times of fear and trepidation".

Louis Myron Pawlett, Secretary General, World University Roundtable, Bridgeport

OUR BASIC FAITH

"As a Methodist minister I was challenged to a deeper concentration to that faith which is a basic to both democracy and the foundation of our American way of life".

Reverend Blaise J. Peters, O. Praem., Saint Norbert Abbey, West DePere, Wisconsin

"It was my great pleasure previous to the death of Fulton Oursler, editor of the Reader's Digest, to be at breakfast with him one morning when he spoke about your inspiration which resulted in the beautiful prayer and portrait of Uncle Sam on his knees."

Most Reverend Thomas J. McDonnell, Coadjutor Bishop of Wheeling, West Virginia

Quoted from the Pulpit of America—Many ministers, priests, rabbis, Sunday school teachers and superintendents quoted America On Its Knees in their Sabbath Day services. Devotion groups used it as a basis for spiritual discussion.

"Our minister used your prayer in place of his usual Sunday morning prayer from the pulpit. He said, I am going to do something this morning which I have never done before, that is to read my prayer from an advertisement in Life Magazine"." H. T. Mims, Pittsburgh, Pennsylvania

RECOGNIZE OUR WEAKNESS

"To be strong, we must recognize our weakness. May there be many throughout our nation to recognize the strength of our spiritual heritage, and the distance which we, as a nation, have strayed."

Glen Schwerdt, student assistant, Zion Evangelical and Reformed Church, North Canton, Ohio

EXPORT BELIEF BUILDERS, NOT BULLDOZERS

"America should give more than just material aid to win the world to our ideals. We should offer the other countries not tractors and bulldozers, but as you said, faith and spiritual strength also."

Reverend John P. Lynch, C.S.C. Family Theatre, Los Angeles

And from the very heart of America: From mothers, fathers, sisters, brothers, wives, husbands, and sweethearts, the people, yes . . . the people spoke . . . the uncommon common people of America. The farmer, the laborer, the clerk, the waitress, the streetcar conductor, the traffic policeman at the corner . . . all of them . . . all of America saw and read and were moved to new compassion. From Everett, Washington to Key West, Florida . . . from Bangor, Maine, to Corpus Christi, Texas . . . from the four corners of the land came requests for reprints.

"For here you have written what has made this country great. As long as we remain on our knees before God we shall stand on our feet before the rest of the world. When we attempt to be on our feet before both we shall be prostrated before all." Colman Brown, Evanston, Illinois





LIKE A WORRIED PARENT

"Uncle Sam is human looking, like a worried parent, reflecting in his face and figure the humility, anxiety, and pleading, the confidence that is so beautifully expressed in the accompanying prayer."

Mrs. Corinne E. O'Brian, New York

LIKE LINCOLN

"...trying as Lincoln tried to bring the people of this nation back to the only source from which peace and liberty can come".

Elsie McBride, Winslow, Arizona

"... with the humility of greatness and maturity we can win the world." Diana Masa, New York

BY DIVINE DELIVERANCE

"For some years now, a number of God-fearing, Bible-studying people have known that our only hope of survival from Russian-Communist attack is by divine deliverance".

James Loder Park, Home, Pennsylvania

And from the Armed Services—the boys who fight America's battles from the bunkers of Korea . . . some of whom may "never laugh or love again, or taste the summertime" . . . some that stand and wait on the air lift of Berlin . . . some that trained in camps without the heart or will to fight.



TIMELY AND ENCOURAGING...

"To soldiers training to fight a war, or, by training, to prevent a war, the article is timely and encouraging. I have heard several of the men comment on it and know that they were impressed. Congratulations on a fine piece of work." Corporal Robert D. McPeck, Worms, Germany



"I realize that I am but a small soldier trying to do God and country the duty they both deserve; however, I would like to express my thanks for the good will that this article has for many such men in uniform as myself."

Glen T. Sullivan, Las Cruces, New Mexico



WITH THE GETTYSBURG ADDRESS

"Your ad in the Saturday Evening Post is to my mind the most eloquent and timely speech of this decade, and it should take a rightful place with Lincoln's Gettysburg Address".

Ben Poole, Veterans Administration Hospital, Lake City, Florida

TRUE AMERICANISM

"Yours is a message every American should read and ponder thoughtfully. I should like to have a part in bringing it before a not inconsiderable part of the public...the service men assigned to my station.

"A part of my job, each week, as troop information non-com for Salzburg Military Post is to brief the troop information N.C.O.S. of all stationed in the Post's area. Each unit maintains its own Bulletin Board, and such an appeal as yours, coming from other than government agencies, to my mind, teaches the basic doctrines I am dedicated to preach, namely, simply true Americanism".

M/Sgt. Victor E. Lewis, Headquarters, Salzburg Military Post, Germany





FROM THE SATURDAY EVENING POST

"Attached is a copy of what we believe is one of the most unusual letters we have ever received in regard to an advertisement in the Post. It certainly is heartwarming to know that even in the midst of the fighting front our boys can carry on with such an inspiring and religious vigor."

George W. Thompson, Jr.

"During the past 16 months I have been in the Far East. I have learned the importance of the great need of international relations between the peace loving peoples of the world, who, bound together in friendship and mutual respect, can successfully banish Communism."

Private Richard M. Peters, September 1, 1952, Addressed to the Saturday Evening Post

A CLEAR CONSCIENCE IS THE BEST WEAPON

"We asked the Almighty for peace, admitting that we are unworthy with sin...then, should war be forced upon us, experience in battle has proved to me that a clear conscience wages God's most relentless battle. I have two small sons and would like to hang the picture in their room, which also includes a large picture of Christ. These two messages ever before them will greatly ease my burden of conscience in rearing them to be the kind of men I pray for them to be."

W. R. Southerland, San Diego, California

FROM GOVERNMENT GROUPS, NATIONAL, STATE, AND LOCAL:

"It is my studied and considered opinion that this prayer and illustration deserves a place of prominence on the wall in every office and home in America".

Thomas W. Beale, Assistant Counsel, Committee on Un-American Activities

"I can think of no greater inspiration for any group than to open our program with the beautiful prayer that accompanies the picture."

Mrs. Florence G. Morris, Republican State Central and Executive Committee, Columbus, Ohio

Letters of request for reprints in quantity were received, from the Rotary, Kiwanis, Lions, Optimists, Boy Scouts, American Legion, and other civic and community groups. Both the message and the prayer were used as an invocation, as a forum topic, and a subject of talks in and by many fraternal organizations.

AND FROM LEADING INDUSTRIES OF AMERICA

"This seems to me to be the keynote in our fight against Communism and creeping trends in Socialism". O. U. Sullivan, Field Manager, Proctor & Gamble Distributing Company, Chicago

"This arresting and inspirational page is the product of realistic and patriotic thinking, and should be preserved and displayed by all good citizens as a constant reminder of the dangers we face."

A. N. Silverstein, Assistant Vice President, Consolidated Western Steel, Los Angeles

Requests for tens, hundreds, and thousands of copies of "America On Its Knees" reprints from individuals, firms, and organizations came in the Hilton mail. At first, because of the heavy volume of individual requests, it was necessary to limit quantities of requests in large numbers. Later, however, the Hilton offices arranged



through the printer to furnish quantity requests at a cost of seven cents each. Among the many quantity requests were the American Legion, 100,000; Great Tribe Organization, 1,800; Gospel Light House, 2,000; U.S. Steel, 500; Butler Savings and Trust, 500; Office of the Chaplain, 200; Postmasters Association, 100; Sisters of Notre Dame, 100; a Presbyterian Church, 100.

AND FROM THE CHILDREN OF TOMORROW'S AMERICA

"I think it is one of the nicest pictures I have ever seen. Send me twelve copies. Thank you." Bobbie

"I like it very much. If people read this it will give us more hope". Janice Euart, Bexley, Ohio

"...the satisfaction of knowing there is still someone in this world who realizes the supremacy of God."

Mary Lou Brown, High School Student, Columbus, Ohio

"I have read it many times and enjoyed it much more each time"."

Resa Zalenko, grade 5A, Detroit, Michigan

"I am 15 years old and am planning to be a missionary when I grow up...to use it for God's work here in America. Your Christian friend..."

Bob Lockwood, Knoxville

TO HANG ON THE WALL

"...to hang in my room so as to remember that there is still a God." Janie Moroney, Denver

"If there were one of these hanging in every home in our nation, perhaps we would not be in the mess we are today." Janice Peterson, Havertown, Pennsylvania

AND EACH OF THESE CHILDREN MR. HILTON ANSWERED WITH A PERSONAL LETTER

"It is true that you are 15 years of age, very young, and that you are too young to do some of the things that you would like to do to help in the present emergency period. Still your letter is helpful, for you have done something without knowing that you did it." / Conrad N. Hilton's answer to Barbara Stachelek, of Hartford.

"... so that you can have it for your very own and so you can say it in bed every night." / To Master Bobbie Brandon, Detroit.

"I agree with you that if this message of Uncle Sam in his true role could be made known to the different countries of the world that it would help in our struggle." / To Jayne Bartlett, Batavia, Illinois.

AND FROM OUR SENIOR CITIZENS—92 YEARS OLD

"... but not too old to love my country and my God."

Gardiner W. Waterhouse, Seattle, Washington

IN BEHALF OF ALL MOTHERS

"With deep pleasure I read and reread your beautiful 'America On Its Knees'. Thank you in behalf of all mothers, wives and children of the boys over there and here".

Gold Star Mother, Mrs. Alice Vail Corbett, Tiller, Oregon





"I'm 85 years old and cannot understand how Americans have let this grand old country as we oldsters knew it depart from the teachings of God Almighty". John Lansley, Augusta, Montana

"... would very much like to have one of your poems for my room."

Mrs. Alvina Mitchell, Protestant Home for the Aged, Milwaukee, Wisconsin

"The past 30 years have been devoted to the same patriotic principle which you exemplify and my request for your tribute, with a sincere gesture of appreciation and devotion.

"Accept the blessings of a minister in his 89th year."

An elderly minister, Montgomery E. Leary, M.P., Rochester, New York

"I have 16 grandchildren, all good Americans. I want each to have a copy".

Peter Reeves, Salt Lake City, Utah

"I am over 75 and can hardly walk, so I can hardly get down on my knees, but I will surely pray often that God will bless you and your wonderful work."

Mrs. Sarah Roberts, Philadelphia, Pennsylvania

"I will have my 82nd birthday on the 13th of this month. I have believed in God ever since I can remember and have seen wonders brought by prayer." Graham S. Hamilton, New York

From editors and publishers, trade magazines, house organs, club bulletins, local newspapers... publications of all kinds, came requests for permission to reprint "America On Its Knees" in their own publications. Uncle Sam and his prayer was repeated in all shapes and sizes, in black and white, and in color, reset in type by letterpress, offset and even mimeographed.

MAGAZINE AND NEWSPAPER MEN FROM CALIFORNIA TO MAINE COMMENTED

"...most unusual Hilton Hotel address".

The Saturday Evening Post

"One of the very few things unfolding in our time that is well worth preserving."

Chicago Daily News

"It is a message that all America should embrace, and it should be reprinted in every publication in the United States." Joseph Morgan, Editor, The Canadian Horse, Toronto, Canada

FROM RADIO AND TELEVISION

"Beginning immediately after the show, and up to the very moment of this writing, the undersigned has been utterly deluged with comments of the most favorable sort on the prayer."

"This is one of the most powerful things ever written. Would it be possible to quote it on my television show?"

Arizona Highways, Television, Charlotte Eldridge, Phoenix

"In all my years of radio experience, never has any quotation read by myself on the air elicited a more enthusiastic response." "Listen Chicago," Joseph F. Albright, Public Relations Council





"Since I used the prayer in my broadcast message, requests have come to me for copies. I'm sure you must be gratified to feel that such help and blessings have come to so many through your words."

John J. Allen, Chief of Staff, International headquarters, Salvation Army, London

FROM LEADING ADVERTISING AGENCIES THROUGHOUT THE LAND

"You have given America a very inspiring message"."

Mr. Don Francisco, J. Walter Thompson Company

"One of the most outstanding messages to appear in a magazine.

"More businessmen should follow your lead and use some of their advertising appropriation to remind our people that we, who are fortunate to live in America, have a priceless heritage and one that is worth fighting to keep."

Stuart J. Widdess, Abbott Kimball Company of California, Los Angeles

A NEW UNCLE SAM

"We hold with the British that understatement can often be so much more powerful than overstatement. In your ad, you have created a new Uncle Sam. One that we Canadians are proud to call 'Our Uncle' too. He is not the bragging, extravagant, show-off type of symbol that the world has come to recognize. He is not the immoral, immature, loud and rude individual that the Communists play upon. You have created a 'human' Uncle Sam! He is humble, kind, gracious, he has feelings. He is, at last, not a military figure, or a rich figure, but the common man-in-the-street type. A father of children, not a mass production monster! I am ashamed, being a writer, that I must admit that there are no words that I can grasp at this moment to explain what you have created, nor can I express the gratitude Americans must feel when at last given your kind of Uncle Sam.

"You have hereby fostered more good will, more free enterprise, created more desire for democracy than all the wasted billions spent so extravagantly by the U.S. Government since the present crisis began.

"Again I salute you and thank you for all the free nations of this world, who look upon Uncle Sam as a giant bulwark against the terror and misery of Communism. You have made Uncle Sam more than a legend, you have created a human being?"

Ted M. Abrams, Grant Advertising of Canada Limited, Toronto, Canada

And from foreign countries—"America On Its Knees" was not carried in the foreign editions of *Time* or *Life* magazines, yet letters of praise and letters asking for reprints came from cities and towns across the world and territorial possessions, from Canada, from boys overseas, and many from Americans traveling in foreign lands.

"I feel that the Prayer applies to this Country just as much".

C. D. McGill, Australia

"It was as a sparkling fountain in a dry desert".

Mrs. Charles Elson, Canada





"We have spent 18 months under Communism in China and were deported after a mass trial one year ago. To us, the only answer is 'America On Its Knees'."

Dorothy and Henry Poppen, former Missionaries of China

"I have always maintained that a man should only go to his knees on two occasions; when praying to God, and when romping with his children".

C. Puccini, London, England

"I do believe that not only the people of America, but all those endeavoring for the self-same hopes and aspirations, praying for the same freedoms and peace, should come to the innermost realization of those words and seek to grow in spiritual understanding, so that in the end we shall not fail to conquer and destroy any evil 'ism'."

Mrs. Anne F. Balabrega, Indonesia

"Perhaps no one except an American living in the heart of Europe can fully realize how urgently, how deeply and desperately the people of the United States of America have need for just what your prayer asks."

Frederick H. Van Ness, Switzerland



The four-color plates of "America On Its Knees" were photographically enlarged to a 38" x 52" poster and lithographed in full color on chromecoat paper mounted on heavy chip board. Two of these posters were air mailed to the Conrad Hilton Hotel in Chicago, arriving in time to be posted in the hotel lobby before the Republican Convention; Two were sent to the Palmer House. All four remained in Chicago during both the Republican and Democratic Conventions. One was shipped to each of the Hilton Hotels in the United States, and to, or for, many of the organizations across the land.

POSTER COMMENTS

"Your America On Its Knees' was just what I needed for my large group of foreign-born adults in night school. The poster size drives a lesson home to the whole group at once."

Mrs. Harriet Randel, Nyack, New York

"This really would make a wonderful poster for display in the schools of our nation".

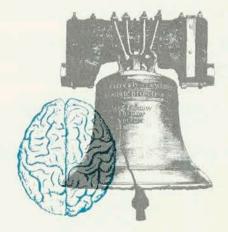
Grace H. Stewart, Lakewood, Ohio

And so as an idea cast upon the waters of the printing presses of America is seen and read by millions. The profound truths embodied in the prayer enter their minds and souls, and by an ideomotor law, turn into action and affect the lives of the men living today, and through them, the lives of their children. The story of "America On Its Knees" does not stop at the end of this book, but goes on and on. It may change form, but never substance. For truth, like the air we breathe, has no boundaries.

"Long may our land be bright

With freedom's holy light..."

MY COUNTRY 'TIS OF THEE



The Korean Armistice
First Prayer Breakfast
Reflections from the Leaders of Government

We are the Early Americans

They Passed by Here

The Ground-Breaking

Hope Over the World

Armistice 1953

Hiring the Handicapped Pays

The Christmas Proclamation

Response to a Christmas Proclamation



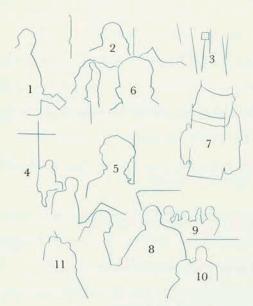
The Korean Armistice

THE YEAR IS 1953:

EAR OF BIG EVENTS, some progress, some set-backs * President-elect DWIGHT D. EISENHOWER is inaugurated in Washington, District of Columbia * ELIZABETH II is crowned in London * JOSEPH STALIN, Soviet Premier dies and is succeeded by GEORGI M. MALENKOV, who instigates a purge eliminating L. P. Beria, First Deputy Premier * Pro-western, anti-communist CHANCELLOR KONRAD ADENAUER wins by large majority in West Germany * North Korean pilot is awarded \$100,000 by United States for flying intact MIG over to allies * Egypt is proclaimed a Republic and MAJOR GENERAL MOHAMMED NAGUIB becomes Premier.

THE KOREAN ARMISTICE is signed ending three-year conflict, with United States casualties totaling 137,051 ... evidence of Chinese brutality toward United Nations war prisoners is placed before United Nations over Soviet objections. President Eisenhower says, "We have won an armistice on a single battleground, not peace in the world."

The conquest of Mount Everest, highest point on earth's surface, is won by New Zealander EDMOND P. HILLARY and Nepalese Tensing Norkay * The "Italian" haircut is in vogue * GRANDMA MOSES and her



1. Bonn, Germany: Chancellor Konrad Adenauer of the (West) German Federal Republic casts his ballot in the September sixth general elections. The Christian Democratic Party leader won a thundering victory at the polls. 2. Senator Robert A. Taft, member of a great conservative political family of Ohio, died of cancer. His countrymen—both friend and foe—erected a monument in Washington, D.C. to his memory. 3. The night of October tenth, Roman youths carrying flags and posters celebrated the return of the free territory of Trieste to Italy by the United States and Britain. This scene took place at the Tomb of the Unknown Soldier in Rome. 4. In contemplation comes a renewal of courage, as the Innkeeper sits in silent meditation before the Christus Shrine at Manresa Retreat House, Azusa, California. 5. Famed American painter Anna Mary Robertson Moses, "Grandma Moses," exhibits her famous winter scene in the art galleries of New York. At the time of this portrait she was 88 and spent all of her hours at her easel recording in childlike strokes the face of America. 6. Man's highest conquest, the majestic and forbidding 29,141 foot climb of Mount Everest. Edmond Hillary, the New Zealand beekeeper, was later knighted for his history making ascent by Queen Elizabeth, who likewise decorated his Nepalese guide, Tensing Norkay, at left. 7. A queen's coronation: Elizabeth, clad in a simple white dress, sits in King Edward's chair upon which all the sovereigns of England have been crowned since

1300. The Archbishop of Canterbury annoints her in this holy rite. 8. Conrad N. Hilton, Doctor of Laws, addresses the graduates of the University of Detroit after receiving the honorary degree from the Very Reverend Celestin J. Steiner, S. J., President, who is shown (below) congratulating the Innkeeper on this academic citation. 9. The end of an era and the beginning of a new, Chief Justice Fred M. Vinson recites the oath of office to the President-elect, Dwight D. Eisenhower, as government leaders surround the rostrum. The President's first act was a prayer to ask God's blessing on his administration and on America. 10. Gary Cooper, idol of motion pictures, with beautiful actress Merle Oberon, at the opening festivities of the first Hilton International European Hotel, the Castellana Hilton, Madrid, Spain. 11. At far left, disembarking from one of the two chartered Trans World Airlines planes is world crusader for the family rosary, Reverend Father Patrick Peyton, C.S.C., talking with the Innkeeper. In front stands actress Mary Martin, and listening between them is Mr. Hilton's close friend, actor Leo Carrillo.

paintings receive world wide recognition * The New York Yankees win the World Series * The Boston Braves shift to Milwaukee * Effective polio vaccine ready to release for major tests on children in 1954 is announced by DR. JONAS E. SALK and associates at University of Pittsburgh * IBN SAUD, great Arab leader, and United States SENATOR ROBERT A. TAFT of Ohio, conservative Republican leader, die * Tornadoes strike from Texas to Massachusetts * The North Sea floods English and Dutch coasts * Chief Justice Fred M. Vinson of the United States Supreme Court dies and is succeeded by GOVERNOR EARL WARREN of California * SENATOR JOSEPH R. MC CARTHY makes charges of Soviet espionage in America * Julius and Ethel Rosenberg are convicted as spies and sentenced to death.

Communist supported revolt briefly gives Mohammed Mossadegh of Iran full powers of dictatorship . . . revolt is suppressed, Shah returns to throne and Mossadegh is tried for treason. Jordan accuses Israel of border raids. Russia explodes her first h-bomb accelerating arms race * Atom bombs allocated to NATO by United States * A ten year defense agreement granting the United States air and naval bases is signed by the United States and Spain, and two plane loads of distinguished guests from America arrive in Madrid to celebrate the opening of the first Hilton International Hotel in Europe, The Castellana Hilton. In a speech delivered in both English and Spanish, the Innkeeper describes for the Spaniards the ancient and strong ties existing between the two countries through the imprints left on the United States by Spanish explorers and missionaries three hundred years ago.

During the year Conrad Hilton speaks in Detroit, Los Angeles, Chicago, twice in Washington, D. C. His February talk in the nation's capitol is at the FIRST ANNUAL PRAYER BREAKFAST sponsored by the International Council for Christian Leadership where he is host to five hundred men who directly or indirectly guide the destiny of our country at home and abroad. Fittingly, an enlargement of the pictorial presentation of "America On Its Knees" dominates the huge hotel ballroom as President Dwight D. Eisenhower, Vice President Richard M. Nixon, the Chief Justice of the Supreme Court, Senators, Congressmen, and Diplomats bow their heads in Prayer.

MENU



Sliced Orange and Grapefruit Delmonico with Strawberries

Hominy Grits

Fried Eggs with Country Sausage

And Broiled Country Ham

Home Fried Potatoes

English Muffins / Toast / Hot Breakfast Rolls

Raspberry Jam / Honey

Coffee / Tea / Milk

First Prayer Breakfast*

EDITOR'S NOTE: Once each week members of the Senate of the United States gather together for an early morning breakfast to share with one another the efficacy of prayer. At the other end of the Capitol, members of the House meet on another morning of another day to break bread. In the spiritual fellowship of scripture readings, personal testimonials of faith, and stirring hymns, the leaders of government, though separated by creed, unite in prayer.



On the first of July, 1952, Senator Frank Carlson, of Kansas, met Mr. Hilton in the company of Billy Graham. The Innkeeper remarked that he would like to help in some way to encourage the prayer life of this nation.

A few weeks later, Senator Carlson talking with the President, mentioned the two prayer groups. Mr. Eisenhower said "I would like to meet sometime with one of them."

Subsequently Senator Carlson, in conjunction with Abraham Vereide, Director of the International Council for Christian Leadership, arranged the first Presidential Prayer Breakfast, February 3, 1953, in Washington, D.C.

Mr. Hilton offered the services of his hotel in Washington, The Mayflower, fittingly reminiscent of America's Founding Fathers' quest for religious freedom. Since then the Innkeeper has been host to five Presidential Prayer Breakfasts at which leaders from all branches of government: the President, Vice President, Chief Justice, House and Senate members, along with religious and business leaders, join in Christian fellowship.

At this, the First Presidential Prayer Breakfast, Senator Frank Carlson, Chairman of the "Government Under God" program, introduced his host with the following anecdote:

SENATOR CARLSON: "Over the nation we have a great group of outstanding businessmen who are not only firm believers in prayer but practice it. Our host is one of those men.

"Not many months ago he and his business associates were negotiating for the purchase of The Waldorf-Astoria Hotel. Every morning he would wake some of his executive officers up at seven o'clock in the morning for a walk. As they walked by Saint Patrick's Cathedral they never failed to go in for prayer.

"The day the deal was consummated these executive officers thought they certainly would not be called early that morning. But our host did call them and he told them he was ready for the walk. As they went by Saint Patrick's Cathedral and as our host started to go in, one of the executive officers remarked, 'The deal is now consummated. Why should we go to church this morning?"

"Our host answered, 'To give thanks'".







CONRAD N. HILTON: Mr. President, Reverend, and honored guests, ladies and gentlemen: I am very happy to be present and to be host here today to this great prayer group.

UNCLE SAM PRAYS

"The paper that I am holding in my hand shows a picture of Uncle Sam kneeling in prayer. It is entitled, 'America On Its Knees.' In July of last year it was published in the *Saturday Evening Post*, *Life*, *Time* and *Newsweek*. Since that time I have received requests for more than 150,000 copies, not only from all over America, but from *all over the world*.

"At this time I would like to read to you Uncle Sam's prayer:

"Our Father in Heaven: We pray that You save us from ourselves. The world that You have made for us, to live in peace, we have made into an armed camp. We live in fear of war to come. We are afraid of 'the terror that flies by night and the arrow that flies by day, the pestilence that walks in darkness and the destruction that wastes at noon-day? We have turned from You to go our selfish way. We have broken Your commandments and denied Your truth. We have left Your altars to serve the false gods of money and pleasure and power. Forgive us and help us. Now, darkness gathers around us and we are confused in all our counsels. Losing faith in You, we lose faith in ourselves. Inspire us with wisdom, all of us of every color, race and creed, to use our wealth, our strength to help our brother, instead of destroying him. Help us to do Your will as it is done in heaven and be worthy of Your promise of peace on earth. Fill us with new faith, new strength and new courage, that we may win the Battle for Peace. Be swift to save us, dear God, before the darkness falls."

PRAYER IS A TRACK

Relative to the President's Inaugural Address, certain European newspapers reported that after his prayer "President Eisenhower got back on the track and began reading the Inaugural address."

In the so-called advanced thinking Europe of today—on both sides of the Iron Curtain—there is too much of the kind of thinking which considers prayer (elevating the mind to God in the most fateful moments of life, and doing so before believing people) as "getting off the track."



ONE OF THE GREATEST SENTENCES OF THE 20TH CENTURY

"We are free men—not helpless prisoners of History"—puts into one sentence the very epitome of the Declaration of Independence and the Constitution of the United States of America. It catches the courage, the hope and enthusiasm of free men everywhere.

We are not prisoners of history or of time because we are sons of God with the freedom of sons of God and we will defend that freedom like sons of God.

HISTORY DOES NOT MAKE US, WE MAKE HISTORY

Under the leadership of God and our new President, we shall in the next few years make history that all men will remember with prayers and gratitude for a man (and a nation) who could conquer the world, not by war, but by peace.

Reflections from the Leaders of Government

FROM THE PRESIDENT

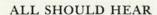
"I want to take this opportunity to again thank you for bringing me the picture of 'America On Its Knees'—I am having it hung here in my office".

Dwight D. Eisenhower, The White House

LONG REMEMBERED

"The wonderful Prayer Breakfast this morning was an event long to be remembered in the history of our nation's Capitol and our beloved country."

Judge Luther Youngdahl, United States District Court, Washington, D.C.



"Your address was admirable in conception, in delivery, and in content; I'm sorry that all the people of the United States could not have heard it."

James Wright Brown, owner of "Editor and Publisher," Times Square, New York

RESPONSE OF YOUTH

"I am a freshman in college now, and I am 18 years old. I was one of the boys who were 13 on V.J. Day, and I am now one who, in all probability, will soon be preparing to defend our country and preserve the freedom which you and your sons had temporarily held aloof from our enemies. Your address is thought-provoking and very deep-rooted?' Howard K. Macauley, Jr.

IN THIS HOUR OF DESTINY

"May God continue to bless you and your work. Both mean much to our nation and world in this hour of destiny." Reverend Celestin J. Steiner, S.J. President, University of Detroit

TO US, TO THEM

"I pray that the ideals which you express may extend to our own people and then to the people of other lands". Senator Edward Martin, Pennsylvania

TO ALL CLERGYMEN

"I am hardly in a position to ask for any additional courtesy at your hands, but I am determined to send a copy of this same picture and prayer to the minister or priest in each and every Senator Guy M. Gillette, Iowa church in my state of Iowa".



FAITH IN HIGH ECHELON

"It's an encouraging thing to see so many people in the high echelon of government so interested in and so dependent on religion. I commend you for your constant adherence to these faiths."

Senator Barry Goldwater, Arizona

DECISIONS BASED ON CHRISTIANITY

"Your cooperation and help is appreciated by me personally and by thousands of other citizens interested in the success of this Administration who feel that it is important that decisions be based on sound, fundamental Christian principles."

Senator Frank Carlson, Kansas

A GUIDEPOST FOR MANKIND

"There is nothing more timely or more needed to complete the road toward mankind's earthly destinies than your own 'America On Its Knees'." C. A. Branias, Carmel, California

PRAYER VERSUS THE H-BOMB

"If we are to be saved as a nation from the H-bomb and our own internal weaknesses, prayer is the only hope, the one thing to do it."

Dr. and Mrs. J. E. Abbott

FROM THE CHAPLAIN OF THE UNITED STATES SENATE

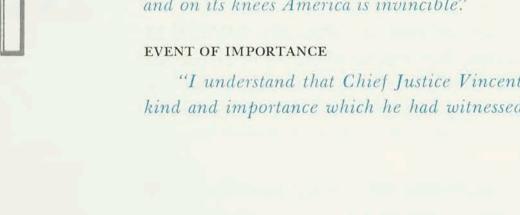
"The Return-to-God movement is more than a slogan. It is assuming the proportions of a holy crusade. Prayer is actually being practiced, not just as a means of getting something from God, but as an open channel to get to God, and to find and be found by God Himself, the only adequate answer to human needs.

"Here, in this 20th Century declaration of dependence, on God, is 'America On Its Knees' and on its knees America is invincible."

Frederick Brown Harris

"I understand that Chief Justice Vincent said afterward that this was the only event of its kind and importance which he had witnessed during his long stay in Washington."

Gerald Monsman





We are the Early Americans

DOCTOR OF LAWS

"I am grateful to Father Steiner for investing me with the Hood of Doctor of Laws. It will now enable me to stand my ground with my own corps of attorneys, most of whom are only Bachelors of Law."

THE FIRST AUTOMOBILE

The first automobile was built by a Jesuit missionary in China in 1665 by Father Ferdinand Verbiest. I have found that Father Verbiest's success was a model steam car—authenticated by both direct and circumstantial evidence from the Massachusetts Institute of Technology.

OLDEST EDUCATIONAL SYSTEM IN AMERICA

Your University represents the oldest and largest educational system in America. In 1492, Columbus discovered America; in 1491, Ignatius Loyola, founder of the Jesuits, was born; in 1675, the first English settlement was made in America at Jamestown; by that time the Jesuit Fathers had more than 200 schools in Europe and already a dozen here in America. You who are being graduated here today have been sitting at the feet of the masters . . . with the tradition of centuries . . . with the experience of five continents.

A NATION IN ITS YOUTH

From 1776 to 1953 is 177 years. When France was 177 years old, Charlemagne was not yet born. When Poland was 177 years old, King Casimir was just putting together its primitive government. When England was 177 years old, Julius Caesar had not yet crossed over the Channel to swallow her into his empire. At 177 years the Germans were just coming up out of the northern forests; Horatius was still at the bridge in Rome; Saint Patrick was just driving the last snake out of Ireland. We are still one with Washington, Jefferson, and Adams; we are still one with their permanent revolution.



PERMANENT REVOLUTION

Leon Trotsky was the first to use that term, "Permanent Revolution," and he used it in reference to Communism, a cheap, second rate kind of revolution, built and building on the ignorance of uninformed people throughout the world; a revolution which could not possibly be permanent because it is without a dynamic force.



*From the Graduation Address, June 9, 1953, delivered at the University of Detroit, Michigan, at which Mr. Hilton received an honorary Doctor of Laws degree and the following citation by the Reverend Allen P. Farrell, S.J.:

"I have the honor of presenting for the honorary degree of Doctor of Laws, our commencement speaker, Conrad Nicholson Hilton, a son of the spacious American Southwest, whose breadth of vision, adventurous spirit, and free reigning energy have electrified the business world with all the thrill of a western romance. For him the Brotherhood of Man under God spells out international cooperation, civic unity, social amity, and economic partnership between employer and employee. For him, the essential worth of the human person is not diminished by crippling infirmity, and so he has taken a leading part in the noble movement to provide the physically handicapped with an opportunity to serve with dignity and to achieve with honor. An authentic representative of the American spirit of enterprise, cooperation and good will, he has flung embassies across the seas by building or financing hotels in distant lands."

A CHRISTIAN MOLD

We should never forget that these United States were molded by a Christian people, firmly convinced in the reality of the spiritual. There are those who tell us that this is merely a superstitious hangover from an earlier, unscientific age, but it still remains an historical fact that the architects of our government took it for granted, and the closer we stay to these great men, the closer we are to victory as a nation of free men.

FREEDOM'S ORIGIN



From the American Constitution of Madison and Jefferson, it is only a step to the England of Bracton, Fortescue, Glanvil and Blackstone. Strangely enough, these men had it indirectly, but principally, from two Jesuits, Robert Bellarmine and Francis Suarez, who in their day used it to disprove the so-called "Divine Right" of Kings. Suarez and DeVitoria became the founders of international law by projecting the same doctrine and the same spirit into the relations between the nations. They found it in the wisdom of Thomas Aquinas.

START OF ETERNAL LAW

Back through the Dark Ages the light continues, and we find it again in Augustine and Jerome. Human dignity and its appreciation did not start with Christianity; there were always thinking men who were aware of the meaning of *personality and the eternal law*. The two great giants of antiquity were Plato and Aristotle, standing at the philosophical beginnings of this permanent revolution . . . the fruit of which we are enjoying in 1953 in America.

BODY WITHOUT SOUL

One gigantic mistake we have made in our revolution has been in the foreign policy; we have advertised and circulated around the world the body of our revolution but without its soul. We have exported technological energy and know-how, machines and movies, and even food, without telling these people that we have a spirituality behind it all. We are not made to the image and likeness of our machines.

DON'T FOOL YOURSELF



There is one person in the world you never want to fool: that is yourself. One of the chief ways young people fool themselves is by misjudging their abilities, their worth and value.

Let me tell you the story of a plain bar of iron worth \$5. The same iron made into horseshoes is worth \$10.50. If made into needles it is worth \$3,285. And if turned into balance springs for watches it becomes worth \$250,000. The same is true of another kind of material: you. Your value is determined by what you make of yourself.

THE VALUE OF ABILITY

Millet, the French painter paid 25 cents for a yard of canvas; he paid 50 cents for a brush and some paints. And on that canvas which cost only 25 cents, he threw all the glory of his genius as a painter, and gave us "The Angelus," which brought \$150,000. In other words, raw material of 75 cents plus inspiration, ability and enthusiasm equalled \$149,999.25.

TEMPER ENTHUSIASM WITH WISDOM

Ability, you must have, but that ability must be sparked with *enthusiasm* to have the eagerness for your work that speeds you on your way. It is such a mighty force that you must be ever alert to tame it and temper it with wisdom.

MATERIAL DEFENSE IS NOT ENOUGH

The recent history of two world wars and two bloody years of United Nations policing give merciless proof that any country which makes ready only for material defense is *preparing for defeat*.

THE FIRE POWER OF YOUTH

Saint Augustine once said, "Times are evil, but live nobly and you will change the times." That should be your promise to yourselves, to your University, to your parents and to your Country.

They Passed by Here'

SPAIN - MOTHER COUNTRY

Spain—to me, a boy who was born and reared in New Mexico—has always been a land of enchantment, a mother country of wonder and warmth.

NAMES TO CONJURE WITH

In Spain's beginnings, your country gave to the Roman Empire some of its most illustrious poets and philosophers: Marcial, Lucan, Seneca, and under the Califate, Maimonides. From that day to this, the Spanish heritage has brightened the world. Murillo, Velasquez, Goya, Cervantes, Ignatius Loyola, Theresa, Suarez, Ferdinand and Isabella; Madrid, Toledo, Granada, Seville, are magic names in human history.



TRANSPLANTED CULTURE

You do not hold to yourself your glory and culture. Your Spanish colonial empire transplanted your heritage over almost the whole of America from Florida and California down to Cape Horn. The warmth of Spanish culture spread over a large part of Europe and extended as far as East India, Australia and the Philippine Islands.

THE LANGUAGE OF CASTILE

My native village is San Antonio, and the County of my nativity is named Socorro, so named in honor of Our Lady of Help. The Spanish language is still spoken in my village, as it was in my boyhood, and in many other areas in the southwestern part of the United States. Since my earliest years, I have known and



^{*}A dedication address delivered at the opening of the first Hilton International Hotel in Europe, Castellana Hilton, Madrid, Spain, July, 14 1953.

understood the beautiful language of Castile, and have known of the many splendid things attributable to early day Spanish culture in my native state of New Mexico.

My boyhood years were spent within a stone's throw of a river which bears a historical Spanish name—the Rio Grande. Along this river centuries ago, Spanish armies marched on their way to fight for possession of a new country for the Kingdom of Spain. Since my earliest days I have been aware of the intrepidity of the Spanish soldier, of the heroic self-sacrifice of the Spanish missionary.

THEY PASSED BY EL MORRO

In Valencia county, New Mexico, named after the city in Spain, in a remote and sparsely settled area, there stands even to this day a great bluff or mountain of red and white sandstone, 250 feet above the floor of the valley, known for hundreds of years by the name of El Morro. On the north face of El Morro, protected from wind and weather by recesses in the bluff, there is registered the passing by that place of many early day Spanish explorers, some of whom, using the point of a sword for a pen, carved out brief messages so that those who followed might have a record of their expeditions. The words, "Paso Por Aqui" have become immortal in my country, because they were carved so many times at El Morro to announce epoch making journeys.

Bartolome Marrso, Governor and Captain General of the province of New Mexico, carved out a message for posterity on July 29, 1620, in which he said that, in serving his Lord and his King, he had passed that way to subdue hostile Indians at Zuni. Juan Garcia De Revas, Chief Alcalde of Santa Fe, what is now the Capitol of New Mexico, passed by El Morro, and left a message on August 26, 1716, a half century before the American Revolutionary war.

THE NEW SPAIN OF CALIFORNIA

Spanish furnishings and costumes surround us in our homes in the *new Spain of California*. Our cities are a litany of the Saints: San Diego, San Francisco, Los Angeles, San Carlos, San Mateo, San Jose, Santa Monica, San Fernando, San Bernardino, San Luis Obispo, hundreds and hundreds of cities and towns and places which still breathe the perfume of old Spain.

ONLY SPAIN HAS DEFEATED COMMUNISM

In this lovely summer of 1953 Spain stands on a glorious pedestal of the Twentieth Century for being the only nation in the world which has defeated Communism. Russia was swallowed up, so was Czechoslovakia, Hungary and Poland; Bulgaria, Rumania and Yugoslavia fell. Half of Germany, all of China, all of Tibet, half of Korea, but none of Spain, thanks to the indomitable leadership of your Chief of State, Generalissimo Franco.

The Communist strategy called for the taking of Russia in the North and Spain in the South; then the pincers were to close over all of Europe. The world should be tremendously grateful to Spain for the great sacrifice she made in hitting back so hard that the Communist time-table has been upset ever since.





The Ground-Breaking*

OF IMPORTANCE TO THE CITY OF BEVERLY HILLS

A good hotel, by its very nature, occupies an important place in the life of its community. This will be no ordinary hotel, because Beverly Hills is no ordinary city. We will build an institution that will truly represent a city whose very name is synonymous with gracious living, beautiful surroundings and advanced civic planning.

PROPERTY OF PARTICULAR SIGNIFICANCE

We assume the responsibility of utilizing the land in a manner that will enhance the material and esthetic values of the community. To that end we propose to landscape this spot to a park-like beauty in keeping with the character of the surrounding area.

BEVERLY HILLS IS OUR HOME

The Beverly Hilton has a personal significance for me. From our executive offices across the boulevard we will be able to watch the day by day progress of the building, looking forward to the time when we open the doors and celebrate its completion.

Hope Over the World**

MEANING OF "HOSPITAL"

The word "hospital" is derived from the Latin word, *hospes* and means "guest;" originally it meant a place where strangers or travelers were received and cared for.

TO LIFT THE SPIRIT

The City of Hope cares for a man's body, eases his pain, cures his ills. But infinitely more important, it lifts his spirit and gives him new hope and courage through the realization that he is being restored to his position as a useful member of society—something the City of Hope does that no hotel can do.



AMERICA'S CHARITY

Happiness comes in direct proportion to the good one does for others. No nation in history has been so generous, so preoccupied with the care of others as our own.

Sometimes it has been wise, sometimes unwise; sometimes received with gratitude, sometimes not; but always it has sprung from the great heart of America, youthful, generous and full of hope.



^{*}Remarks made on the site of The Beverly Hilton hotel, Beverly Hills, California, August 28, 1953, two years before the opening.

^{**}An address delivered in Los Angeles, October 4, 1953 on the occasion Conrad Hilton was presented the "City of Hope Award."

THE BIG HEART OF OUR PEOPLE

The United States of America is the greatest nation on earth; everyone says so, everybody believes it—without quite knowing why. It is not the greatest in size: Russia, Canada and Brazil are larger. Its population ranks fourth. There are only about 50 inhabitants to the square mile, while in England there are almost 750 persons to the square mile. But the United States is still the greatest, not because of its industrial know-how, not because of its fabulous natural resources, not even because of its government and Constitution. America is great because the hearts of its people are great.

THE HOPE OF THE WORLD

America was built on hope, the hope of the little people from England, from Germany, from Ireland, Poland, Spain, Holland, France and other countries. In more recent years we have become the hope of the world from Australia to the Black Sea and beyond. In fact, we are the hope of the captive nations from the Iron Curtain, to the man in the streets of Moscow.

THE NEED OF HOPE

If there is one thing the modern world is in need of today it is *hope*. This country—the whole world on both sides of the Iron Curtain must be reconciled to live in this sullen peace, this twilight between war and peace, for the remainder of our lives. Confronted by Communism, we have little hope for total peace for this generation. But we do have hope—hope that our children and our grandchildren will live—as we once did—in universal peace.

FOR THE PEOPLE

The Americanism that we hold up to the world as a shining example must be authentic; it must not be a deification of men and machines, but a living system based on the fundamental dignity of man and man's obligation to consider *all men* his brothers.

The oppressed peoples shall be shown the contrast between a government under which "a city of hope" can do things *for* people and the kind of a government that does things *to* people.



Armistice 1953*

PEACE — THE DEEPEST YEARNING

Since that cold morning in France 35 years ago when I put down my gun, each November 11th has been a commemoration of peace. I have found that peace is the deepest yearning of the human heart. Peace

An address delivered at the National Conference of Christians and Jews at the Mayflower Hotel, Washington, D. C., November 11, 1953.

is more than the absence of war; it is the tranquility of order; it is security, religious, political and economic freedom; it is life lived with honor, life possessed with dignity.

AN APPROACH TO SECURITY

One attitude is to meet Communist materialism with our own materialism; match them bomb for bomb, plane for plane, propaganda for propaganda; beat their standard of living with our own standard of living. The Lord has given us fists to defend ourselves and we have the right to use them. Our security lies in bases everywhere, a vast crescent of them sweeping from the Mediterranean to the Black Sea, so widely dispersed elsewhere across the western world that even if one section is annihilated there is immediate reprisal.



TO DEFEND—OUR SPIRITUAL TRADITION

Our Declaration of Independence seals our spiritual kinship to the nations of the West. We will be far stronger in our attempts to transform this armistice into true peace if we realize that we stand together in this fight not merely for our mutual protection or material advantages but because of our conscious moral obligation to aid and defend our spiritual tradition.

AMERICA — A RELIGIOUS NATION

America is something finer, deeper, nobler than economics and the military. The real America is a religious nation; let us get back to it.

THE SECURITY OF HOPE

Armistice extends from that gray day in the morning of the world over 35 of the most brutal years in human history. During those years there were times when we might have lost everything America holds dear. We did not. We never lost hope, because as a nation and as individuals we have always put our hope in something, in Someone, greater than military power.

Hiring the Handicapped Pays*

CLOSER TO GOD

Because of their condition, the physically handicapped among us are perhaps closer to God.

SAINT HERMAN THE CRIPPLE

Saint Herman was born in 1013, in Germany, a descendant of great noblemen and crusaders. He could not stand, let alone walk. Even in the special chair they made for him, he could hardly sit. Even his

fingers were too weak and knotted for him to write. His mouth and palate were so deformed he could hardly be understood when he spoke.

CHEERFUL IN PAIN

The boy grew up...not once in his life can he have been "comfortable" or out of pain. Yet his biography describes him as pleasant, friendly, always laughing; never criticising, eagerly cheerful; trying as hard as possible to be thoroughly decent. "Everybody loved him." The courageous lad learned mathematics, Greek, Latin, Arabic, astronomy and music. He wrote a whole treatise upon astrolabes.**

Those twisted fingers made clocks and musical instruments.

It was Herman who wrote two of the great hymns of Christendom, Salve Regina, and the Alma Redemptoris, still used today across the world.



SICK BODY - HEALTHY MIND

Let no one tell you that a sickly body produces a sickly mind, that it is on physical heftiness, body-breeding, that we should concentrate if we would have good citizens or that physical well-being though desirable, is in any sense whatsoever necessary for happiness.

THE IMAGE OF DIGNITY

These people possess the same human dignity that we do; they are persons. Human dignity is not ours because we have two arms and legs or because we are tall or handsome or because we can play a game of tennis or have the executive ability to manage modern enterprise. Man possesses human dignity because he is made to the image and likeness of God. This image is found personally in every man; each one possesses it entirely and undividedly. It is this image that makes man different from a beast, it is this image that makes him a son of God.



\$16,000,000 per year







REHABILITATION OR RELIEF

The total sum spent for the entire nation-wide vocational rehabilitation program in 1952 was \$22,000,000. For \$8,000,000 of this money, between 11,000 and 12,000 citizens, who had been living on public assistance, were able to leave the relief rolls.

Upon being placed in work, this group increased its financial earning from \$16,000,000 per year to \$116,000,000.

RETURNED THROUGH TAXES

What is even more surprising is that within the next four years these men and women will have paid back to the Federal Treasury in income taxes a sum equal to the \$22,000,000 which was spent for the complete 1952 rehabilitation program in the United States.

^{**}You find the equator or measure the height of the stars with astrolabes—instrument formerly used to determine the altitudes of heavenly bodies.

EMPLOY THE CRIPPLED

We have today in America, a minimum of 750,000 children with severe body deformities. That is our challenge; if the American economy is to have the benefit of the existing 2,000,000 workers and this large body of children, who will come into the labor market in the near future, programs of rehabilitation must be examined and enlarged and improved.

ADDING LIFE TO YEARS

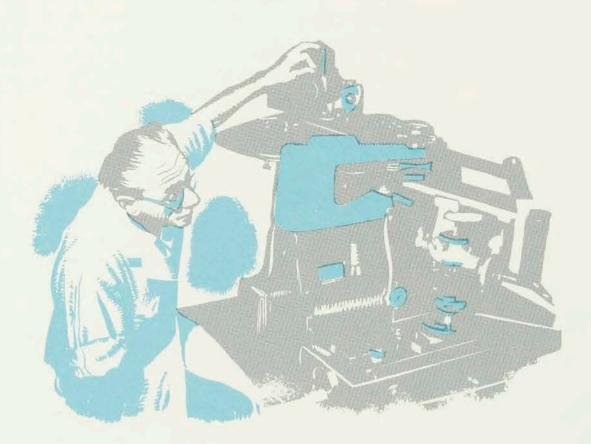
Someone said that it is for science not only to add years to life, but more important, to add life to the years. That is where employment enters the program. No program is complete until the rehabilitated person starts enjoying the fruits of a creative occupation side by side with the other members of the community.

"No man is born into the world whose work

Is not born with him; there is always work,

And tools to work withal, for those who will."

JAMES RUSSELL LOWELL



"Work is the open sesame to every portal, the great equalizer in the world, the true philosopher's stone which transmutes all the base metal of humanity into gold."

SIR WILLIAM OSLER, physician

The Christmas Proclamation

PROCLAMATION OF CHRISTMAS was taken from the Roman Martyrology, a daily calendar of the saints. Fragments of the Martyrology can be traced back to 598.

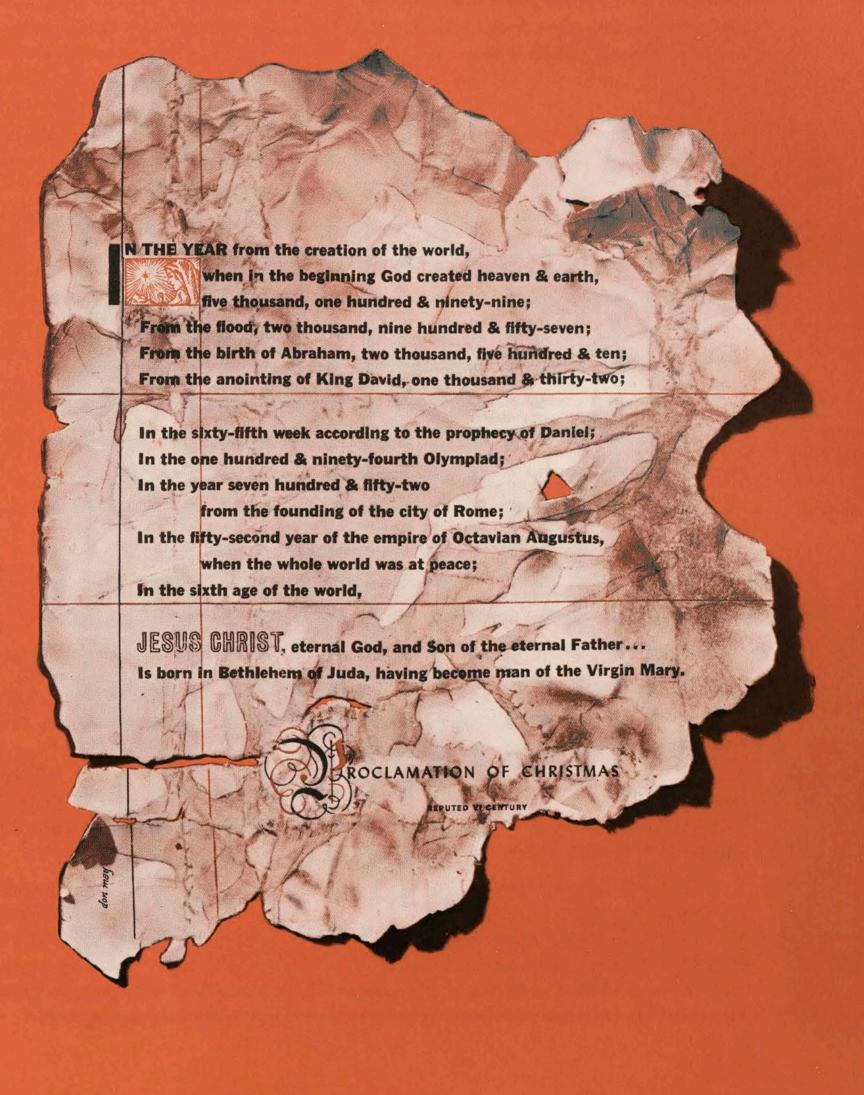
Whether or not the Christmas proclamation was in the original is not definitely known, but in any case it is an ancient Christian announcement of the coming of Christ. It was written in Latin originally and it is now translated in all the modern languages.

"In the year from the creation of the world...five thousand, one hundred and ninety-nine" should be taken allegorically rather than literally. As an ancient document, the proclamation predates scientific evidence that the earth is probably millions of years old.

"...in the sixty-fifth week according to the prophecy of Daniel" has reference to the book of Daniel, chapter nine, verse twenty-four, where he speaks of "seventy years" 'till the coming of Christ...that means seventy weeks of years, an old Hebrew way of saying 70 x 7, or, 490 years.

This fragment was published as a traditional proclamation of Christmas, not as an act of historical chronology.

The design of this page is of the 20th Century. Because of the proclamation's tremendous import for all time, the type was set in Franklin Gothic, after the headline type of newspapers. This made it news. To make it eternal news, the typographers were asked to pull proofs on rough text paper. Then action was taken to age this paper thousands of years. The sheet was crumpled, torn, tramped on, burnt, rubbed and stained. Worn, but still legible, the paper was tipped onto a background and photographed in crumpled style to get the shadow effect. The print was then hand-colored and made into this Christmas message.



Response to a Christmas Proclamation

THE PEACE WE SEEK

"When you speak out in a Christian voice as you have done, you not only pay tribute to Him, but you do us all a great service".

Elizabeth A. McSpedon, Cornell University, New York

JESUIT COMMENDATION

"You are giving to this nation the kind of leadership that we desperately need. It may interest you to know that some 50 of my fellow Jesuit priests, at the University of Detroit, commented on this most unusual Christmas advertisement."

Reverend Celestin J. Steiner, S.J., President, University of Detroit

RELIGION IN THE AFFAIRS OF MEN

"It is a most encouraging sign when a leader in the world of business recognizes the rightful position of Jesus Christ in the affairs of men".

Reverend Richard M. McKeon, S.J., Le Moyne College, New York



HAS COME INTO MY HEART

"This God who came into the world through Mary, 'came into the world to save sinners', came to die—The Just for the unjust—has come into my heart."

Cornelius Vanderbreggen, Jr., U.S. Marine Veteran

MESSAGE

"Allow me, sir, to express my appreciation of the faith and wisdom that prompted its publication" Robert Marshall, New York

PRAY FOR THEM

"Do not be discouraged by those who ignore God. We can only pray for them that someday they may know the peace that only God can give". Mrs. Georgia Hoffman, New Paris, Ohio

A SUNDAY SCHOOL LESSON

"I shall keep this page along with the notes for the Sunday school lesson I intend teaching tomorrow and shall read your ad to the class. I wish to thank you for the nicest and most reverent advertisement that I have ever seen."

Norman M. Millar, Warwick, Virginia

A RETURN TO ETERNAL VIRTUES

"During these times it does the heart good to see this indication of a return to the eternal virtues by a representative of a great business."

J. V. Tracy, Bridgewater, Connecticut

DURING A HEYDAY OF SIN

"In humble gratitude to God, I commend you for calling attention to the gospel of Our Lord to the general public of this nation at a time when sin is having a heyday and national morality is at ebb tide."

R. D. Cooper

LIFE IS WORTH LIVING

"It is such as this that makes me realize that life is worth living and that my fighting overseas was not in vain.

"I have been in various V.A. hospitals for the most part of the past eight years. Got 'banged up' pretty bad overseas, and have been all this time getting 'patched up' and the long days and months—well, I have plenty of time to read and when I read your proclamation of Christmas I just kept rereading it."

Benton S. Fusch, American Legioner, Nashville, Tennessee



REPRINTING REQUESTED

"Thank you for permitting our company to reprint your outstanding Christmas advertisement in the Christmas edition of our local paper."

D. B. McGehee, Harrisburg, Illinois

FOR SLIDE LECTURES

"I want to ask permission to use this in some of my lecture work and want to be sure it is alright with you. I shall make it into a slide to be used in my religious pictures."

Mrs. Florence Reeves, Brooklyn, New York

LIGHT OF THE WORLD

"Again you have made it possible for the Light of the World to shine into the eyes of millions".

Father A. J. Kohanski, S.J., Marquette University, Milwaukee, Wisconsin

BACK TO CHRISTIAN PRINCIPLES

"There is a growing feeling that the time has come for us to put God in the center of our American life. Our nation was founded upon fundamental Christian principles. We have strayed, perhaps too far away. We need to strengthen the trend back to God."

Karl Quimby, Chairman, The Board of Misisons of the Methodist Church, New York



BROADCAST PROCLAMATION

"I was so impressed with it that I read the proclamation on our Christmas broadcast Thursday morning, December 25th".

Henry Bast, Minister, Bethany Reformed Church, Grand Rapids, Michigan

CHRISTIAN AND INTERESTING

"Please accept the sincere thanks of this humble Catholic priest for the very Christian and interesting display of the proclamation of Christmas."

Reverend William A. Long, Saint Mary's Rectory, Hanover, Massachusetts

DOUBTS OF ATTENTION

"I doubt whether this note will ever come to your personal attention; nevertheless, I do want to send you a note of commendation and congratulations".

H. A. Dirckx, Saint Hillary's Church, Pico, Cailfornia

FAVORITE OF MINE

"This little piece of Christian literature has long been a favorite of mine and still gives me a thrill when I hear it read before Midnight Mass on Christmas Eve".

Brother Andrew Corsini, csc., Moreau Seminary, Notre Dame, Indiana

IT WAS OUTSTANDING

"It was outstanding. It should receive unusual readership and build unusual good will."
Willard A. Pleuthner, Vice President, Advertising agency of Batten, Barton, Durstine & Osborn,
New York

FOR A TEXT-BOOK

"I should like to have your permission to reprint your advertisements in a college textbook which I am preparing for Appleton-Century-Crofts"."

Dr. Rachel Salisbury, Milton Junction, Wisconsin

PRAYERS NOT POODLES

"By contrast with your advertisement was a recent San Francisco Chronicle column by Marjorie Trumbull, revealing that out of 40 albums of Christmas card samples, she had found only one devoted to the traditional angels, etc. By contrast, two albums featured poodles which the columnist remarked were the last word in Christmas cards. Poodles were popular at the court of the Bourbon Kings of France. Are we following the same road?"

Paul Brindel, Novato, California

GOVERNOR OF THE UNIVERSE

"To me it is the superb testimonial to the historic Christian faith; it is my prayer that this Christian reading from you to the world at this time will inspire a million prayers of adoration God-ward.

"The Governor of the Universe has, in His loving wisdom, chosen the simple to confound the wise, the weak to put down the mighty, the things that are not to bring to naught the things that are, and, in general, manifested His salvation in the manner to please Himself, in contravention to all the devices of sinful men who have tried to devise 'ways of salvation'."

J. J. Heizer, San Francisco, California





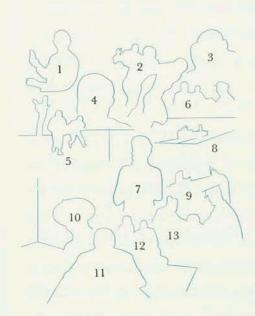
Period of Peaceful Coexistence
Call General Headquarters
Hotels International
The Fifth Horseman
Newman—Twentieth Century Man
The Fifth International—Freedom
Democracy Cannot Go It Alone
Christ Came To Bring Peace
Expressions of Good Will



Period of Peaceful Coexistence

THE YEAR IS 1954:

KINDLY YEAR, A YEAR OF CONFERENCES, diplomacy, conciliations except that the Red Fox still spoils the vines * THE GENEVA CONFERENCE of Far Eastern affairs (19 nations including Communist China participating) makes progress on Indochina affair, it gives 62,000 miles to Vietminh Communists and 65,000 to Vietnam anti-Communists * Formal peace announcement comes in INDOCHINA ending seven-and-one-half years of revolt, including the heroic defense and tragic fall of DIEN BIEN PHU, with Vietminh victorious and the French withdrawing (combined casualties total half a million). This brings cessation of major fighting to the world for first time since World War II began * FORMATION OF WESTERN EUROPEAN UNION providing for sovereignity of WEST GERMANY, autonomy for the Saar, stronger supreme command is formed following collapse of European Defense Communitythis sparks counter action by Soviet Union * EAST GERMANY accepts relief food donated by United States * TRIESTE is peacefully divided between Yugoslavia and Italy * SOUTHEAST ASIA DEFENSE TREATY signed by United States, Australia, New Zealand, Great Britain, France, Thailand, Republic of the Philippines,



1. Dr. Jonas E. Salk of the University of Pittsburgh, checks samples of virus laden fluid used in the production of his polio vaccine. 2. Carried from the Rose Bowl in Pasadena, California, Coach Clarence (Biggie) Munn congratulates his Michigan State University team for defeating the University of California at Los Angeles, (January 1st) 28-20. Billy Wells, the Spartans' halfback, sets up the third touchdown with this 40 yard run. 3. Senator from Wisconsin, Joseph R. McCarthy of the Senate Investigating Committee, challenges Attorney General Herbert Brownell on Federal Bureau of Investigation Army security risk memorandum. Roy Cohn, committee assistant, backs the Senator. 4. "The Old Man and the Sea," wins the Nobel Prize in Literature for Ernest Hemingway, great American writer and sportsman. 5. The battle for Dien Bien Phu rages in Indochina, as French troops rush for shelter during a Vietminh bombardment. 6. Prime Minister Jawaharlal Nehru of India is greeted at Peking airport by Chou En-lai, Premier of the People's Republic of China. The Chinese children present flowers to their Hindu guest. 7. Beautiful Grace Kelly won the 1954 Oscar for "Best Actress." The Academy Award honored the actress for her role in "The Country Girl." 8. The opening of the Saint Lawrence Seaway was hailed as a demonstration of friendly international relations between Canada and the United States. The "Prince Frederick Hendrik" is shown maneuvering through

the Cornwall Locks. 9. The "Nautilus," first atomic powered submarine, slides into the waves after being christened at Groton, Connecticut, by Mrs. Mamie Eisenhower. 10. The Innkeeper stands in front of the Statler Hilton Hotel in Los Angeles, newest of the famed Statler Hotels that the Hilton Hotels Corporation purchased in 1954. 11. Holding a check for \$111,000,000 as evidence of the largest peaceful real estate transaction in history, Mr. Hilton smiles at the acquisition of the Statler Hotel system. Its founder, Elsworth Statler, was an idol of the Innkeeper since childhood. 12. Behind, with Mr. Hilton, sits Attorney William J. Friedman, and standing between them is Vice Chairman of the Board, Robert P. Williford. All Hilton executives spent long hours in negotiation. 13. The degree of Honorary Doctor of Letters, is conferred upon the Innkeeper at De Paul University in Chicago. Giving his blessing is His Eminence Samuel Cardinal Stritch, and President C. J. O'Malley, C.M.

and Pakistan * The British leave THE SUEZ CANAL to Egypt * Guatemala ousts pro-Communist government * France provides home rule for TUNISIA, reforms for French Morocco.

Prize for Literature: "The Old Man and the Sea" * Academy Awards go to Grace Kelly (The Country Girl) and Marlon Brando (On the Waterfront) * The average American's favorite meal is fruit cup, vegetable soup, steak and potatoes, peas, rolls and butter, pie a la mode * Ninety per cent of adults drink three to four cups of coffee a day * Television sets, on the market only eight years, can be found in three out of five households in the United States * Lurid comic books and pulp magazines emphasizing violence come under sharp attack from parents' groups * New York Giants, National League, defeat Cleveland Indians, American League, in World Series * THE AMERICAN LEAGUE approves the transfer of the Philadelphia Athletics to Kansas City * The Cleveland Browns defeat the Detroit Lions to win the National Professional Football championship * Michigan State defeats University of California at Los Angeles (January 1st) in the Rose Bowl.

THE MC CARTHY INVESTIGATIONS continue to stir Americans * The Democrats capture the House of Representatives, hold the Senate by one seat * President Eisenhower's policy to use private enterprise to lessen government load and avoid regional preference results in contract permitting private utility to supply TENNESSEE VALLEY AUTHORITY with replacement energy * Income taxes on individuals, corporations, partnerships and estates are revised downward by Congress to lighten taxpayers' load * ATOMIC ENERGY ACT authorizes licensing of nuclear materials to private industries for peaceful uses * Racial segregation in public schools is ruled unconstitutional in unanimous decision handed down by THE SUPREME COURT * An AIR FORCE ACADEMY is established * THE NAUTILUS, first atomic powered submarine is commissioned at Groton, Connecticut * Congress votes American part in SAINT LAWRENCE SEAWAY * Membership in Communist Party is sufficient grounds for deportation of aliens according to Supreme Court decision.

Despite efforts at home and abroad the Communists continue to blight the small growth toward peace

* At the GENEVA CONFERENCE the unification of Korea fails due to Communist opposition * Chinese
Communist Premier CHOU EN-LAI, visits Indian Prime Minister Nehru... NEHRU visits Chou En-lai and India
and Communist China sign an eight-year "peaceful coexistence" pact with India recognizing TIBET as
part of China * The Soviet Union releases PORT ARTHUR to Communist China * Communist Chinese
shoot down British Pacific airliner carrying Americans.

During this year HILTON HOTELS INTERNATIONAL carries on with construction in Turkey, Mexico City, and takes over the operation of El Panama Hilton in the Republic of Panama. In October the Innkeeper persuades the Board of Directors of Hilton Hotels Corporation to let him negotiate for the STATLER HOTEL system * Successful consummation of the deal represents the largest transaction in hotel history, the largest peaceful real estate purchase the world has ever known, involving seven times more money than the Louisiana Purchase and fifteen times as much as the acquisition of Alaska from Tsarist Russia * CONRAD HILTON speaks in Washington, D. C., New York City, in Toronto, Canada, at Cornell and De Paul Universities and at the University of California reiterating the spiritual heritage of democracy, man's need for brotherhood, for prayer, for God and at the year's end the Hilton Hotels Corporation brings a public service message at Christmas reminding the world of the Universality of Christ's Gift of Peace "to all Men of Good Will now," til eternity and unto the four corners of the earth."

Call General Headquarters*

CALL HEADQUARTERS, GET HELP

The place was the South Pacific. The time, June, 1945. Virginia Company was lost. The brush was so thick they could not see ten feet in front of them. There had been a path, but they had lost it a mile back. The woods in front were alive with the enemy and the snarl of bullets whipped through the trees. Suddenly the bullets increased; the aim began to get better; men began to fall. "Call headquarters," shouted the leader, "and find out if we can get some help!"

A few minutes later, reserves were on their way to support the company. If Napoleon had been around, he never would have been able to understand. It would have been a mystery to Caesar and to Bismarck, even to General Foch. But our most distinguished guest this morning, President Eisenhower, in fact, every youngster in America, could have told you that it was a "walkie-talkie" that got them out of trouble.



NO FORMULA FOR PRAYER

What I like about prayer is that it is a means of communication with God. You can speak to Him any time, night or day, and you can know with certainty that He is listening to you. What I like about prayer is that there is no set formula for calling general headquarters on our private walkie-talkie. There are no call letters. You are free to send any message you want.

WITHOUT PRAYER MAN LIMPS

Prayer is a part of man's personality, without which he limps. It is a projection of that personality into eternity, a relationship with divinity which every people from the most primitive to the most delicately cultured have been trying to achieve in every age.

MAINTAIN COMMUNICATION LINES

Great sections of the world have slowly fallen into the hands of those who refuse to accept God's plan. There are political practices which obviously oppose that plan. There are economic practices which ignore the directions of both God and man. That is the sad kind of thing man must come to when he refuses to maintain his communication lines with God in prayer.



*Remarks delivered at the 2nd Annual Prayer Breakfast, sponsored by International Christian Leadership, Inc., Washington, D. C., February 4.

Hotels International*

A PATRON SAINT FOR HOTELS

I think it's about time that we hotelmen find a patron saint for ourselves under whose tutelage we would all run at 100 per cent occupancy and with a minimum of operating troubles. After all, the doctors have their Saint Luke; the lawyers, Thomas More; the actors, Saint Genesius; the soldiers, Saint Michael; the steelmen probably have Goliath or Samson. What about the poor hotelman? I know there are those who would, without hesitation, recommend Dismas, the Good Thief. However, ours, is an honorable and ancient profession.

THE GOOD HOTEL SAMARITAN

Remember the story of the man who "went down from Jerusalem to Jericho and fell among robbers?" And how they beat him, robbed him and left him half dead by the side of the road? Along came a Samaritan, treated his wounds and took him to an inn nearby. The scripture tells us that he left the injured man, gave the hotelman "a penny", and said he would pay the rest when he returned. Ladies and gentlemen, that is the story of the original good Samaritan. But I object. I say it should be called the story of the "Good Hotelman." I do not deny that the Samaritan did do a gracious job, but the one who really deserves the credit is the good hotelman, our patron saint, the keeper of the inn who really took care of the victim.

HOTELS OF THE ROMAN EMPIRE

Almost as far back as written history we find the caravansaries of the East on the long, lonely desert highroads, where men and camels would find rest, food and shelter. The Roman Emperors set up official hotels at the posting stations on the great Roman roads which crisscrossed the empire.

CENTER OF THE COMMUNITY—THE HOTEL

The modern hotel holds such a position in the community today that it must be manned, managed and staffed by men and women of greater vision, broader cultural horizons and deeper instincts of leadership than any hotelmen in history.

MODERN REVOLUTION OF FREE MEN

You must mold your personality to such strength and stature that it can participate aggressively and tenaciously in the splendid give and take of our American business and way of life; that it can fit gracefully into the scene of this tremendous *American revolution of freemen* initiated by Washington, Madison, Adams, Jefferson and the rest of those amazing men who knew so well what freedom meant.





TO CIRCULATE A NEW TOLERANCE

One of our objectives is to stimulate a whole *new circulation of cultural relations* between the countries, a new circulation of music, art, standard of living—even a new tolerance on the levels of race, religion and politics.

NO APOLOGY FOR PROFIT MOTIVE

We operate hotels abroad for the same reason we operate them in this country: to make money for our stockholders. That is a fact for which we need not apologize; indeed it is the prime motivating force in this as in any other free economy. But I assure you that *if money were all* we were after, we could make it right in this country with a few less headaches.

EACH AN AMBASSADOR

Each one of us, ladies and gentlemen, personally and corporately, carries with us wherever we go a little of America. Whether we like it or not, we *represent America*, its culture, its faith and its history. We are aware of that, and when we go into a foreign country and put up a hotel, we bring not only our know-how, but part of America with us. We are ambassadors in a true sense of the word and we have got to act like ambassadors.



AT THE CENTER—A PERSON

The philosophy of Communism challenges the basic philosophy of any American hotel operation. Christianity and America put the *person at the center* of the universe; to run a hotel successfully you must put person and personality at the center of your hotel. The Communist disparages the person; only the state counts, or the class, the proletariat. For that reason I say that a Communist cannot be a good hotelman.

THE LIGHT OF HOSPITALITY

My dear students, yours is the responsibility to fill the earth with the light and warmth of hospitality. That is your heritage. It has come down to you, passed from hand to hand like the old Grecian fire. Through the ages, from the lonely caravansaries on the desert's edge, through the Biblical times and Biblical inns—even the one that refused admission to Christ on the night He was born; along the imperial highways of ancient Rome, dotted with the first crude hostelries; up the centuries into the Alpine passes and the Monastic shelters of the great Saint Bernard, the Simplon and Mont Cenis, to the 18th and 19th Century inns of Germany and England; then on to the greatest hotels in history here in 20th Century America.



The Fifth Horseman

THE SPIRITUAL HERITAGE OF DEMOCRACY

If we scrap this spiritual heritage of ours, we scrap America. None, I think, would know that better than the architects of our nation who ransacked all of human history for the spiritual materials to build our way of life. Madison, Jefferson, Adams, Franklin, Washington built our Democracy on the great spiritual achievements of the past; on the Greek perception that man is an intelligent, social, political and religious animal; on the Judaic insight that man is a creature sprung directly from God; on the Christian revelation that man is a son of God, personally responsible to Him; and on the great common law tradition of the West which summed up all of these convictions in proclaiming that every man is equal before the law.

THE RISE OF THE GODLESS

The universe that ignored God found it easy to dispense with Christianity. The world was indeed a stage and all the actors wore false faces. An unrestrained economy reduced the masses to a level unknown since Christianity was born. And it was this society which spawned *Das Kapital*.

KARL MARX AND POPE LEO XIII

Two great voices spoke out against man's inhumanity to man: Karl Marx and Pope Leo XIII. The first called for the violent overthrow of the existing structure, while Pope Leo wrote in 1891: "All agree, and there can be no question whatever, that some remedy must be found, and quickly found, for the misery and wretchedness which press so heavily on the large majority of the very poor."

NATURAL LAW VERSUS CONTRACT LAW

Marx called for revolution. Leo asked for a "return to real Christianity." Neither man lived long enough to be heeded on a large scale. The system both deplored was too firmly entrenched to listen to either program. A blind world thought this was progress. Civilization had progressed to a point where international conferences at The Hague would make war illegal. Even wise men overlooked the fact that rationalism had done away with natural law and left only the groundless sanctity of contract law. And what if a nation decided to break the contract? What man could do, man could also undo.

A FIFTH HORSEMAN

Over these years since 1917, ladies and gentlemen, it was easy enough to see that the four horsemen—war, famine, pestilence and death—rode again. What was not so easy to see was a fifth horseman, riding half hidden in the dusty wake of the four. And the fifth was Communism.





CHRISTIANITY LOST CHRIST

Communism, ladies and gentlemen, has never won a victory over genuine Christianity. The two have never met in equal combat. What Communism has replaced and is continuing to replace is the external trappings of watered down Christianity, a Christianity that had lost the justice and the charity of Christ.

COMMUNISM IS NEVER VOLUNTARY

No people have chosen a Communist government anywhere in the world, not even Russia. The first world war finished off the artificial world of Liberalism which passed itself off for Christianity. The result was the creation of a void, and in the empty despair of that wasteland, Communism stood ready to embrace the disillusioned.

MISPLACED IDEALISM

Over against its ruthless cruelty it placed its high idealism, the full emancipation of man; and in the face of such a goal, nothing could be measured as evil. Whatever contributed to the realization of that goal is ethical, is good. And its soothing voice was so sure, so obviously altruistic.

RISE OF THE MESSIAH COMPLEX

The cult was a kind of humanly devised mystical body, a collective, classless humanity as against the Liberal cult of the individual. It was here that the appeal was directed against the manifold social injustices so evident and so casually related to the doctrine which exaggerated individualism. As a consequence there followed greed, insolence and inhuman irresponsibility toward the ills of mankind. Thus rose the vast messiah complex, the messianic mission to free the world. Out of this comes the deceptive mysticism that sparks the enthusiasm of brilliant men as well as dull. We will get nowhere in our fight to destroy this evil until we realize two things: first, this messianic compulsion of Communism, and second, that the Communist party is a military organization with world wide aims of conquest.



COMMUNIST ASCETICISM

And finally, like Christianity, too, Communism has its asceticism, its technique of suffering. It preaches a way of the cross until the classless Utopia comes into being. Almost perfectly it parallels the sternness of the Christian gospel: "The Kingdom of Heaven suffers violence, and only the violent bear it away." Stoic endurance and Spartan courage. These answer to the psychological thirst for immolation of self.

EDUCATION IS A DEFENSE

Your Christian education, stand by it: live by it always. It alone will survive the shock of the mob, the shock of the four horsemen who ride almost everywhere in the modern world.





Newman-Twentieth Century Man



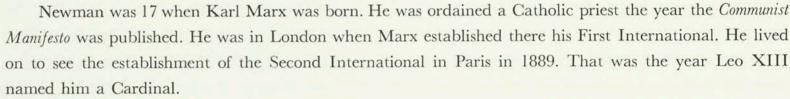
NEWMAN WAS A TWENTIETH CENTURY MAN

Newman was a Twentieth Century man; a man whose thinking, writing, speaking, whose praying we can use today. He was born in London in 1801, the eldest of six children. At 15 he entered Trinity College, Oxford, was graduated four years later and began his studies for the Anglican Ministry. At 23 he received Anglican Orders and stayed on at Oxford as curate in Saint Clement's. Then came an unusual honor for so young a man: he was appointed tutor at Oriel College, Oxford.

THE POWER TO MOVE

He dove into the life of the University and completely captured the hearts and minds of the youngsters on and off the campus. His brilliance, his graciousness, his wit, his deep spirituality grew with the years—and so did his influence. His was, I think, a power to move minds and wills.

NEWMAN AND COMMUNISM



The year Newman died, Lenin, high priest of Communism was starting his apprenticeship to the revolution and the Third International; Trotsky and Stalin were boys of 12. In those last moments, this man with the long, delicate, aristocratic nose, could probably smell the stench of this evil thing moving slowly over Europe in search of a home. Twenty-seven years after Newman's death it had found that home, Russia.



Newman, perhaps better than any other man of his generation, would know that since Communism is a kind of religion, it must be fought by men and women religiously inspired. That is what must have worried him. Because he was observing all about him men who slowly but thoroughly had given up the religion which was once at the center of their life and culture. That is why he wrote toward the end of his life, "I have thought that a time of widespread infidelity was coming and through all these years the waters have been, in fact, rising as a deluge."

JUSTICE DEMANDS GOD

Without God, justice and loyalty can be twisted into anything you please. Without the religious impetus which is the very life breath of our Judaeo-Christian heritage, our principles cannot logically be far removed from those of Marx and Malenkov.

GOD IN SCHOOL

While expounding moral objectives, we reject in educational practice the only basis which can give







these objectives their reason for being. I frankly cannot see how we can rise in wrath against internal disloyalty when the God of justice is not sufficiently esteemed to warrant mention in our schools.

THE STORY OF A RUSSIAN ALTAR BOY

A young boy is going from house to house, sometimes skipping one, sometimes skipping whole blocks. At each door he whispers only one sentence, "Fish is being served." But it is enough. An hour before dark in the woods back of the town, two hundred men, women and children kneel before the stump of a tree for an altar, a cup for a chalice and risk their lives to be present at an abbreviated Mass of Offertory, Consecration and Communion, the Mass which all the power of the Soviet cannot stop!



The Fifth International-Freedom

THE COMMUNIST INTERNATIONALS

The First Communist International was organized by Marx himself in London in 1864; it lasted about ten years. The Second International came into being at Paris in 1889, split into factions and was similarly abortive on any political or economic level. The Third International was formed at Moscow in 1919 by two fanatical geniuses, Lenin and Trotsky. They split and, in 1937 from his refuge in Mexico, Trotsky created the Fourth International to oppose the Comintern. We live today under the guns of Communism.

OUR FIFTH INTERNATIONAL

Because, whether we like it or not, we are going to have to continue to live with them, I propose a Fifth International to stand up and fight back. I have in mind an International of trade, of business, of commerce around the world. I should like to see bread and butter and rumors of freedom and happiness and the things of the spirit circulated from West to East to oppose the dirty ideas of force and fear and hunger seeping through the Iron Curtain.

THE WORLD IS POOR

Two-thirds of the world's population are underfed and one-half of the men, women and children in this world of ours go to bed hungry each night.

BREAD, NOT BOMBS

Miss Amrit Kaur, the Minister of Health from India, told this: that by giving just one extra glass of milk a day to school boy athletes in India, the physical co-ordination and ability of these youngsters were increased to an amazing and notable degree. If one extra glass of milk can achieve that effect in an undernourished people, I believe that the circulation of food, the good things of life, to the hungry in the captive nations would be more effective than H-bombs in the destruction of Communism.







THERE WILL BE NO WAR

I, personally, am convinced that we shall have no war in our lifetime unless we fumble into it. I think Russia is too smart to be trapped into war; I think China is too poor.

We must maintain necessary military means for security on the perimeter of the free western world. That long crescent of steel under the Soviet Republic from the White Sea to Pakistan, with 160 airfields, its stockpile of H-bombs and atomic artillery, its submarines and guided missiles, must be held steady.

OUR FIST CLENCHED

One fist of the free world must be held clenched. Our fifteen NATO nations plus Spain, Africa and Pakistan plus our friends in Asia and Australia must stand ready. That is our life insurance, our fire insurance.

PEACEFUL TRADE NEEDED

The fist, the clenched hand, is important, but what we do with the other hand could be more important. I am convinced that we should extend that hand in a gesture of peaceful trade.

WE ARE RICH

We have five per cent of the world's population but produce 40 per cent of the total output of goods and services. In capital, two-thirds of the world's flow of savings is ours. We are at once the largest exporters of goods and the largest importer. Consequently, we do have the strength, the stature and the know how to initiate this Fifth International of trade to oppose the Communist International which has been slowly closing around us for the past nine years.

WAR SOLVES NO PROBLEMS

We have had three world conflicts in one generation. Since the beginning of World War I, 46,000,000 people have been killed in warfare. Never before in history has man killed so many millions of his fellow men. And the slaughter has not solved one world problem. On the contrary, it has brought nothing but misery.

BUSINESS MAKES FRIENDS

Look at it another way. Some of my best friends are those with whom I am doing business daily and over the years. All of us here this afternoon are friends because we do business together. Why should not that hold for nations and international trade?

FOOD STRENGTHENS THE PEOPLE

If, in 1776, we did not have enough to eat, we would not have had the strength to revolt. But we were physically strong and had the courage and daring to stand up and throw off the oppressor.

Democracy Cannot Go It Alone*

CANADIAN NEIGHBORS

Ninety per cent of the total population of Canada lives within 200 miles of the United States border.

THE VISIT OF THE QUEEN

Our country has been the subject of another invasion during the past month, a very welcome, a very lovely and gracious invasion, the visit of your very nice Queen Mother. She did us the great honor of visiting one of our hotels in New York, The Waldorf-Astoria; it is a more precious place now that she has honored it with her presence.

SYMBOL OF A CHRISTIAN LADY

It strikes me that your Queen Mother personifies very much what is in our hearts and in our minds this evening. For Canadians and Americans alike she symbolizes splendid courage, simple dignity and warm affection. But more than anything else she presents the pattern of a Christian lady, a noble, religious woman.

The Coronation Liturgy was a magnificent flash back to an old, almost forgotten world, reminding all peoples of the deeply religious foundations at the bottom of our political, constitutional life. It symbolized dedication and duty in a religious fashion which challenges this new thing attempting to creep into our national lives, that it is better for government to be treated as entirely secular: in other words, the fiction that power to govern comes from the people and not from God.

LESS THAN MAN

Modern man has found that since he strode off without God and the supernatural in an attempt at superman, he has arrived at the other pole; he has made himself something less than man.

WHAT IS MAN?

All political calamity is traceable back to one radical error, a failure to understand man. What is he and what is he for? Let me say first that man stands astride the universe in a unique fashion. He is the unique creature which spans matter and spirit and includes both.



WE ARE VICTIMS OF AMNESIA

Several years ago, a namesake of mine, James Hilton—I wish I could call him a relative—wrote a first class novel about a victim of amnesia.

How many millions of the men and women of Canada and the United States wander through life very much like Hilton's hero, victims of amnesia? They do not know where they have come from; they do not know where they are going; they really do not know who they are. They do not know why they are here.

MAN IS NOT ALONE

Man does not bestride the universe alone; he stands in very definite relationship with other beings above and below him. He looks up through a tangle of forest and earth, of sea and sky, of thunder and clouds and reasons his way to God. He looks about through a screen of emotions, prejudices, likes and dislikes and sees his fellowman.

INDIVIDUAL PRECEDES DEMOCRACY

The intrinsic value of the individual person, the citizen, is not the result of Democracy; rather is it the cause of Democracy. Our law, our impartial justice preceded Democracy. Our respect for home and family life does not follow from Democracy; it precedes it. So does reverence for labor and honest work, private property; so do God and religion. But western man, more completely than he realizes, I think, has substituted Democracy for religion.

CAESAR VERSUS GOD

Never before in human history has it been so important to be sure of the source of civil authority. Atheistic Communism, by its very denial of God, cuts the ground from under itself and its right to rule. At that point it must reach for a pistol: it has no other authority and absolutely no dignity. Conversely, it was out of the religious teachings of the fatherhood of God and the brotherhood of man that Democracy came to life. With that sonship all men were obviously equal and possessed of a new dignity and a new idea of freedom. It is religious truth that makes men free—free from the shackles of self, by discipline and self-sacrifice; free from the shackles of the state by distinguishing the things of Caesar and the things of God. And by a nice bit of logic, religion has demanded that even Caesar render to God the things that are God's.

"RIGHT IS RIGHT—EVEN IF NOBODY IS RIGHT!"

A majority does not possess a "mystique" which gives it infallible authority. As Fulton Sheen said years ago, moral or even political principles do not depend on a majority vote: "wrong is wrong, even if everybody is wrong, right is right, even if nobody is right."



DEMOCRACY NEEDS RELIGION

In Democracies such as ours religion cannot arbitrarily be accepted or rejected as one might accept the opera or not. It is absolutely central to the preservation of Democracy itself. A Democracy which forgets its God is a Democracy that will perish.

RELIGION FRIGHTENS THE KREMLIN

Man is a religious animal and human nature is coming to the surface even in the Soviet Republics. And the men in the Kremlin are frightened. Just a week ago the Soviet Communist Party Central Committee ordered Red propagandists to stop persecuting Soviet churchgoers and clergymen and confine themselves to "painstaking and systematic atheistic propaganda."



OUR RELIGIOUS HERITAGE

Our choice is between a religious civilization and a restored paganism. We in North America have always professed ourselves to be religious nations. We were discovered and explored by religious men, colonized by varied religious faiths. Religious ideals underlie both our national systems. Each citizen has an intrinsic value independent of class or blood; he has equality under the law, right to equal vote, participation in government, in burdens and privileges.

THESE MEN ARE THINKING

Today we cannot risk mediocrity, especially among our leaders, why? Because the enemy, Communism, is led by very clever men, Chou En-lai, Mao Tse-tung, Tito, Malenkov, Vishinsky, and they know that any successful nation, or even revolution, must be led by a group of leaders who are constantly thinking. Let us not delude ourselves, these men are thinking and thinking hard!

WORK AND PRAY

Four hundred years ago, a very wise Jesuit said that we should "pray as if it all depended on God and work as if it all depended on ourselves." I know it works in business. Let us make it work in the international business of politics.



Christ Came To Bring Peace

CHRIST CAME, the 1954 Hilton Hotels Christmas message, appeared in *Time* and *Newsweek Magazines* December 20, and in *U.S. News & World Report*, December 24. The page was an adaptation of Mr. Hilton's Christmas card of the preceding year.

Eight photographs, selected from thousands, were used to document this 1954 Hilton Hotels Christmas page. They were picked not for their photographic excellency, but rather for the meaning they held for the human heart. They were chosen to represent all areas of the world and all time.

The head of Christ turns around, in the sequence, to connote His presence everywhere and to everyone.

According to Starch Reader Research on four color advertisements in the December Time, this page was "noted" eighth of one hundred advertisements tested; it was "seen and associated" sixth of 100; it was "read most" of the hundred advertisements. Advertising Age, the national trade magazine, reproduced it on its cover.

The body type face is Monsen light italic, photo-condensed.







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- I Jr. chorus sing Christmas carols, Los Angeles City Hall
 - 2 White Christmas—Sun Valley, Idaho
- 3 The bell ringer of a Russian village
 - 4 The Angel of Dien Bien Phu, Indo China
- 5 Mass on Boston Common, Background Congregational Church
 - 6 Service men ask divine protection for their comrades
- 7 Visiting the ancient Parthenon, Athens, Greece
 - 8 Community Christmas Tree, Rockefeller Center New York





Expressions of Good Will

FEELING OF BROTHERHOOD

"It gave me a feeling of brotherhood with all men around the world in this holy season of Christmas. Sometimes a person will not stop and think about this unless it is brought before them." Mary Margaret Rouhka, Sedalia, Missouri

SUNDAY SCHOOL LESSON

"I have looked at your Christmas message a half dozen times in preparing my last week's Sunday school message. Also about 40 women have had their attention directed to it throughout the course of my lesson." Robert R. Reed, Laureldale, Pennsylvania

THE TRUE HOPE OF MAN

"Not to express an appreciation for the deep knowledge of the true hope of man expressed in your ad would be a sin against charity." Victor A. Miller, Saint Nazianz, Wisconsin

A REAL CHRISTMAS SPIRIT

"Perhaps, if all men were to recall this Christmas message there would be a real spirit of Christmas in the world." Richard A. Walsh, Newport, Rhode Island

CLEARED CLOUDS AWAY

"For almost two months I have been meaning to write you and have finally gotten around to let you know how much I admired and appreciated your advertisement. It came like a refreshing breath of clean air and did its part in clearing away pre-Christmas clouds of worry and anxiety". Margaret L. O'Leary, Wellsboro, Pennsylvania

RUSSIAN BELL-RINGER

"Your inclusion of the bell ringer in a Russian village surely points the way to a vital Christian meaning of this season and for the future of mankind itself."

Mrs. C. C. Cowin, Lakewood, Ohio



The Spirit of Geneva
Religion by the Spoonful
Hotels Make History
The City of the Bosphorus
Flags Over a Free World
There Was Always an Iron Curtain
Doctor of Human Letters
Wise Men Still Seek Him
From the Wise Men



The Spirit of Geneva

THE YEAR IS 1955:

the Iron Curtain * Both Near and Far East burn feverishly.

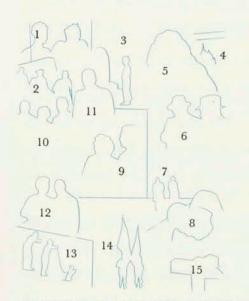
Financial aid to South Vietnam, Cambodia and Laos is begun by united states foreign operations administration... \$216 millions are spent during year * Congress approves emergency powers to permit United States troops to assist nationalist chinese forces in defending formosa and the pescadores islands from possible aggression by Communist China * In Bandung Indonesia representatives from 20 agrees as generatives and aggression of a large size of a

RESIDENT EISENHOWER'S DIPLOMACY beams a ray of warmth into the cold war but fails to penetrate

Bandung, Indonesia, representatives from 29 ASIAN-AFRICAN COUNTRIES endorse elimination of colonization, independence, self-determination and United Nations membership for all * Before year's end 16 new members

have been admitted to UNITED NATIONS.

Federal Republic of (West) Germany becomes a sovereign state, formally enters NORTH ATLANTIC TREATY ORGANIZATION and starts program of armament * Treaty by United States, France, Britain, Union of Soviet Socialist Republics restores the REPUBLIC OF AUSTRIA, guarantees neutrality and withdraws occupation forces * THE WARSAW PACT, a 20 year mutual defense treaty is signed by Union of Soviet Socialist Republics, Albania, Bulgaria, Czechoslovakia, German Democratic Republic, Hungary, Poland, Rumania * Six high



1. Britain's Princess Margaret rides to Buckingham Palace with the Queen Mother, after announcing that she would not marry Group Captain Peter Townsend. 2. Arriving at Hong Kong, 11 American airmen held in Red prison are freed from the "Bamboo Curtain" by the Chinese Peping Government. Leading the group are John Knox Arnold (left), Colonel O'Dwight Simpson (center), and Major William Baumer (on crutches). 3. An Egyptian youngster wanders forlornly in ruined Port Said as a British tank stands guard amid the rubble of the Suez crisis. 4. A bonfire is set in Buenos Aires to celebrate the overthrowing of Dictator-President Juan Peron and his exile from Argentina. 5. Limited war breaks our sporadically on the Egyptian-Israeli border. A little Israeli girl watches as her father is killed by Egyptian raiders. 6. A change in Soviet leadership and policy marked the end of Malenkov and the emergence of Bulganin and Khrushchev. The new "Spirit of Geneva" took the two Russians on many "good will" missions. 7. Mr. Arthur Foristall, Financial Public Relations Counsel, arrives with the Innkeeper at Istanbul, Turkey, the crossroads of the world. Along the Bosphorus and amid the ancient mosques a new, modern Hilton Hotel is opened. 8. Athenagoras I, the Archbishop of Constantinople and Occumenical Patriarch of The Holy Orthodox Catholic Apostolic Eastern Church, embraces the Innkeeper in Istanbul, June 14. 9. August 10, witnessed the gala opening of the luxurious

Beverly Hilton Hotel in California. Attending the formal ceremonies were famed actor Clark Gable, and Mrs. Gable. 10. Among celebrities at the hotel opening were film and television personalities, Jack Benny, Gracie Allen and her husband, George Burns. 11. Also at same party (above center) is Walt Disney, one of motion pictures' all time greats, who a few months later, opened the gates to his famed "Disneyland." 12. Co-chairmen Irene Dunne and Conrad N. Hilton attend the pre-opening Victory Ball at the new hotel, in benefit of Saint John's Hospital, Santa Monica, California. 13. Young "sidewalk superintendents," with mascot, study the building progress of Beverly Hills' newest hostelry. 14. Honor Guard, American Legion Beverly Hills Post 253, presents colors as the band on the balcony finishes the undying strains of our Star Spangled Banner at the opening. 15. A miniature model, exact in detail, of the "Y"-shaped luxury 450 room addition to the city's hospitality.

Soviet officials led by PREMIER NIKOLAI BULGANIN and First Secretary NIKITA S. KHRUSHCHEV conciliate Marshal Josip B. Tito in Yugoslavia for abuses initiated by Stalin * JUAN PERON, Dictator of Argentina, is deposed.

Meeting of heads of state at "THE SUMMIT" proposed by United States, Great Britain and France to Union of Soviet Socialist Republics is held at Geneva, Switzerland * PRESIDENT EISENHOWER makes dramatic proposal for exchange of military blueprints and aerial inspection with Russia which, while not accepted, eases tension and creates good will among other nations * Foreign Ministers' meeting follows.

The American economic scene enjoys a healthy period of full employment, peak production, increasing government revenues * Labor earns its highest wage and organized labor forces total 16,000,000 as The American Federation of Labor and The Congress of Industrial Organization merge * THE SUPREME COURT gives local authorities the task of integrating schools and instructs Federal Courts to require a prompt and reasonable start toward desegregation * It is the year of the Davy Crockett song and coonskin hats, the sale of one billion comic books, and a gala in Flatbush as the BROOKLYN DODGERS win their first baseball championship from the New York Yankees * THE CLEVELAND BROWNS defeat the Los Angeles Rams for the National Professional Football Championship * THE NATIONAL GEOGRAPHIC SOCIETY discovers large blue-green areas on planet Mars indicating possible living vegetation * Plans for the first earth-circling satellites scheduled to be launched in 1957 are announced by the United States * Pulitzer prize in drama goes to Tennessee Williams for "Cat on a Hot Tin Roof" * "Marty" wins the Academy Award * England's Princess Margaret chooses duty over love.

There are sad and serious moments to cloud the American horizon * Death claims former Secretary of State CORDELL HULL and ALBERT EINSTEIN * 3,002 security risks are discharged from federal employment during four month period * The Senate votes 84 - 0 to continue its investigation of Communism * Educators report a shortage of 250,000 classrooms, need for 141,300 new teachers.

DESPITE THE "GENEVA SPIRIT" the cold war does not thaw * Soviet claims that the FOUR POWER STATUS OF BERLIN is ended are rejected by United States, Britain, France . . . DR. JAMES B. CONANT, United States Ambassador to the German Federal Republic says, "We will remain in Berlin until the day of German unification and will continue to help West Berlin as we have done in the past" * In the MIDDLE EAST the sparks of war fly as border clashes increase between Israel and Egypt.

THE INNKEEPER recalls that Lenin, high priest of Communism, once declared that in the fight of Communism against Democracy "the flag of freedom will be waved defiantly against us." He has openly accepted the challenge and stated that he "humbly believes that our HILTON HOUSE FLAG is one small flag of freedom which is being waved defiantly against the Communists exactly as Lenin predicted, and with humility we submit this international effort of ours as a contribution to world peace."

In this year of 1955, not far from the troubled ISRAELI-EGYPTIAN BORDER, at the crossroads of the world where Europe and Asia are less than a half mile apart, Conrad Hilton presides over the opening of a great new hotel, THE ISTANBUL HILTON, in Istanbul, Turkey where the small blue Hilton flag flies defiantly, scarcely 30 miles from the Iron Curtain. "As a business man," Mr. Hilton tells the guests assembled, "I would be simple indeed, were I to attempt to portray this splendid hotel as merely an idealistic operation with no thought of financial return. To deny any concern for its good will impact would be equally misleading."

Toward the end of this eventful year comes a sad event for Americans. PRESIDENT EISENHOWER suffers a heart attack * At Christmas the Hilton Hotels offer a message of concrete advice and direction for all those to whom the road ahead seems suddenly murky and unsure...

"Wise Men Still Seek Him."

Religion by the Spoonful*

LEADERS ON GOD'S TEAM

Since you are leaders of a great government, this gathering has a special significance. Because of your positions in public life you have greater responsibilities, and therefore greater opportunities for good, than are given to other citizens. By your example, you are in a position to exert great influence on many people. By your presence, by your prayer, you are placing our nation on God's side.

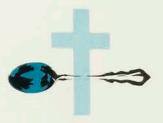
NOT BY BREAD ALONE

There is a worldwide shortage of prayer and grace. We can help to supply these precious ingredients. We must lead the peoples of the world to a warm living faith in God's love—the practical kind of faith displayed by our Founding Fathers—by our prayers and by our example.

RELIGION—FOOD, NOT MEDICINE

The last great cholera epidemic struck the Orient just after World War I—periodically it had swept through India, the Malay Peninsula, Burma—practically all of Asia except China. Because the cholera germ cannot survive boiling water, the Chinese drank tea almost exclusively and were not subjected to the disease.

When the epidemic threatened to run wild in the Philippines, the American doctors ordered the people to boil their water. But the cholera continued and when the health inspectors investigated, they found that the people were taking three or four teaspoons of boiled water a day, as if it were medicine. The water they drank was water they had not boiled. We make the same mistake when we take religion as a medicine instead of a food. Like food, religion should be within us constantly as fuel for our whole being, body and soul.



TWENTY FOUR HOURS EVERY DAY

The counterfeit religion of Communism which is moving over the world, is not being taken by the spoonful. Almost a billion people are being fed it constantly, their bodies and souls washed in it.

We must feed ourselves the grace of God, bathe in it, live in it, live by it—not just at the annual prayer breakfasts, or once a week on Saturday or Sunday, but 24 hours a day every day in the year.

DIVINE WISDOM

To be smart is not to be wise. Wisdom implies the highest exercise of all the faculties, of the will as well as of the intellect. Its virtue is that operation steeped in the Grace of God and steered by Divine Wisdom. The way to assure that wisdom for ourselves and our Government is by prayer—ours and the nations.

Hotels Make History*

TEXAS HAS EVERYTHING

I still find a great similarity between Dallas and Park Avenue. That is the fabulous thing about your whole state of Texas, gentlemen; you have everything. You have your symphony orchestras and your cattle shows, cowboys and cosmopolites, little dirt-farmers, cattle kings, and the oil man who called room service at the Waldorf, ordered a Cadillac and had it put on his bill.

MY FIRST HOTEL

It was in this city that I built my first hotel in 1925, the very first Hilton Hotel by that name. Today, thirty years later, we are back building the splendid new one thousand and one-room hotel just a few blocks from here—the new Statler Hilton. You can understand something of what I think of Texas and its future by checking our hotels in this state, in Houston, El Paso, Fort Worth and Dallas; the only state outside of New York in which we have four hotels.

HOTELS MADE HISTORY

The little inns and great hotels of the world have been the settings against which a thousand dramas, great and small, have been played out over the centuries. Where was the first inn or hotel? We don't know. This we can be sure of: it came into being when civilized man first began to travel in the interests of commerce, industry and probably religion.

FOR WAYFARING MEN

You all know the story of Samson and Delilah. What you probably don't know is that it was a weekend in Gaza when Samson met Delilah at an inn which, by reputation, she herself was operating. Jeremiah, the old Jewish prophet, cries out in his ninth book, "O that I had in the wilderness a lodging place of wayfaring men that I might leave my people, and go from them."

THE POSTING ROADS

Ancient Persia had a string of posting places and inns where caravans of merchantmen and merchandise would refresh themselves and the animals and stay for the night. And it was not until centuries later that Greece and Rome imitated them. But when the time did come, the Roman Emperors built official hotels, simple but adequate, at the posting stations on the great Roman roads which crisscrossed the Empire.

CREDIT CARD HEADACHES

You might be interested to know that those old Roman Emperors set up a kind of credit card system even in that morning of the world. It took a royal credit card, a "Diploma Tractatarium" to be accepted as a guest in one of these first hotels in the Empire. These diplomas were carried only by imperial messengers.





MONASTERIES AND ABBEYS OF THE MIDDLE AGES

After the fall of the Roman Empire and through the centuries to the Middle Ages the religious monasteries and abbeys seem to have supplanted the inns and hotels of Europe. One which you will recall, is probably the oldest in the Alps, the great Saint Bernard, established about the year 900 to take care of pilgrims.

THE FIRST HOTEL CHAIN

Today most of us know Carthusian monks because they make the famous Chartreuse liqueur. But I did not know until recently that they probably ran the first hotel chain with 206 monasteries across Europe.

CHAUCER...PUBLIC RELATIONS MAN

Chaucer died in 1400. Before his death he proved himself the greatest public relations man in the history of hotels when he wrote the Canterbury Tales.

A dramatic bit of royal intrigue comes to light when Louis XVI and Marie Antoinette planned to escape. Palace officials set up their itinerary from inn to inn, but they were captured when an overanxious innkeeper indiscreetly bragged about these famous guests.



HOTELS AND CHURCHES - MOST BEAUTIFUL

Jamestown was founded in 1607. They built a church there costing fifty pounds and a hotel costing five hundred. Apparently times have not changed much. Seriously, it is significant to notice that the most beautiful buildings in any metropolis are its churches and hotels. Perhaps history has come full circle again from the time when the old monks took care of both religion and hospitality, and maintained fine establishments to take care of both.

THE SPARK FROM AN INN

The inns of colonial America were no more comfortable than those of Europe. However, they do have one significance, precious to all of us: in these inns and taverns our forefathers struck the sparks that ignited the torch of Liberty and set loose that amazing permanent American Revolution that still goes on today.

HOTELS REFLECT THE COLOR OF THE NATION

The first time the French word "hotel" was used in the United States to describe an inn was in 1801 with the opening of the Union Hotel in Philadelphia. In the next hundred years we came of age—a century which produced the magic names of Astor, Bellevue Stratford, Waldorf, Palmer, Plaza, Palace. And, of course, all of these have been matched and surpassed by the incomparable hotels of the 20th Century, which you men operate in a fashion unsurpassed in hotel history. Today across the world modern hotels typify, somehow personify the color and culture of each nation.



THE KEEPER OF THE FLAME

The modern international hotel circulating western thought, western courage and western hope has a great opportunity, a great responsibility, to bring that courage and thought and hope to the nations of the world—even the captive nations. In this the keeper of the inn becomes the keeper of the flame, that century old flame of hospitality which you and I hold high in our 20th Century hotels.

The City of the Bosphorus

THE MAGIC OF ISTANBUL

Standing here today in the shadow of a score of history's most hallowed shrines is indeed a precious experience. To the average American—and I consider myself such—mere mention of this metropolis on the beautiful Bosphorus invokes a maze of impressions gathered from a thousand sources.

ITS ROLE IN HUMAN HISTORY

Pitched on the very crossroads of two great continents, Istanbul was destined from the beginning to witness great historical happenings. Here the Persian hordes of Cyrus and Xerxes made their moves against the city-states of Athens and Sparta and Thebes. Almost a hundred years later, Constantine built his capitol on this splendid site. A few centuries later, it was Constantinople, this same city, which mothered the laws for most of the western world in the great Justinian Codes.

In the Middle Ages, when America was still unknown, the city witnessed the invading crusaders and the galleys of the commercial princes of Genoa and Venice.

THE NUMBER THREE

The number "3" has been significant in the chronology of Istanbul: Constantine built in 330. The Ottoman Empire was centralized here in 1453. And in 1923, under your late and great Mustafa Kemal Ataturk, the present Republic of Turkey was founded.

For the western world, the transforming events of 1923 have been of supreme importance. The old, imperial Ottoman regime had lost its earlier vitality, and was commonly referred to as "The sick man of Europe." Then came Mustafa Kemal Ataturk and revitalization of that latent energy; and today, Turkey is an important member of the family of nations.

WE RESPECT TURKEY

Turkey's determined resistance against the totalitarian tactics of its neighbor to the North, won the respect and assistance of America. Our response, beginning with the Truman Doctrine of 1947 and continuing with Eisenhower's present administration, has been continuously enthusiastic.

The North Atlantic Treaty Organization welcomed Turkey in 1952.

More and more, Turkey has assumed increasing importance in the cementing of relations between the West and the East. Her vital role in harmonizing understanding between Greece, Yugoslavia and the Turkish Republic itself with the successful Ankara Pact of 1953 won the applause of the entire free world.

TURKISH LEADERSHIP GROWS

What it has done in the past 32 years, to strengthen powerful ties with Southeastern Europe and the Western powers is proof positive of Turkish leadership. At the same time, Turkey is the link—the bridge—between the West and the other vast areas of the old Ottoman Empire.





TWENTY-NINTH HOTEL IN THE HILTON FAMILY

We view our international hotel ties as a first hand laboratory where men of Istanbul, Cairo, Rome, Madrid, and of other world cities, may inspect America and its ways at leisure. Each hotel is a "Little America," not as a symbol of world power, but as a friendly center where men of many nations and of good will may speak the language of peace.

We mean these hotels, too, as a challenge—not to the peoples who have so cordially welcomed us into their midst—but to the way of life preached by the Communist world. Each hotel spells out friendship between nations, which is an alien word to those who try to reduce friends to slaves. To help fight that kind of thinking and that kind of living we are setting up our hotels of Hilton International across the world.



Flags Over a Free World*

I am happy that you are here to help us raise our flags and to join us in raising our minds and hearts in gratitude for a job that is done, a job that we hope will add to the history and add to the promise of America and Southern California.

A SYMBOL OF BEAUTY

As I walk through The Beverly Hilton and examine the myriad details of this shining new hotel, I am proud to be an American and proud to be a hotelman. To me this hotel stands as a symbol of the beautiful and useful things which Americans, practicing many arts, crafts and professions, can create by working together for a common purpose. The hotel will offer gracious living at its best because of the efforts of free Americans, who planned with imagination and built with skill. I am grateful to all who contributed to the project.

As a hotelman, I take pride in throwing open to the community an institution which embodies the best of what men have learned through generations of innkeeping. Hilton Hotels Corporation built the hotel, but uncounted numbers of hotel men, by the testing of ideas, methods and equipment through the years, have helped shape the final result.

FLAGS REPRESENT HISTORY

Today we have raised three flags; and what I have most to say about them was said by President Wilson in June, 1915, when Beverly Hills was a year old and the first world war was still a month away. "Flags," he said, "are the embodiment, not of sentiment, but of history." They represent the experience of men, the experience of those who do, who get a job done, and live under a flag.

This morning, we hoisted three flags into the California skies, that of our Country, our State, and our Hilton Flag. Everything they stand for was written by our lives as citizens of America, of California and as friends of our Hilton organization. I trust they will fly together over California for a hundred years.





CALIFORNIA'S GROWING PAINS

We have always had one foot in old Spain, the other in the brawling mining days of the gold rush. Since that September afternoon in 1781, when eleven families and their padre hiked in from San Gabriel to establish El Pueblo de Nuestra Señora la Reina de Los Angeles de Porciuncula, Southern California has been a strange and mixed up place with growing pains.



First it was a group of sleepy Indian and Mexican villages; then came the pastoral days of the ranchos with life filled with rodeos, weddings, bull and bear fights, fandangos and horse races. Then gold in the North, and Southern California became the toughest and most lawless neighborhood of the West.

Then came the Southern Pacific and the Santa Fe and the boom of the Eighties. Southern California strode out of history and into modern American life in a way that has startled America and the world. Doubling its population every ten years, it has grown from a handful of sleepy pueblos into the third largest metropolitan area in the nation.

ITS PROMISE IS OURS

If New York is the melting pot of Europe, Southern California is the melting pot of the United States. And, what made New York great is making Southern California great: a population of alive, competent, industrious men, wise men, daring men—some great men. They—you—have made it refreshing and cosmopolitan, and have built it not upon a glamour and make believe, but upon American industry from agriculture, oil and the communication arts to aircraft and manufacturing.

Southern California has a history and a promise; its history belongs to the Spaniards and the Mexicans, the Indians and the brawling miners of a hundred years ago. Its promise is ours, a metropolitan area more expressive of youth, its dreams, its opportunity, and its daring than any other, I think, anywhere in the world.

There Was Always an Iron Curtain*

THE FIRST CLEVELAND INDIANS

Since that day in 1747 when an Irishman, George Croghan, established a trading post at the mouth of the Cuyahoga River, Cleveland has moved along steadily to its present eminence as one of the truly great cities of our nation. The trading post was set up to do business with the Indians—probably the first Cleveland Indians. Cleveland was already a great city even before the Rockefeller and Hanna families settled here.

FIFTY NATIONALITIES TOGETHER

One thing you have in common with my present home, Los Angeles, is the fact that your Cleveland metropolitan area has doubled its population every decade since its founding. In a century it went from a thousand to a million, and is now half way toward its second million. More than half of your people are of foreign birth or parentage, representing nearly fifty nationalities.



AN OLD CONDITION

It was Mr. Churchill who called our attention to the Iron Curtain by coining a new term for an old condition. There has always been an Iron Curtain, but until this generation the world had not been possessed by an anxiety neurosis with regard to it. This curtain, this darkness in the distance, is nothing new. Down through all of history vast and threatening armies have stood poised and ready on the horizon, like lava from the mountain to burn and wither civilization and Christendom.

THE SHADOWS OF BARBARIANSIM

In the 5th Century when the Roman Empire was about to fall, and apparently the time of the barbarian had come, giant Gothic footmen came from the dim lands across the Vistula; Huns from the vast plains that stretch into the sunrise of Asia; ceaseless hordes of Vandals and Visagoths, of Heruli and Franks! Led by Alaric and Genseric and Attila and a thousand nameless leaders, they moved like the sea to the wreck of Rome, to avenge a thousand years of slavery. So it was in the 8th Century with the Magyars from Asia and the Moors from Arabia. Even in the Far East the Mongolian Curtain of Kubla Khan threatened the Chinese Empire in the 13th Century. In the 14th Century the Ottoman Empire invaded the Balkans, overwhelmed what is now Yugoslavia and Bulgaria and stood like an Iron Curtain closing on the rest of Europe.

OTHER CURTAINS OF SLAVERY

In the 15th and 16th Centuries it was Mohammed II and Suleiman the Magnificient. Then came Napoleon, Hitler, Lenin, Stalin. And now, out of Asia again come Mao Tse-tung and Chou En-lai. Indeed, there has always been an Iron Curtain, but remember, all the achievements of Christendom, the progress of civilization, have developed and grown great in that constant knowledge and threat, under the shadow of an Iron Curtain for two thousand years—even back beyond Christ to Crete, Persia, Assyria, Babylon.



DESTROY THE CURTAIN

If human history gives us that constant pattern of exploitation and vengeance, war and rumors of war, more exploitation, more vengeance, perhaps we should do something about it, perhaps our human family is grown up enough to break through the pattern and destroy that historic Iron Curtain forever. Is it too much to expect? Are we prisoners of history?

NATIONS HAVE RIGHTS AND RESPONSIBILITIES

The conditions which made absolute property rights obsolete within domestic society are beginning to prevail in international society. The wealth we possess in the United States today we inherited. I do not mean that our fathers all left us money and property; what I mean is that we inherited the machinery for making wealth, the free enterprise that is part of our heritage, the competitive opportunity to go as high and as far as we want.



BUT FOR THE GRACE OF GOD

It is only an accident of birth that we were not born in the tropics, or in China and go to bed every night hungry as do two-thirds of the men, women and children of the world.

POINT FOUR

The Marshall Plan and the Point Four Program are two of the most magnificient gestures in human history. The world must live even before it becomes free.

A THIN, SPENT FORCE

Communism is a spent force in Europe. It has spread itself too thin, so thin, in fact, that the traditional free man of Europe can be seen standing, somewhat unsteadily still, but tall once more beneath the shell of totalitariansim.

NOW THEY KNOW

For ten years these satellite nations have watched their captors; the inferiority they once suspected they now know. These splendid little Christian nations will never acknowledge Russia's superiority in cultural or even in material civilization.

PEKING HAS SUPERSEDED THE KREMLIN IN ASIA

The Kremlin has lost that power in Yugoslavia, and today in China that power is receding. Because Moscow has lost so very much of its dynamic force in Europe, she has experienced a great loss of face in Asia. Once upon a time a groveling China looked up to Russia.

COMMUNISM MOVES TO ASIA

The real drive and energy of the Communist revolution have moved to Asia where the resurgence of Asian nationalism and the secular revolt against the colonial system make it even more menacing than European Communism.

MOSCOW HAS TROUBLES

The old revolutionary fervor of Lenin and Stalin has cooled, been watered down, I think, by the seepage of time;

The men in Moscow are having trouble with their own economics, even their politics, and need time for a second wind;

The iron hand in the velvet glove is being reupholstered with more velvet, in the hopes that the West will relax. Here lies a real danger;

The canny men in the Kremlin have given up the notion that capitalism and free enterprise won't work.







Doctor of Human Letters*

LIBERAL EDUCATION—UNIQUE IN EMPHASIS

Education is that which remains when everything you have learned is forgotten. It had me puzzled for a while but I have since learned what it means. It means that education is not the filling of the mind with an assortment of information. Essentially it has nothing to do with information; rather it is a formation.

We are particularly honored to receive degrees from the Society of the Sacred Heart because you belong to that small band of educators across the world and across time which insists that the truly educated man is not one who can gather an array of facts, but one who can tell you what those facts mean—who insist that your education form and not merely inform.

SITTING AT THE FEET

You young ladies are fortunate indeed to be sitting at the feet of the Daughters of Saint Madeleine Sophie Barat. From them you will receive a *liberal* education, the education of *free* women; you will become familiar with the greatest minds of every age. You will become one with the culture of Ancient Greece and Rome, the longest and fullest continuous record available to us of what the human mind has been busy about in practically every department of spiritual and social activity.



HOW DIFFERENT WOULD BE THE VIEW

How different the appraisal of the American way of life, the scale of values employed in its measurement, on the part of one who has undergone these studies and on the part of one who has not. If your daughters make themselves one with the great tradition of human culture they will be mature women. If they put themselves in contact with those living personalities, the intellectual, philosophical, artistic and political leaders of that 2500 year culture, they will have standards to judge the remainder of the 20th Century.



^{*}Remarks made on the occasion of the dedication of the Conrad Hilton Building at Barat College of the Sacred Heart, Lake Forest, Illinois, October 29, 1955, at which Mr. Hilton received the Honorary Degree of Doctor of Human Letters. Mr. Hilton presented the deed and title for the new building to the President of Barat College, Reverend Mother Regan.

Wise Men Still Seek Him

WISE MEN STILL SEEK HIM appeared in Life Magazine, December 26, a special religious issue; Time Magazine, December 19; Newsweek Magazine, December 19; Business Week, December 17; and U.S. News & World Report, December 16.

The three figures are symbols of *all* wise men, past, present and forever. The blanket is the symbol of the cloth of *all* wise men. In symbolic art the artist may choose to separate the color from the form and the form from the detail.

In this design, the three basic primary process ink colors used in the printing of this book, red, blue and yellow, are employed in full strength. Where two of them overlap the secondary colors of orange, green and violet appear; and where three of the colors overlap, black appears and the full detail of the blanket. This is as it would be in real life. If the three primary light colors were projected on the same area, the true nature and detail of the object would appear. Mixing all colors of light gives white; all colors in pigment make black.

Many, many more names could accurately be added to the text. Moses, Augustine, Washington, Schweitzer, Eisenhower, Adenauer, were chosen to represent all faiths, all times, and all countries.

*The display type is Weiss Initials, the body, Weiss Roman.



* Moses sought Him on a mountain; St. Augustine in his books; Washington at Valley Forge; Albert Schweitzer in the heat of the African jungle; President Eisenhower in his own heart and the hearts of his people; Konrad Adenauer in the Cathedral of Cologne. * And one cold night long ago the Wise Men found Him . . . and Angels singing, "Glory to God in the highest, and on earth peace to men of good will."

From the Wise Men



... PRESIDENT EISENHOWER IN HIS HEART AND THE HEARTS OF HIS PEOPLE"

"I am complimented by your references to myself. With best wishes for a happy holiday season and with warm regard". Dwight D. Eisenhower, The White House, Washington, D.C.

PEACE, A PERSONAL RESPONSIBILITY

"'Glory to God in the highest and on Earth peace to men of good will'.

"So often we see this quoted as 'Peace on Earth and good will towards men' indicating that we have no personal responsibility towards working for peace and good will. Unless we all put forward our best effort with good will towards our fellow men there is little likelihood of there C. W. Nash, Victoria, Canada being any peace".

RESTORE CHRIST TO CHRISTMAS

"A man of your position may exercise a great influence for good or for evil since his actions extend literally to thousands of people. Placing such an attractive, artistically, appropriate Christian theme in these national magazines will do much to restore Christ to Christmas".

Joseph M. Champlin, Cleveland, New York

A PUBLIC WITNESS OF FAITH

"It is such willingness to give public witness to Christian faith that honors God and helps undergird this way of life which we so prize and which has come to us as a by-product of the M. Eugene Osterhaven, Holland, Michigan Christmas story."



WHICH WAY DOES NOT MATTER

"Yes, Moses, Saint Augustine, Washington, Albert Schweitzer, President Eisenhower, and Conrad Hilton all sought Him and found Him in their own way, and Conrad Hitlon is seeking Him and finding Him in those beautiful and uplifting advertisements which he sponsors to be John R. Kennedy, Toronto, Canada read by millions of interested readers.

UNFAILING POWER

"It is encouraging to know that one company can remember the real meaning of Christmas at a time when we need the assurance of an unfailing power more than ever."

Frank R. Howard, Jr., Atlanta, Georgia

WE NEED EVERYTHING OF FAITH

"In this hectic and dangerous age when Communism seems to be creeping slowly over the world, we need everything we can possibly do to make our people see the need to find Him and bring others to Him."

Eugenia Y. Genovar

GLAD FOR CAPITALISM

"When wealthy people like you think beautiful thoughts like that I'm glad we have a capitalistic system"." Mrs. Howard Martin, Swan Lake, Montana



FOR SKEPTIC TIMES

"I wish we could adequately express what a thought-provoking advertisement we considered it as well as its suitability for the skeptic times in which we live".

Joseph McGeever, Santa Barbara, California

UNUSUAL DEPICTION

"Your Christmas greeting expressed beautiful thoughts in the unusual depiction of the Magi following the star." Dolores O. Thomassen, Creighton, Nebraska

SEE ART STORY

"I am looking at the three Wise Men on the three camels in the page of the Hilton Hotels.

I know how the various colors of the camels and men are made; but that which appears to be a beaded and tasseled muffler or blanket—what is it, and how did the printer get it there? And why?"

Stanley Cisski, Seattle, Washington



TRUE MEANING OF CHRISTMAS

"We know that this article must have helped many people to realize the true meaning of Christmas". Frances Pandolfe, Class Secretary, Saint Augustine School, Hartford, Connecticut

AD EXAMPLES

"I used the Hilton ads in my journalism classes as embodying good taste, a quick message and enticing script."

Mother M. Alice, Loretto Academy, Chicago, Illinois

AS AN IMMIGRANT

"As an American who adopted this country as my homeland after living for twenty-seven years in Europe, I cannot help but write you and congratulate you on your recent ad which I found in Time magazine."

D. E. Wassen, Ph.D., Minister, The Presbyterian Church, Chazy, New York

ELOQUENT MESSAGE

"In a day when the periphery of Christmas gets so much publicity, it is certainly refreshing to see an ad that goes to the heart of Christmas. The printed message was not only true, but was also eloquently expressed. I was glad to give it very favorable mention on this week's broadcast from church."

Milton Swanson, Pastor, Mission Covenant Church, Grand Rapids, Michigan

PLEASANT AND BEAUTIFUL

"It was a pleasure to see, it was delightful to read, and its great message was concise but unmistakably clear." Rexford Reid, Minister, the Methodist Church, Cordell, Oklahoma

SEEK AND YE SHALL FIND

"Truly God does manifest and make known Himself to those who seek to know Him?"

Reverend Lester B. Thomas, Saint Paul's Episcopal Church, Greenville, Michigan

HE ALSO ABIDES IN HIGH PLACES



"My husband spoke of your message late last night. I was too sleepy to absorb it, but in the early morning hours of this day, I contemplated it, and my heart swelled with the beauty of it—the impact and significance on the thousands who will see it.

"When one works among the lowly and humble, as we do, carrying the torch of Christianity and the Gospel of Christ, we sometimes forget that He abides also in the hearts of those in 'high places'."

Mrs. Francis Hartley, Los Angeles, California

AN EDIFYING REMINDER

"It is so far different from and so high above the level of, even the best of other advertising in general that it seems to me to be not advertising at all, but an edifying and gracious reminder to us all that we should get down on our knees and pray, or stand up and sing with the full blast of our lungs, in thanks to God for what we have!"

Louis W. Hickey, Dallas Texas

FOR MY OFFICE

"I would like to have a copy of your page appearing in the current issue of Time so that I can frame it for my office wall."

John Allen Johnston, Leesburg, Virginia

FOR MY CHRISTMAS CARDS

"While I am sure this illustration is completely copywritten and legally 'tied' to the Hilton organization, I am writing in the hope of obtaining permission to use such a drawing and title for my personal Christmas cards during 1956."

Richard M. Ehrlich, New York

A BOUND GIFT COPY

"As a little memento of your Christmas message this year the enclosed Christianity Issue of Life, we are pleased to forward this bound volume to you. As you will remember, that beautiful greeting of yours was on page 79."

Robert S. Dumper, Life Magazine, New York

THE ONENESS OF ONE

"May I congratulate you and your designer for the very excellent Christmas advertisement which appeared in the December 19th edition of Time." Ann Mulcahy, Hamilton, Bermuda



The Freedom Fighters

A Nation Can Fall Among Robbers

Hotels and International Statesmanship

A Continental Hotel for Continental Unity

Silver Drenched a Hillside

The Meaning of Peace

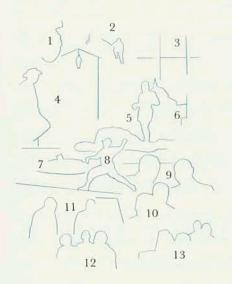


The Freedom Fighters

THE YEAR IS 1956:

YEAR OF SURPRISES, HOPE, BLOODSHED, disappointment, uneasy peace * First Secretary NIKITA S. KHRUSHCHEV denounces crimes of JOSEPH STALIN, hero worship, "cult of the individual" in seven-hour speech to 20th congress of the Communist Party of the Soviet Union, confounding party policy and stirring up satellites-concessions to YUGOSLAV PREMIER MARSHAL TITO, abolition of the Cominform, removal of VYACHESLAV MOLOTOV as foreign minister follow. Soldier-statesman Eisenhower calls upon Soviet leaders to right Stalin's wrongs against other nations.

The world watches and waits * The WORKERS OF POZNAN, Poland, revolt against Communist rule. The uprising is crushed with 43 killed, hundreds wounded. Wladyslaw Gomulka is elected to head government * HUNGARIAN REVOLT against Soviet occupation results in massacre by Soviet machine guns and tanks * THE MIDDLE EAST seethes, erupts * United Nations Secretary General DAG HAMMARSKJOLD announces unconditional cease fire agreement by Israel, Egypt, Jordan, Syria, Lebanon * Egypt seizes SUEZ CANAL under nationalization decree * PREMIER GAMEL ABDEL NASSER denounces western withdrawal of Aswan Dam financing * Joint military action by Great Britain and France against Egypt to recover



1. First test of Supreme Court's segregation ruling: Autherine Lucy, Negro student, entered and remained for three days in the University of Alabama. 2. Egyptian troops charge Israeli soldier (with hand grenade) before United Nations police task force proclaims cease fire in Mid-East. 3. Through bullet ridden window of Egyptian lighthouse during Anglo-French landing and occupation of the Suez Canal, Norwegian tanker, "Eli Knudsen," sets sail after three weeks' quarantine. 4. Violence in the South over school integration keeps Texas Ranger Sergeant Jay Banks on guard at entrance of Mansfield, Texas, High School as students leave under mute warning of Negro effigy. 5. Floyd Patterson gains heavyweight boxing title in Chicago with this fifth round knockout of Archie Moore. Patterson became the youngest man in history to achieve title. 6. Fighting tanks with bare hands, Budapest defies Red rule. After two days, Russia ruthlessly crushed the courageous Hungarian Freedom Fighters. 7. Italian luxury liner, "Andrea Doria," sunk off Nantucket shortly after the pre-dawn, fog-bound collision with Sweden's "Stockholm," July 25th. 8. A perfectly pitched game, first in World Series history, was thrown by Don Larsen as Yankees defeat Dodgers in New York, October 8th. 9. In Spanish, learned as a boy, Conrad Hilton converses with Don Miguel David Miranda Gomez, Archbishop of Mexico, after His Excellency blessed the opening of the Continental

Hilton Hotel in Mexico City. 10. Vyacheslav M. Molotov poses with Soviet First Secretary Khrushchev before Foreign Minister Molotov fell from party favor. 11. President Dwight D. Eisenhower introduces Mr. Hilton at Fourth Annual Prayer Breakfast. Afterwards, the Hotelman presented the President with the desk from the Statler Hilton Hotel from which Mr. Eisenhower had penned his Inaugural Prayer. 12. Maria Callas, Rudolf Bing and Mario del Monaco receive ovations at opening night of the New York Metropolitan Opera, October 29th. 13. Cutting their wedding cake, the Prince of Monaco and his famous actress wife, Grace Kelly, celebrate with joyous ceremony, April 19th. The religious service was held in the Cathedral of Saint Nicholas. President Eisenhower appointed Conrad Hilton special Ambassador to represent him at the Monaco wedding. To the right of Mr. Hilton is his Administrative Assistant, Olive Wakeman, who accompanied him to the wedding.

control of Suez Canal and by Israel to stop border attacks wreck operation of canal, increase Arab solidarity, accelerate Soviet penetration * UNITED STATES condemns attack, supports UNITED NATIONS' cease fire demand * EGYPT AND ISRAEL accept cease fire, Britain and France follow * UNITED NATIONS establishes first international police force, backed by UNITED STATES and 18 other nations, to supervise truce in Middle East.

It is an election year at home, an exciting, interesting year tempered with romance, drama, tragedy * METROPOLITAN OPERA season opens with Metropolitan debut of fiery Maria Callas, sets box office record of \$75,000 for first night * Last Union Army veteran, Albert Woolson, dies, aged 109 * RINGLING BROTHERS AND BARNUM AND BAILEY CIRCUS performs last show under canvas * Rocky Marciano retires as heavyweight boxing champ. Twenty-one year old FLOYD PATTERSON, the youngest man to win title, knocks out Archie Moore in title bout * The New York Yankees defeat the Brooklyn Dodgers in World Series, Yankee pitcher DON LARSEN pitching perfect game, first no-hit, no-run game in series history * The New York Giants capture National Football Championship from Chicago Bears * Most publicized wedding of century is celebrated in Monte Carlo when American actress GRACE KELLY marries PRINCE RAINIER III of Monaco, member of Grimaldi dynasty founded in 1017, CONRAD HILTON attends as President Eisenhower's official representative.

Progress and set backs balance each other as the united states supreme court rules segregation on buses and street cars unconstitutional while some southern states ignore or rebel against order to desegregate schools * Autherine J. Lucy, first Negro student enrolled in University of Alabama, is suspended after three days of near riots, then permanently expelled for her accusations against school, issued by the National Association for the Advancement of Colored People * Early in year president eisenhower given "green light" by doctors to "carry on active life satisfactorily" following heart attack, announces willingness to accept presidential nomination "if the Republican Party chooses to nominate me" * Despite ileitis operation four months later, the Republicans choose to nominate him with richard M. Nixon again his running mate * Democrats once more nominate Adlai E. Stevenson, this time with senator estes kefauver of Tennessee, as vice-presidential candidate * Eisenhower ticket wins in a landslide.

During this topsyturvy year the Innkeeper holds a steady course * Once more he speaks with faith and dedication throughout the United States and in Mexico * In July the Principles of Organization of American States are outlined in the Panama Declaration, signed by Eisenhower and the heads of 18 other Western Hemisphere states in Panama City where a Hilton International hotel is now operating * Several months later, in a concrete demonstration of "Continental Unity," Conrad Hilton officially opens the Continental Hilton in Mexico City * He speaks in fluent, warm Spanish of his gratitude for the wonderful talent and cooperation the Mexicans have lavished on the new hotel, of his personal admiration for the history and culture, past and present, of our neighbors South of the border * He declares his "fervent wish that Continental Hilton shall stand for many years as a beacon light, and a symbol of Good Will and Friendship between Mexico and the United States of America, and all the peoples of both countries. With far horizons in mind," he says, "the leaders of both nations, today and tomorrow, must continue to adopt ways and means beneficial to the people of both nations, all in a spirit of harmony and cooperation. It is with the spirit outlined here present in my mind and heart, that I dedicate this hotel to you, the people of Mexico."

DESPITE THE UNEASY PEACE on other continents... or perhaps because of it... despite world wide turmoil and personal opposition to his plans spread by the "new and peace-minded" Soviet Union, the Innkeeper goes forward with his plans for world wide expansion * HILTON HOTELS INTERNATIONAL in Japan, in Rome, in West Berlin—and at Christmas the Hilton Hotels re-state an offer of Real Peace... the tranquility of perfect order.

A Nation Can Fall Among Robbers'

STORY OF PRAYER IN ACTION

The most effective story or picture of prayer in action that I know is 2,000 years old and was told by the greatest Story Teller of all time. A man was going down from Jerusalem to Jericho and fell among robbers. They beat him, robbed him, and left him dying by the side of the road. A number of people passed by, looked, and went on. Finally a man came along on a donkey. He stopped, cared for the injured man's wounds, put him on his animal, and took him to an inn—incidentally, one of the first hotels mentioned in history. There he found him a room, and left the injured man in good hands.



NATIONS LIE BY SIDE OF ROAD

Many modern nations are lying by the side of the road, injured economically, politically, or culturally, it might very well be our obligation to pick them up and take them along with us to greater assurance of security, peace, and happiness. We, in America, have been born very rich indeed. As individuals and as a nation we have inherited great wealth, economically, culturally, and spiritually. I think it is our obligation to share it.

ROBBER BANDS PROWL

Some of these nations large and small have fallen among robbers, and there is a great danger of more of them falling among the same robbers. There are bands of them now prowling the Near East, the Middle East, the Far East. Others are in Africa and Latin America. I think we will be showing ourselves internationally prayerful men and an internationally prayerful nation if we show a willingness to stop on the road along the broad highway of political and economic prosperity long enough to assist these nations.



AWARENESS OF UNITY

What this world needs more than anything else today is an awareness of its own unity, an admission of the fact that not only men but also nations are brothers, that we have a right to expect another nation to assist us if we fall among robbers.



Hotels and International Statesmanship



A GREAT FLEET OF WORLD AIRLINERS

I stood on an apron of the International Airport in Honolulu commanding a view of the landing and take-off strips. Night was just closing down over the island as a Canadian airliner dropped out of the skies from Canada. About the same time a Pan American Clipper took off for the United States. A minute later, on another strip, a Japanese airliner roared off for Tokyo. A British Overseas plane came in from India and Australia.

IT IS A SMALL WORLD

Here was the world in miniature. Here was the second half of the 20th Century; man with wings; man but hours away from his farthest neighbor. The world has become a very small place indeed. And the new jets will shrink it one-third smaller. I thought to myself: if we peoples of the earth want to survive we had better learn to live together with greater understanding, greater cooperation, greater patience.

THE FRONT PART OF THE HOUSE

When we were children, gentlemen, the world was a great house. Its owners were white men who ran it for their convenience, comfort and profit. They lived in its fine parlors, dining rooms, master bedrooms. Backstairs were the servants' quarters occupied by the yellow men, black men, even a handful of red men. But today those people, once condescendingly called "little," are demanding space in the front part of the house. And I don't blame them.

EXERCISE OUR STRENGTH

If we really believe in what we are all saying about liberty, about Communism, about happiness, we, as a nation, must exercise our great strength and power for good and against evil. If we really believe this, it is up to each of us, our organizations and our industries, to contribute to this objective with all the resources at our command.

PARTNERS — NOT INVADERS





It should be noted that Hilton Hotels International operates as a partner, not as an invader, from America enforcing a colonialism to syphon all profits to the United States. We join hands in a business fellowship that gives the lie to the Communist war cry of "greedy capitalism." Local capital—sometimes private, often governmental—provides the land, the hotel building, the contents. We operate and furnish the operating capital, giving our utmost in experience, know-how and the efficiency which guarantees not only fine service for guests but a profit to the owners.



BROTHERHOOD IN INDUSTRY

As part of our operating procedure we bring a number of young men and women from each country to the United States. We train them in our methods. They learn from us; we learn from them, so that when they return to open up the hotel they have had a schooling equal to that we give employees in our domestic hotels. I would say that 99 per cent of the employees in our international hotels are always native to the land in which the hotel is located. Thus we prove a "brotherhood in industry."



AFRO-ASIAN FORCES

The Soviet is betting on the thesis that the major decisions for the remainder of the 20th Century will not be made in London, Paris or perhaps Washington. For the next 50 years they will be made by the billion and a half people of the Orient and Africa.

MEASURED BY HISTORY

The force of evil has always been present in one guise or another, even as it is today, in the form of Communism. Perhaps this time it will engulf us and destroy Christendom. In the long history of man, perhaps hundreds of thousands of years, our western culture could turn out to be a brief experiment, "a spark in the longest night" which lit up for a moment one small corner of Europe and America.

SPREAD THE REVOLUTION

It must be the business of the next half of the 20th Century to see to it that our civilization continues, that our revolution spreads over the world, that our western spark ignites and lights the world of the Orient, Africa and northeastern Europe. If we fail, if our children fail and succumb to Communism's temptation to abandon our western experiment, the world will return to darkness, man will become again a prisoner of history.

NOW TO ETERNITY

The struggle loose on the world today is not essentially one of armaments, economics or propaganda. The forces involved extend even to eternity, because this is a war of the spirit, ultimately the struggle of good versus evil. If Communist tyranny is to be destroyed, if our revolutionary heritage, our western civilization is to survive, we must catch again the moral and religious truths which stand at the bottom and support our political and economic institutions. Without faith there is no freedom.





Civilization in North America evolved from Mayan grandeur and Aztec art. In native costume serenaders chant Mexico's colorful past.



A Continental Hotel For Continental Unity*

MR. HILTON: Distinguidos Señores Amigos

I would be false to the promptings of my heart if I failed to tell you how happy I am to be present with you on this occasion; and to have the opportunity to say a few words in connection with the dedication of the Continental Hilton Hotel in this magnificent city.

SAN ANTONIO, NEW MEXICO

Far away and long ago, certain events came to pass which resulted in the Spanish language being the native tongue of the people in the village where I was born on Christmas Day in the year 1887. That village was San Antonio, Socorro County, New Mexico, United States of America. From Mexico City to San Antonio, New Mexico, not San Antonio, Texas, please remember, but San Antonio, New Mexico, the distance is about 1,400 miles. Four centuries ago, explorers from Mexico made their way from Mexico City, from Guadalajara and other places, into a country to the North and East, at the time inhabited by hostile Indians. That country became known as New Mexico. Coronado, De Espejo, De Vargas and other leaders of that era from 1540 onward, marched their soldiers into that new country, accompanied by zealous brown robed Franciscans, and eventually colonized it.



FLAGS OF SPAIN AND MEXICO

For four centuries and more, the flags of Spain and Mexico flew from the flagstaffs in New Mexico: that civilization was brought to the country. Many inhabitants of Mexico settled there, and the descendants of those pioneers live in New Mexico today, honored citizens fluent in both Spanish and English.

MEXICO'S GLORIOUS PAST

Mexico's civilization was already old when the barbarians of Europe were still groping for the light of day in education and civilization. Here in the valley of Mexico there is the evidence for all to see of the amazing genius of the Aztec culture. Archaeologist and historian alike marvel at the greatness of a people which produced temples, tombs and palaces more brilliantly conceived and more skillfully built and executed than many of those of the lost civilizations of the Nile. The Aztec people produced a civilization that could boast of great astronomers, great architects, great mathematicians, great engineers and great designers, as gifted and able as many of the finest practicing those professions today.



SIGN OF HEAVEN

Thirty years before Shakespeare was born you already had a printing press here in Mexico City. We, in America, brag of Harvard being our oldest university, established in 1636. Almost a hundred years before, in 1551, the first university in North America was founded here in Mexico. Your War of Independence and ours were within a few years of each other. Even up until 1800, Mexico City was the largest in the Western Hemisphere, and it was called by many "The Handsomest Capitol in America." For four centuries now you have had your Virgin of Guadalupe: we, in the United States, still await such a grand sign from heaven.



^{*}From an address delivered in Spanish at the Opening Ceremonies of the Continental Hilton Hotel, Mexico City, December 8, 1956.

Silver Drenched a Hillside

SILVER DRENCHED A HILLSIDE, was composed by a learned Jesuit who quoted from the great Dominican scholar, Saint Thomas Acquinas..."Peace is the tranquility of perfect order."

The nativity scene is a photograph of a wood-sculptured manger set found, after an exhaustive search, in the stock rooms of a religious goods store in Los Angeles, California.

The originals were carved from native wood by Tyrolean families in the high mountains of the Italian Alps.

The natural wood figures were covered with a chalk-white water paint. Through an opening in the roof of the stable a small spotlight was placed to give the moonlight aura. With the surroundings removed, the sacred group of figures appear in the soft halftones of pure "process blue."

*Heading was set in Deepdene roman capitals, text in lowercase.

SILVER DRENCHED A HILLSIDE...

One moonlight night long ago when the Prince of Peace first gave us His message, peace on earth to men of good will.

He lay in the warmth of His Mother's arms and let the angels sing His peace.

Later He spoke strongly, almost desperately, of His peace.

TRUE PEACE...

The kind that was born with Christ that first Christmas, is something inside a person.

It is ***

...that tranquillity of perfect order which a man or woman feels glowing within.

It can be sought, found and cherished at every level of life. The peace Christ spoke of is the deep consciousness of unity with God and all men.

Only out of the depth of that consciousness and that unity can come a just and lasting peace among the nations...there is no other peace.

The Meaning of Peace

TRUE PEACE

"In these days it is reassuring and heartwarming to read a tribute to Christmas such as yours; 'Silver Drenched A Hillside,' followed by a perfect definition of true peace—a tranquility of order-especially today when so much is written and spoken by people who know so little about William P. Scully, Newark, New Jersey peace".

TO LIFT THOUGHT

"Indeed, the message conveys the true gem of peaceful living. You have taken the opportunity to lift people's thoughts and ideals on to higher thoughts, when we are so easily anchored to a Sister Mary Leonore, Saint Margaret Mary School, Albany, New York material world".

PEACE IS PERFECT ORDER

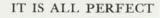
"The phrase that most especially appealed to me is the one in which you described true peace as the 'tranquility of perfect order.' Philosophically, this is the only meaning of peace. The tranquility of order bespeaks the unity of God with man and man with God."

Patrick D. McGee, New York, New York

DEVOID OF COMMERCIALISM

"Your Christmas message in the New Yorker magazine is so refreshingly devoid of the repellent commercialism prevalent elsewhere that I am moved to congratulate you".

Harriett Keyes, Washington, D.C.





"It is something to remember, look at, and read over and over again. The blue background is dramatic, the family and the shepherd, even the colored lines of the Christmas balls, are all perfect." Mrs. Herbert Brown, Philadelphia, Pennsylvania

MORE THAN YOU REALIZE

"For the past few years I have had the occasion to see copies of Business Week magazine as it crosses my desk on its way to my employer. Each December I watch for your full page Christmas message. I believe these religious presentations are doing more than you realize".

Josephine Fitz Gerald, Hornell, New York

FOOD FOR THOUGHT

"The illustration was singularly beautiful and significant, the message profoundly true and simple. Certainly many minds found food for thought and many hearts inspiration for love on this movingly beautiful page".

Reverend John J. Green, Catholic High School, Scranton, Pennsylvania

BEAUTIFUL AZURE

"Before me right now, two weeks after Christmas day, my eyes still feast upon the beautiful azure Nativity Scene in Time's Christmas issue. That is the most beautiful message I have ever seen."

L. Cecilia Kelly, Encinitas, California

IMPRESSED WITH COPY

"I am immensely impressed with the copy for your Christmas advertisement in the New Yorker for December 22. Most advertisers take trouble to refer to the season, but few of them trouble about saying what needs to be said."

John M. Gessell, Salem, Massachusetts

TRUE MEANING OF PEACE ON EARTH

"I have shown your clear-headed and forthright Christmas message in Time to a good number of people, all of whom were, as I was, pleasantly surprised to see so well stated the true meaning of the 'Peace on Earth' promised 2000 years ago?' Salvatore Anatasie, Brooklyn, New York

RELAX TO PEACE

"With the hustle and bustle of the season one is prone to forget and must relax to acquire that peace. I am a shut-in and have pinned the page to the curtain of my chair where I can read it often."

Nettie Bakker, Waterloo, Iowa

THERE IS NO OTHER PEACE

"In contrast to the medicine article appearing on the opposite page suggesting 'that man's psychic energy may possibly be measured by a tranquilizing pill,' your page holds to the truth that 'tranquility of perfect order which a man or woman feels glowing within—is of the deep consciousness with God and all men.'

The Words of Christina G. Rosetti come to mind:

'Love came down at Christmas, Love all lovely, love divine. Love was born at Christmas, Star and Angels gave the sign'."

Louis A. Arzt, Los Angeles, California

CORE OF THE TRUTH

"There are many 'religious' ads, but this has the real core of the TRUTH, which Jesus spoke of; I am the way, the truth... No man cometh unto the Father but by me'."

Dr. John Ballentine, Pastor, First Baptist Church, Saint James, Minnesota



GREAT WISDOM

"My sincere congratulations on the great wisdom and sound judgment that prompted your current Christmas advertisement now appearing in national magazines".

G. E. Densmore, Department of Speech, University of Michigan, Ann Arbor, Michigan

COURAGE TO PUBLISH

"It is indeed encouraging to find a leader of industry who knows the meaning of the real message of peace, who describes it so beautifully, and who has the rare courage to publish it."

Mr. and Mrs. Vincent Rowan, Hollywood, Florida



NEVER MORE HONORED

"I think the reading public has never been more honored than through your word to them at Christmas time. A bigger world than you know is grateful to you for what you do through this Christmas greeting." Sister M. Madeleva, Saint Mary's College, Notre Dame, Indiana

HEAVEN OPENED

"Returning from New York, I was very tired; I browsed through the magazines I had bought until I came to your page. It was like the heavens opening and the angelic choir singing Christ's message. My weariness gave way to exhibitation.

"All the way home I kept reverting to your page. It infused into me, a weary traveller, the true Christmas spirit".

Reverend Gilbert Walser, C.P., Passionist Monastery, West Springfield, Massachusetts

YARDSTICK OF ADVERTISING

"It is one of the finest inspirational messages I have ever seen. Both the copy and art work combine perfectly to tell the deep, spiritual meaning of Christmas.

"This advertisement is a yardstick of achievement for the finest in commercial advertising."

Sherman M. McFedries, Jr., Los Angeles, California

CHRIST IS PLEASED

"If the basic theory upon which the advertising business is built is valid, then it follows that Christ must be pleased to see His message of peace beautifully presented and widely circulated. Reverend William Thompson, O.S.B., Headmaster, The Abbey School, Cannon City, Colorado

BUSINESS IS BIG

"How good for our children to see that big business is not too big to bring before a great reading public the import of the words 'Immanuel-God with us'."

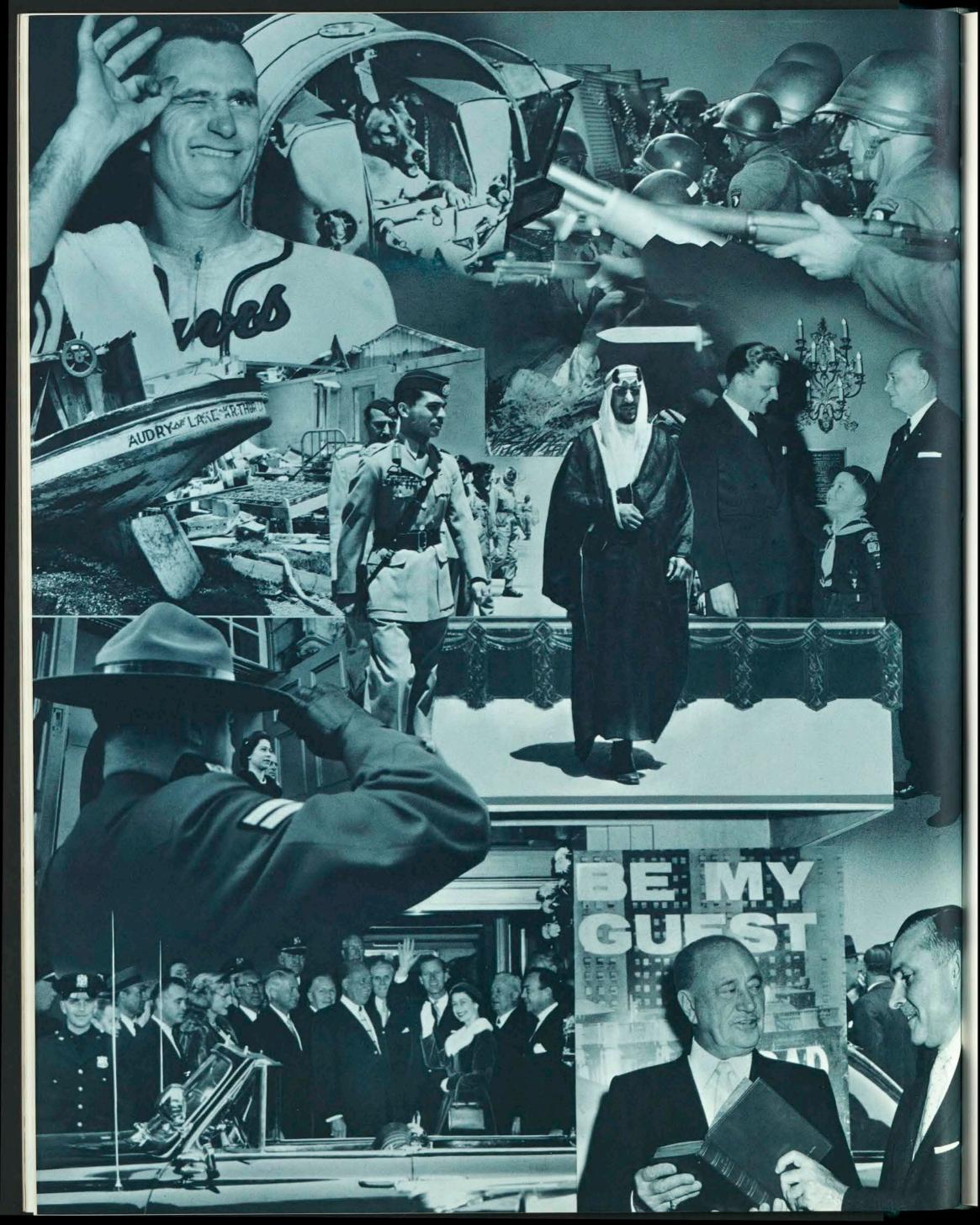
C. A. Bickwell, Waynesboro, Pennsylvania

THE LIBERTY TO WRITE

"This evening I sat down to read my issue of U.S. News. I came to page fifty-six and was struck with the picture and verse inscribed there. I do not ordinarily take liberties of this nature, but I felt so impressed with the wholesome goodness of your ad, I decided to write to you and express my feelings."

Elbert L. Holmberg, Plattsburgh, New York

The International Geophysical Year
Man the Unknown
The Uncommitted Third
What Is An Educated Man
Monitor, N.B.C.
The Christmas Message
They Heard Uncle Sam



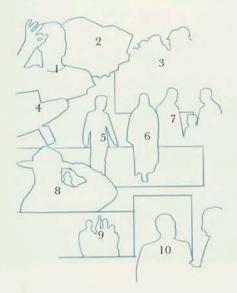
The International Geophysical Year

THE YEAR IS 1957

SPUTNIK II, carrying world's first space traveler, the dog LAIKA, who dies in orbit * Another first, ominous to the future of mankind, is report by Union of Soviet Socialist Republics successful testing of INTERNATIONAL BALLISTIC MISSILE, which threatens to change the face of modern warfare and heightens the arms race * Crisis follows crisis * Congress adopts EISENHOWER DOCTRINE committing United States to answer requests for military help by nations of Middle East in resisting Communist aggression * Victory by pro-Communists in Syria, instigate a campaign of vituperation by Syria and EGYPT against TURKEY, JORDAN, and the United States * KING HUSSEIN, of Jordan, quells revolting elements in his army led by pro-Egyptians * Units of the UNITED STATES SIXTH FLEET shift to eastern Mediterranean to bolster Hussein * BRITAIN sets off its first hydrogen bomb in the Pacific * THE UNITED NATIONS GENERAL ASSEMBLY condemns the Soviet Union's repression of 1956 Hungarian uprising * The United States detonates FIRST UNDER-GROUND NUCLEAR EXPLOSION in Nevada, and later announces first successful test firing of intercontinental ballistic missile at CAPE CANAVERAL, with full-range firing, 11 months later.

There are changes on some fronts * The new Republics of GHANA and TUNISIA are born * Treaties creating THE EUROPEAN ECONOMIC COMMUNITY and European Community of Atomic Energy are signed by France, West Germany, Italy, Belgium, the Netherlands, and Luxembourg.

NEW FACES APPEAR, OLD ONES CHANGE * Princess Caroline of Monaco is born * British Prime Minister Anthony Eden resigns, is replaced by HAROLD MACMILLAN * In Russia, power shifts more decisively as



1. Happy pitcher, Lew Burdette of the Braves, won three world series games from the New York Yankees, to bring the first baseball championship to Milwaukee. 2. History's original space traveler was a dog named "Laika". Russia released this photo of Sputnik II-in which Laika orbited the earth for seven days, then died from oxygen deficiency. 3. President Eisenhower ordered troops into Little Rock, Arkansas, to enforce a Federal Court integration ruling at Central High School. Casualty on ground (C. E. Blake) subdued after grabbing soldier's rifle. 4. "Hurricane Audrey", the biggest of many storms, smashed into the homes and lives of the citizens of Cameron, Louisiana, in June of 1957. 5. Two Kings counter pro-Communist moves: Young King Hussein of Jordan and 6. King Saud of Saudi Arabia are shown at a state visit in Amman. 7. Billy Graham honors Boy Scout with Conrad Hilton, as the Evangelist closes a giant 16 week Christian rally tour in New York's Times Square. 8. Queen Elizabeth and Prince Philip are framed in the saluting arm of a scarlet-coated mounted policeman, as they visit Hull Hotel DeVille in French Canada. 9. Conrad Hilton, welcomes Her Majesty, Queen Elizabeth and her Prince Consort, Philip, to New York's great Waldorf-Astoria, as the royal couple wave to American friends. 10. In 1957, Prentice-Hall published Mr. Hilton's autobiography, titled, "Be My Guest." Holding the first edition with the Innkeeper is Myron Boardman, Vice President of Prentice-Hall.

Marshal Zhukov falls, Khrushchev rises * France gets 24th Premier * The President of Guatemala is assassinated * ADMIRAL RIGHARD E. BYRD, leader of five Antarctic expeditions, first man to fly over both North and South Poles, dies.

There are interludes between crises * Britain's lovely Queen elizabeth if and prince philip visit Canada and the United States, are welcomed at New York's Waldorf-Astoria by Innkeeper Hilton. The MAYFLOWER II lands at Provincetown, Massachusetts, 53 days after sailing from Plymouth, England, to duplicate the voyage of the Pilgrims * Five former members are named to the senate hall of fame: Robert A. Taft, Robert M. La Follette, Sr., John C. Calhoun, Daniel Webster, Henry Clay * Another member of the Senate, from Massachusetts, John F. Kennedy, wins the Pulitzer Prize for biography with Profiles in Courage * BE MY GUEST, the autobiography of Conrad Hilton hits the list of national Best Sellers * The robust "Music Man" by Meredith Willson, and Leonard Bernstein's poignant "West Side Story" are Broadway's top musicals * Bernstein wins added acclaim as he becomes sole director of the Philharmonic Symphonic Society of New York * In Los Angeles, Igor Stravinsky's 75th birthday is celebrated with an all Stravinsky program.

"The Bridge on the River Kwai" wins the Academy Award for outstanding motion picture of the year * EVANGELIST BILLY GRAHAM closes a 16 week New York tour attended by almost two million people with a giant rally on Times Square * The second and third Atomic submarines, sea wolf and skate, are launched at Groton, Connecticut * UNITED STATES AIR FORCE major rises 101,486 feet in a plastic balloon, a record which also marks man's longest stay on the edge of space * and MAJOR JOHN H. GLENN, JR., sets a transcontinental speed record in a F8U-1P jet * The Detroit Lions defeat the Cleveland Browns to win the year's National Professional Football Championship * The Milwaukee Braves triumph over the New York Yankees and pitcher Lew Burdette is series' hero with three wins over Yanks * The baseball world is turned upside down as the dodgers leave Brooklyn for los angeles and the Giants leave New York for San Francisco, California.

There are grave events, too, on the home front as a Senatorial probe exposes racketeering and misuse of funds in some labor unions prompting drastic action against offenders by AFL-CIO; charges brought by AFL-CIO Ethical Practice Committee against JAMES HOFFA result in expulsion of Teamsters' Union **

HURRICANE AUDREY and subsequent tidal wave smash Louisiana and Texas coasts leaving over 500 dead or missing ** President Eisenhower sends federal troops into tempestuous LITTLE ROCK, ARKANSAS, when Governor Orval E. Faubus opposes federal laws ordering desegregation to prevent violence as Central High School begins operation on an integrated basis.

With grave situations pressing at home and abroad, CONRAD HILTON speaks early in the year at the FIFTH ANNUAL PRAYER BREAKFAST in Washington, D. C., on the dignity of Man * As the year progresses he increases his activities to include not only public appearances but radio and television * He continues to accentuate the positive, the triumphs of freedom and free enterprise * He reports that, while the Reds on the city council in ROME continue to block the plans of HILTON HOTELS INTERNATIONAL, a new hotel in Berlin only two miles from East Germany is nearing completion. The Innkeeper shows that the ISTANBUL HILTON is not only showing a handsome profit for Turkish investors and playing a substantial role in the 60 per cent increase in tourism in that country, but has become what all of the Hilton International Hotels have become, a social and diplomatic focal point for local residents and distinguished visitors. In the single month of April, of this year, the Istanbul Hilton has played host to men of 38 countries, three behind the iron curtain.

In recognizing the tensions and the crises, in recognizing the struggle for pre-eminence on the earth and in the sky between the forces of good and evil; the need of the free world for an even greater effort, at Christmas time the Innkeeper once again points to the source of our strength.

Because of the world-wide response to its first printing, and "Because our world is in even greater need of this prayer today," he reprints "Uncle Sam's Prayer." In November he has recited it on Art Linkletter's television program, "House Party," and a few months later also recites it on Ralph Edward's program, "This Is Your Life." The results are without precedent, thousands of letters and post cards, 28,692 pieces of mail in one day. From the office of the Postmaster, United States Post Office, Beverly Hills, comes a message: "In the history of this post office neither 'movie' star nor popular hero, nor anyone else ever received 28,692 pieces of mail in one day nor any fraction of that number."

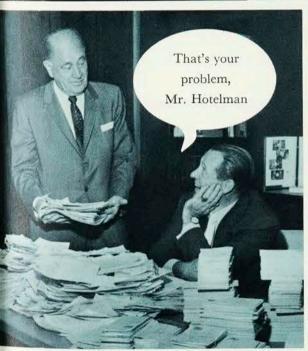
Once again the Innkeeper has inspired his countrymen to pray to "Our Father in Heaven... that we may win the Battle for Peace."

















Man the Unknown*

THE DIGNITY OF MAN

Our relationship with God as a nation and as individuals, is of first importance. The sum of our obligations to a personal God is what gives us dignity as a nation, dignity as persons.

MAN IS NOT A NUMBER

Let me illustrate. A man is standing at Fiftieth and Park Avenue in New York City; he is waiting for the light to turn. Who is he? To the statistician standing at the window high above, he is one unit in a crowd. To the biologist, he is a specimen; to the physicist, a formula of mass and energy; to the chemist, a compound of substances; he is of interest to the historian as one of the billions of beings who have inhabited this planet of ours; to the politician as a vote; to the merchandiser as a customer; to the mailman as an address.



WHAT IS MAN?

Why is it that all these experts are focusing their spotlights on him? Why is he so universally important? By what right? What is at the center of him that holds the attention of the universe and gives him a unique dignity? Beware of asking—that way lies religion? And religion, according to our Communist friends, is the enemy of man, the enemy of Democracy.

CHRISTIANITY AND DEMOCRACY

Both Democracy and Christianity today are fighting the same enemy. Communism would wipe both off the face of the earth. However, under the influence of this common enemy, Democracy and Christianity are coming together in a fashion; but the cementing of the union is not yet accomplished. Democracy cannot do it alone. Christianity and Democracy must stop walking down individual roads.



UNITED NATIONS—UNIFYING PRINCIPLE

There has been a change in the character of the United Nations resulting from the recent accession of 19 new members a few months ago, most of whom are of the Afro-Asian bloc, now the largest section of the assembly.

The unifying principle of the United Nations should be anti-atheism rather than anti-Colonialism or anti-Communism. The Afro-Asian is a formidable bloc in world councils today and will grow stronger, year by year, with the addition of the newly emancipated African peoples. I see great good in inviting men who believe in God, but who are not Christian, to break bread with us, a non-sectarian Christian group, to join us for breakfast and conversation, children of a common Father.

The Uncommitted Third*



THE WORLD IN THREE PARTS

Today the world is divided into three parts: the free world, the Communist world and the uncommitted world of Asia and Africa. In population the Afro-Asian group is the largest, with more than a billion restless souls reaching for self-determination, political and economic freedom.

Second in numbers is the Communist world with about 800,000,000—not truly Communist but under Communist rule. We are trailing third, the free world of three-quarters of a billion souls.

ANTHROPOLOGY

Until fairly recent times it was the oriental cultures which dominated the world politically, economically and even religiously. Buddha and Confucius were much better known than anyone in Christendom.

Until the middle of the 17th Century, 80 per cent of the world's population was in Asia and Africa: the western world, as we know it today, had only an estimated 113,000,000.



EASTERN MAN'S BASIC ALLEGIANCE WAS RELIGION

You who have traveled and have adequately read know that these peoples think of themselves as Moslems or Hindus or Buddhists more than as Egyptians or Indians or Indonesians.

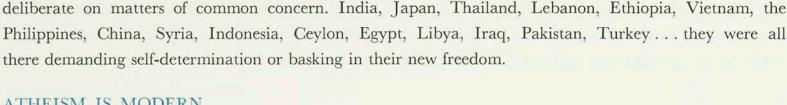
The basic problem then is spiritual, and it is on the spiritual level, first of all that the battle must be fought.

SELF-CENTERED HISTORY

Starting with Abraham 1,800 years before Christ, we hug our little world history to ourselves as if nothing else existed. We allow the Egyptians, the Assyrians, the Persians and Macedonians into the picture because they conquered us. To be sure, the Greek and Roman World is part of our family history. But where are we to find a broader picture of the world? How can we bring into focus these nations, these peoples who, singly and by twos and threes, are slowly crossing the horizon of the western world and are taking their place in the sun?

AFRO-ASIAN MEETING

The dramatic conference in Bandung in 1955, was the first international meeting of Afro-Asians in the history of mankind—and no westerners invited! I read the speeches and comments of 16 of the leaders of Asian and African peoples who were meeting together for the first time in one of their own countries to





ATHEISM IS MODERN

Pre-history gives us the story of what might be hundreds of thousands of years of pre-civilized human life on earth. Then the archaeologists uncover for us the few thousands of years of extinct civilizations from about 4000 B.C.

Finally, we must study the orientalists who have been and are still examining the living non-western civilizations. Now what do we come up with when we study the records of pre-history, archaeology and the ancient history of the Afro-Asian peoples? The most startling thing to me was uncovering the fact that these nations have created brilliant ancient civilizations and made tremendous contributions to mankind.

For instance, when Rome ruled the world—or thought she did—China was a world empire, bigger and perhaps more cultured. The invention of the wheel, fire, the inclined plane are all pre-historical and might very well be of eastern origin. Can you imagine the modern world without wheels!

A CIVILIZATION FOUNDED ON SACRED RIGHTS

No matter how far back we go into history, we find a religious mentality everywhere and at all times. Atheism—irreligion—is a modern fact; I could find it nowhere in the past except discussed as pathological, as a kind of abnormality. And yet Chou En-lai stood up April 15, 1955, at the Afro-Asian conference in Bandung, Indonesia, and said boldly and unequivocally, "We Communists are atheists."

Chou En-lai is certainly honest in that statement, but I doubt the wisdom of his candor in discussing it with the peoples of Asia and Africa. I think that he forgets that behind the world of modern, nationalistic thinking, of which he is one of the leaders, there is still the older world of traditional religious cultures whose history reaches back beyond written records. Chou forgets that their influence still molds the living and thinking of his people and his neighbors in India and Africa down to the smallest details of behavior. We must again make the point that China is somewhat different from the rest of the Orient insofar as its unifying principle as a world civilization was not so much its religion as the secular spirit of the empire.

Nevertheless, China, even before Rome was founded, had a liturgical civilization founded on sacred rites.

RELIGION NOT A PRIVATE MATTER

Religion among the eastern peoples is not a private matter as it has become among too many of ourselves; for them it is a part of their liturgical culture in which every detail of behavior has some religious significance. You can tell a Hindu, for instance, by the way he dresses or the way he eats. He is governed much more by the rules of the caste than by state law.

In like fashion the Moslems are marked by the religious character of their culture. For them the purpose of human life is the service of God.



WILL ISLAM MARCH AGAIN?

These are the same people who raged out of Arabia 1,300 years ago, took Persia (Iran as we now call it), Egypt, Morocco and almost all of Spain. Six hundred years later in 1453, they rose again, conquered Constantinople and went all the way to Vienna. Will Islam march again? At least two modern historians

suggest that they might. Islam once spread from the Atlantic to the Pacific, from the Volga to the Niger; we can hardly say they are through when we look at the Middle East today and watch their advance down the Continent of Africa.

BAD MANNERS—BAD PROPAGANDA

The Moslems, the Chinese and the high-caste Indians have always possessed a sense of cultural superiority to the Europeans and the Americans. It is for this reason that what we spoke of before—the arrogance, bad manners and tactlessness of our politicians, businessmen and colonists in these countries have been so thoroughly resented. Exploitation of this resentment is one of the most effective features of Communist propaganda.

Here we have also the single unifying principle uniting the Afro-Asian cultures; anti-Colonialism. This anti-Colonialism is the universal reaction of all non-Europeans against the claim of political, economic and racial superiority of Americans and western Europeans. The real dread among these peoples is not Communism but Colonialism.

THE REAL CONFLICT

The world seems faced with conflict between a few great spiritual or dialectical movements: Moslem versus Jew; secularism and watered-down Christianity versus Paganism; Communism versus the world religions; those who believe in God versus those who do not.

These are the real conflicts. The Suez Canal, oil trade, atomic bomb tests, even the great markets of Africa and Asia are on the surface of the fundamental problems; they are but skirmishes in the real battle which extends into eternity.

FAMILY OF NATIONS

The military situation is at stalemate, so we have only the choice of living together as one family or destroying each other. Here in the last half of the 20th Century the world has another chance to start all over and begin to live at last, as a single family. In that family of nations, the West as Arnold Toynbee tells us, will have its just place, but no more than its just place in the world.

We had better get used to the idea; we had better drop the old arrogance and bad manners or we will be given a lesson in manners we shall never forget. If these peoples do not accept us; if instead they put together a commonwealth of Communist nations, we shall be flanked and destroyed.

THE NEW LEADERSHIP

There is, however, much to be encouraged about. The East and West have never been closer to each other, thanks to this modern nationalism sweeping the world. Its success can be attributed to the relatively rapid assimilation since 1914 of our culture, of everything from Democracy and radio to an attempt at bathrooms. Nehru, Chou En-lai, Nasser, Ibn Saud and a thousand nameless leaders have been those most deeply influenced by western ideas. It was these leaders, trained in Europe and America, or under our direction elsewhere, who were the first converts to western social and political ideas.

THE HAND OF GOD IN HISTORY

The hand of God is at work in history and this revolution of world culture is the instrument of divine purpose. We must not leave it entirely to God. He has given us heads and hearts and we are supposed to use them.





THE WORLD WE WANT



The world we want could be made by getting to know each other better, getting to know what makes a nation go, basically and fundamentally, not just politically and economically. I propose that we try to understand and value each other's histories and fonts of history—not just the Judaeo-Christian, but world history; to understand and value the past of the uncommitted third of the world. Eighteen hundred years before Christ, God intervened in history to make a covenant with Abraham and thus founded what was to become the Judaeo-Christian religion. The great question confronting us today is whether that religion will be strong enough to re-create its unity, and in consequence serve as the basis for a single civilization embracing all the spiritual riches of the world, all the cultures of the world, all the peoples of the world—including the uncommitted third.

If we can reach out our hands and assist in raising these billion people from the shadows of economic and political want; if we can take their spiritual riches and blend them with ours; if we can take their cultures and ours and fashion them into one great splendid human family; if we can assist these once faceless men to lift their fine black, yellow and brown faces and look with us into the face of God as brothers of one Father.



What Is An Educated Man

DEGREE AND DISGRACE

To come home to New Mexico is always a pleasure, but to come home to an honorary Doctor of Laws degree from your fine College of Agriculture and Mechanical Arts is a privilege.

I may as well tell you before someone else exposes me, the last time I came here, I left in disgrace. It was 1909 and I was a student in the New Mexico School of Mines. We came to Las Cruces to play you in baseball, and I am sorry to say that you beat us so badly I still remember it after 50 years, in spite of the fact that I hit a three bagger.

EDUCATION HAPPENS TO MAN

Education is a formation rather than information; it is something which happens to a man, to the mind, to the spirit of man. When that occurs, what exactly happens to the human character, the human personality? What makes an educated man go? How can you tell educated men or women from those who are not? I think, there are six marks by which they might be recognized.

SIX MARKS OF EDUCATION:

1. HOW TO THINK

First, I propose that the educated man should know how to think. I know that will not strike you as being very original, but it is still the first touchstone of the truly educated person, no matter what his schooling. Each one of us knows dozens, perhaps hundreds of persons who think with their hearts instead of their heads. You meet them on planes, on trains, in hotels, in clubs, in your work, your school, your churches. The educated man thinks and speaks with a logic based on intellectual temperance. It is as simple as that: He has learned to think: He has learned to filter out the bias and emotion.

2. TOLERANCE, AN INTELLECTUAL HABIT

Character suggests the second mark of an educated man: Tolerance. Here is an intellectual habit of mind akin to justice. If justice gives to each his own, then tolerance gives to each man the right to his own opinion, his own point of view, his own position in life, his own place in the sun. For instance, a member of the Klu Klux Klan who believes himself superior to anyone of another color or another creed is not so much inhuman as unintelligent. He lacks tolerance and is consequently, by that much, an uneducated man. The Communist is an uneducated man—uneducated because he is intolerant. He is intolerant of the capitalistic system, intolerant of God in his atheism, intolerant of everything outside of the Soviet Union.

3. A PHILOSOPHY OF LIFE

An educated man does not have to know everything. But he does have to know where everything is, where it fits into the big picture of the universe. He must know where God fits into things: he must know where man fits into this world of matter and spirit, a strange creature who is a part of both; he must know the consequent tension and pull of the two extremes. For that reason an educated man must possess himself a philosophy of life. This does not mean that he must have read everything from Plato to Dewey; it does not mean that he must have worked out an elaborate personal system of wisdom to live by; it does mean that an educated man must have some well thought out convictions, some conclusions as to the meaning of life.

He must be able to answer the question, what is man and what is he for, to his own satisfaction. If you will not take a two-week trip to California without a road map, it seems unwisdom to me to take an 80-year trip through life without knowing where you are going. That is what I mean by a philosophy of life; that is what I mean when I say particularly to you young graduates tonight, that if you are really wise you will stand on the shoulders of the past and learn from the accumulated experience of mankind.

4. ABILITY TO DISTINGUISH BETWEEN WORDS AND IDEAS

The fourth mark of an educated man is the ability to distinguish between words and ideas, between sound and sense. With the torrent of words flowing over us from radio, television, newspapers, magazines and books, we had better be able to distinguish between nonsense and substance if we are going to survive. An educated man or an educated nation must be able to filter the reality of things from the trickery of words.

This trickery of words is rampant across the world today from advertising to government. In fact, it is at the center of the cold war with the shouting of phrases like "People's Government," "Democracy," "Nationalism," and confusing these words with the ideas and the actual reality.

You cannot shoot an idea with a gun. Consequently, we must match it with a better idea. Have we a better idea to match the appeal, the messianic message of Communism? I say we have two better ideas, a team of ideas that will outmatch anything Communism has to offer.





They are our belief in God and our American concept of economic free enterprise. There we have a team that will outdistance and outwear Communism for time and for eternity. The Communist is not an educated man because he is settling for words instead of ideas and actual reality. If we are to think and live as educated men, as an educated nation, we must have the ability to distill truth from the flood of propaganda that is rolling over us.

5. MAN IS A RELIGIOUS ANIMAL

I have said that man is by nature a nosy animal. Here, in introducing the fifth mark of an educated man, let me say also, that man is a religious animal. Years ago the President of a State University said to his undergraduates on an occasion very much like this evening's, "A person without religion is diseased." I think he was right. A world without God is a family without a father, a watch without a watchmaker.

It is not enough to say with Browning, "God's in His Heaven, all's right with the world." And our founding fathers knew that. That is why they ransacked human history for the religious wisdom to put at the center of our government.

6. HOW TO LIVE

An education should not only prepare a man to make a living, it should teach him how to live. Hence, the final mark of an educated man: the possession of a certain culture. By that I mean, he should have an appreciation of literature, music and art.

Education should form the whole man, not just a part of the man. Our schools should not be preoccupied with the training of the intellect to the neglect of the student's character, his whole personality.



THE DIPLOMA IS THE BEGINNING - NOT THE END

This degree which you receive from your Alma Mater tonight, certifies not that you are educated but that now, finally, you are capable of being educated. Now you have the capacity for education, the capacity to educate yourself. Too many college graduates stop their intellectual formation when they leave school. That should be the beginning of their education, not the end.

When you are tolerant of all men, when you can distinguish true actuality from mere words, when you have found a real philosophy of life, when you appreciate the finer things of life, when you have become truly religious, then you will know you are educated men and women.



Monitor*

ON RELIGIOUS EDUCATION

I recall an incident when I was 12 years of age, my mother said to my father, she wanted me first to go to a school where I would receive a religious education. One year and then you can go to any other school, but for this one year I want you to start off right.

PRAYER SOLVES PROBLEMS

I remember particularly two occasions in my life when I used prayer daily to solve my difficulties. The first time was during the depression when I didn't know where to turn. I was losing hotel after hotel -lost all my money, I was deep in debt. I turned to prayer and to going to church every morning. I emerged from my troubles. I like to think that prayer must have made it possible.



YOU'VE GOT TO DREAM

If you're going to accomplish anything big, you've got to think about it, you've got to dream about it. I remember a picture of the great Waldorf-Astoria in 1893—I looked up and read about that wonderful hotel with 2,000 rooms, 200 cooks, 500 waiters and all the beautiful ballrooms and I did a little dreaming then.

ON RECREATION

I make it a rule not to work after six o'clock in the evening. I will do something else other than what I've done all day long. It has to be in the way of recreation. The thing I like to do best is dance or go to the theatre. Of course I don't mean that I work all day long every day. I keep myself in good physical condition by playing golf; I like to ride horses—I've always done that. So between work and prayer there has to be, recreation.



DON'T LET YOUR POSSESSIONS POSSESS YOU

I don't want to think about my possessions. It's one thing of course to have them—it's one thing to dream and to acquire them. But certainly it would not be a very nice thing to look forward to if you thought that your possessions possessed you.



A CHRISTMAS MESSAGE FROM CONRAD N. HILTON:

★ Five years ago we published a public service message entitled "AMERICA ON ITS KNEES." Like a pebble dropped in still waters Uncle Sam's Prayer spread around the world to 53 countries, over the barriers of oceans and mountains, of creed and language. Since then we have received nearly half a million requests for reprints from people in all walks of life. Every day new letters arrive asking for copies. Realizing that perhaps our world is in even greater need of this prayer today, we are republishing it this Christmas season. If you desire a free reprint suitable for framing, you are invited to write to me personally - Office of the President, Hilton Hotels Corporation, 9990 Santa Monica Boulevard, Beverly Hills, California.

2 α 2 not beaten there by the hammer & sickle, but freely, intelligently confidently, powerfully. America now knows it can destroy communism & win the battle for peace. We need fear nothing or no one... OUR TATHER IN HEAVEN We see in fact of war so come.

(an afraid of "the terror that flice by might, and the arrow that flice by the presidence that waits in dishness, and the distriction that wysers at anomaly to have terror from you to go our selfsh way. We have broken your commondments and denied your truth. We have left was no savere the false gods of money; and pleasu to savere the false gods of money; and pleasu. with windom, all of us of evous wealth, our strength to PRESIDENT OF HILTON HOTELS

AMERICA ON ITS KNEES:

Course Upieto



WE PRAY that you save us from ourselves.

The world that you have made for us, to live in peace, we have made into an armed camp. We live in fear of war to come.

We are afraid of "the terror that flies by night, and the arrow that flies by day, the pestilence that walks in darkness and the destruction that wastes at noon-day."

We have turned from you to go our selfish way.

We have broken your commandments and denied your truth.

We have left your altars to serve the false gods of money and pleasure and power.

FORGIVE US AND HELP US

Now, darkness gathers around us and we are confused in all our counsels.

Losing faith in you, we lose faith in ourselves.

Inspire us with wisdom, all of us of every color, race and creed, to use our wealth, our strength to help our brother, instead of destroying him.

Help us to do Your will as it is done in heaven and to be worthy of Your promise of peace on earth.

Fill us with new faith, new strength and new courage, that we may win the Battle for Peace.

Be swift to save us, dear God, before the darkness falls

They Heard Uncle Sam

EDITOR'S NOTE: Because of the quantity of mail received by the Innkeeper over a protracted period of time, both from the Christmas reprinting of "America On Its Knees" and several national television appearances, the letters are grouped in this chapter.

WHEN MEN PRAY

"It was the most inspiring prayer I have ever heard. God grant us peace with great men like you praying for it.' Mrs. Herbert Snyder, Barberton, Ohio



FAITH I REGAINED

"I will never forget the sincerity in your voice and face as you spoke those lines. I know from this day on I shall carry in my heart hope for this world which I had lost, and I shall have faith, knowing that another has such faith has made me regain mine. Because of your words I know I will be a stronger person". Mrs. Dean Heinrichs, Salem, Oregon

EVERY DAY IS CHRISTMAS

"The many years after the war has not healed all the scars, try as I can to forget. When one has gone through the years of hiding like hunted animals, then being captured and incarcerated for being the wife of an American-living through privation, misery, mental and physical torture, one is not apt to forget.

"I shall hang your prayer where it shall be always visible—where my children and I can look up and pause to pray.

"I feel that it should not only be read during the Christmas holiday because, to me, every day is Christmas." Mrs. Betty S. Pearman, Gary, Indiana

SEND ME MEN TO MATCH MY MOUNTAINS

"When I think of the great ventures you have been concerned with, I think of the poet's line, 'Send me men to match my mountains'. I believe we need those writings of yours, especially those bearing on Americanism". Edith Kelley Munsen, San Diego, California



IT GAVE ME COURAGE

"I saw you on a television program a few weeks ago and heard your wonderful prayer. What courage you had, and hardships you had, and climbed to the top, it gave me courage again". Emma F. Schultz, Ann Arbor, Michigan

PRAYER IN BRAILLE

"I have a blind son (37 years old) who teaches Sunday School lessons from pulpits in different churches. His wife is also blind. I would like a prayer to have translated for him in Braille?"

Mrs. Clayton Fink, York, Pennsylvania



LET US PRAY

"Being a cripple I've turned all my efforts to building a small library. There is a scrapbook I call 'Let Us Pray'. Will be particularly delighted to have your prayer."

Mrs. L. C. Ellis, Jackson, Mississippi

SOMETHING FOR GRANDMA

"I love that prayer you read and I would like to have one. My grandmother, of the same address, wants one too, so just send two to my grandmother. Her name is Mrs. L. A. Cato".

Carron Ann Batey, Lake City, Arkansas

BASED ON UNIVERSAL PRINCIPLES

"The world is younger than we are. Our civilization is based on universal principles that can not die."

J. van den Noort, Lynn, Massachusetts

ONE OF THE BEST

"The prayer was one of the best, one of the best life stories I've heard. It ought to be printed in book form, I think".

Mrs. R. M. Gardner, Wilkinsbourgh, Pennsylvania

WHAT KEEPS HAPPINESS

"The only happiness you keep is the happiness you give".

Asher A. Ache, Hellertown, Pennsylvania

A LITTLE LEAGUER



"I am a student at Hilton Mount Carmel School. I just passed to the eighth grade. We have some Little League teams in Socorro and the team I'm in is going to play Mr. Hilton's birthplace, San Antonio; please send me a prayer."

Eddie Baca, Socorro, New Mexico

FOR MY PIANO TEACHER



"If you are wondering why I am asking for another prayer. Well it is for my piano teacher, Sister M. Margaret, O.S.B. You see, when I got mine I knew Sister Margaret would like one."

Cheryl Fovin, Covington, Louisiana

A HEART VICTIM

"I have had three heart attacks and sometimes get depressed. I should have more faith. I would like to have the prayer."

Mrs. Alvin Y. Long, Lititz, Pennsylvania

MY DAD KNEW MR. HILTON

"When Mr. Hilton came to our house in New Mexico with his new car and offered to take all of us for a ride, I was scared and hid from them. I only wish my dad was living so he could have seen and heard Mr. Hilton's life story."

Mrs. Clara Yankee, Melvindale, Michigan

SPARK OF OPTIMISM

"Your prayer for peace evokes an esthetic emotion worthy of being adopted as the basis for a universally human religion. Your prayer caused to revive the lowly spark of optimism which was still flickering in my hoping heart."

J. L. Battista, Houston, Texas

I WILL BE 16

"I will be 16, July 5, 1958. I love the prayer. Many teen age kids don't care for prayers but I love that one."

Sue Wilson, Everton, Arkansas

CASE OF 'AMONIA'

"I would like your prayer. It is very pretty. Right now I have a light case of amonia. Please send me a prayer. It is very kind of you to do this. I am," Susan Brumback, Columbus, Kansas

THE FIRST TIME I HEARD

"I am seventeen years old and will be a senior next year, but as you were saying the poem, tears were streaming down my face. It was the first time I had ever heard a poem of that nature."

Daryllann B. Moore, Brandywine, Maryland



YOU GAVE MY FAITH A BIG BOOST

"So often we get the feeling that faith in God is only for the simple-minded folks, and I have been told that many of our schools of higher learning don't help the matter."

Loueen Grams, Sheboygan, Wisconsin



I AM TYPING WITH MY TOES

"It was a genuine pleasure for me to 'meet you' on This Is Your Life a few weeks ago, as for the past two and a half years my every evening prayer has included one of grateful appreciation to you for what you have unknowingly done for my family and me.

"To explain—for the past six years I have been almost completely paralyzed with respiratory polio (I am typing this with my toes). When I returned home after two and a half years of hospitals, I realized that the constant change of help in our household was having its effect upon our children.

"I prayed fervently for an answer to this problem and it came through Reverend Mother Regan of the Convent of the Sacred Heart, Lake Forest, who greeted our two girls with love and open arms and without remuneration. You are providing our daughters an education far superior to my greatest hopes."

Mrs. Jean Ryan, Dundee, Illinois

DEAR CONRAD

"How are you today? If I may say that 'America On Its Knees' is very very pretty. May I have 10 cards of your signature, please? It is for my fan club. Will you write me and I will write you again. I felt so happy when you wrote. You made me feel important to get a letter. I hope you will write. Bye bye, now, I got to go."

Beverly Phillips, Sikeston, Missouri

DEAR BEVERLY

"Of course you may have two more copies of 'America On Its Knees'. We have sent them to you under separate cover. I feel very flattered that you are forming a fan club and that you are at the head of it. I thought you might be interested, Beverly, to know that since I appeared on the television program I have received 28,692 letters and cards. The post office had to bring my mail in a truck."

Sincerely yours, Conrad N. Hilton

A

ONE OF YOUR FIRST GUESTS

"My husband recalls buying hides from you and staying over night in the room in back of your little store in San Antonio, New Mexico. He remembered that morning, when you got up and split some kindling and made a fire in the old stove."

Mrs. Joseph Taichert, Las Vegas, New Mexico

SKELTON AND I

"Red mentioned to me that he was really impressed with your recent appearance as was I, and he would very much like to have an autographed copy of your prayer which he thought was wonderful."

Edwin W. Pauley, Los Angeles, California

I AM AN AFRICAN STUDENT

"The prayer you read, if I had my way, ought to be the national prayer for this God-blessed country."

George B. Goba, Indiana Central College, Indianapolis, Indiana

GIVING A REAL SERVICE

"The man who can provide a place for man to rest, sleep in peace, and be ready for the next day's work or activity is giving a real service to his fellowman."

Rex D. Cleveland, Tecumseh, Oklahoma



The Space Age
Dynamics of Competitive Coexistence
Voice of America Interview
The Flags of Liberty
A New Hotel in the Land of Giants
Portland—City of Tradition and Promise
God is a Gentleman
Pulse of the West—Berlin
Be Not Afraid
Paragraphs of Courage

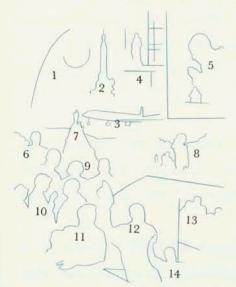


The Space Age

THE YEAR IS 1958

HE UNITED STATES enters space in January, with its first satellite, EXPLORER I, followed two months later by VANGUARD I * Later in the year, a United States PIONEER rocket is launched in an attempt to circle the moon, fails, but attains a record maximum altitude 30 times that of any previous man made object * United States makes history with her three nuclear powered submarines as the NAUTILUS completes world's first underseas crossing of North Pole, submerging near Point Barrow, Alaska, and sailing for 96 hours under 50 foot thick ice cap * The U.S.S. SKATE sets new record with 31 day transpolar run under ice * Later the SEA WOLF establishes undersea endurance record of 60 continuous days beneath surface.

This year sees the first jet passenger service across the Atlantic, inaugurated by British Overseas airways corporation * A 50-year treaty signed by Belgium, the Netherlands, and Luxembourg creating Benelux economic union * The organization by France of a Fifth Republic under the leadership of General Charles de Gaulle.



1. Man's attempt to conquer outer space is symbolized in this double exposure of the blast-off of lunar probe rocket, Pioneer II. 2. The Army's Jupiter C missile, carrying United States first earth satellite, weighing 31 pounds, was successfully placed in orbit. 3. The first scheduled transatlantic crossing of a commercial jet airliner was completed by the British Overseas Airways Corporation, "Comet IV." The New York-London crossing was made in a record time of six hours and 12 minutes. 4. All that remains of the sixth grade classroom in Our Lady of the Angels Elementary School, is pictured here, after 87 children and three nuns perished in a fire that injured 96 others. The nation mourned as Chicago buried its junior citizens. 5. Quietly and serenely, Pope Pius XII, the Peacemaker, left the world of men to find the peace which the world cannot give. (Below) From the balcony of Saint Peter's Basilica, the newly-elected Pope John XXIII blesses his people. 6. General Charles De Gaulle waves to the crowd as he takes over as President of the frustrated government at the wish of the French people, and embarks on a program to save his country from revolution. 7. The United States nuclear powered submarine, "Skate," surfaces at the North Pole. 8. The island of Quemoy suffers the fury of continuous Red artillery barrage. Food and supplies for this little Chinese island girl came from Nationalist vessels which successfully ran the Communist blockade, escorted by United States

destroyers. 9. Mayor and Mrs. Willy Brandt, of West Berlin, visit with the Innkeeper after the successful opening of the Berlin Hilton, just one mile from the Communist controlled Brandenburg Gate. 10. Van Cliburn, 23, was honored at a Mayor's luncheon, held in The Beverly Hilton Hotel. The youthful Texas-born pianist won the First International Tschaikovsky Piano Competition (and the hearts of the Russian people) in Moscow. (Left) Mrs. George Davis and Mr. Hilton attended the special Los Angeles luncheon. 11. Former United States Navy Medical Corps Officer, Dr. Tom Dooley with his arms around three children of Laos. "The Jungle Doctor" used the proceeds of his first book, "Deliver Us From Evil," to establish his first native hospital in southwest Asia, the beginning of Medico. 12. The Innkeeper waves from the rear of a car of the Canadian National Railways, as he arrives for the dedication ceremonies of the Hilton-operated Queen Elizabeth (A C.N.R. Hotel), in Montreal, Canada. 13. Mr. Hilton's sons, Conrad, Jr., and Barron, with Hilton Vice President, Joseph P. Binns, participate in prayer at the Bishop's blessing of the opening of a new Hilton Hotel in the Caribbean. 14. New York's Governor-elect, Nelson A. Rockefeller, waves happily at G.O.P. Victory Headquarters. "Rocky" is joined by his Lieutenant Governor, Malcolm Wilson amid jubilant campaign workers.

ON THE INTERNATIONAL CULTURAL FRONT, the Moiseyev Dance Company, a ballet group from Russia, performs before an enthusiastic audience in New York's Metropolitan Opera House, while 23-year old Texas pianist, van cliburn, wins the Tschaikovsky International Piano and Violin Festival held in Moscow, his playing of Rachmaninoff's Third Piano Concerto drawing frenzied applause * The United States offers the European premiere of the motion picture "South Pacific," as well as Rodgers and Hammerstein's musical, "CAROUSEL" and a performance of the American Ballet Theatre at the BRUSSELS WORLD'S FAIR.

Around the world, however, the tension, the sorrow, the crises continue. The entire Christian world mourns the death of Pope Pius XII, who is succeeded by Angelo Giuseppe Cardinal Roncalli, as Pope John XXIII * Free men everywhere are shocked by the execution of former hungarian premier imre nagy and other leaders of 1956 revolt by Communist puppet government * Egypt and Syria merge to form united arab republic in federation with Yemen, under Egyptian military domination with Gamal abdel nasser as President * Iraq and Jordan counter by federating as arab union, but attempts continue to subvert these and other Middle Eastern countries * arab king faisal II and his Premier are murdered, as nationalist rebels seize Iraqi government * And all year long dangerous sparks continue to ignite throughout the Middle East * The sudan asks United Nations help against Egypt * British troops guard Jordan * President Eisenhower, at the request of lebanon, sends United States Marines to checkmate Communists in that country, thereby upholding the Eisenhower Doctrine and demonstrating American support for peace and order; troops are withdrawn less than a month later after calm is restored * In the Far East, Communist China's attacks on Quemoy and Matsu dramatize that country's growing capacity to jeopardize world peace.

WITHIN THE UNITED STATES there are all American moments * ALASKA is admitted as the 49th State * The Baltimore Colts win the National Professional Football Championship from the New York Giants—In baseball the New York Yankees beat the Milwaukee Braves in the World Series, Yankee catcher yogi Berra, playing in his 10th Series, ties participation records set by Babe Ruth and Joe DiMaggio * SUGAR RAY ROBINSON outpoints Carmen Basilio for the middleweight boxing championship, the first champion to regain his crown five times * Newport, Rhode Island, holds a Jazz Festival featuring DUKE ELLINGTON * The top popular songs are mostly zany, fun tunes: "Purple People Eater" and "Witch Doctor"—but America has her problems and tragedies too.

THE U.S.S. WISCONSIN, last United States battleship, joins mothball fleet * Postal rates go up one cent an ounce on domestic mail * A cry for better education is heard in the land with critics claiming our standards in education are lower than ever before * Nobel Prize winning novelist, WILLIAM FAULKNER, says schools are turning into "baby sitting organizations."

Fire at the MUSEUM OF MODERN ART in New York kills one workman, causes \$320,000 in damages * Railroad engineer suffers a heart attack in his cab and a commuters' train drops through an open drawbridge into Newark Bay, New Jersey, killing 48 people * Twenty-seven children are killed as a school bus plunges into a river in Kentucky * Fire at a parochial school in Chicago claims lives of 87 children and three nuns.

IT IS AN OFF ELECTION YEAR and, while the Presidency is not in contention, the political scene is unusually heated with charges and counter charges, chief results are Democrats enlarge their power in Congress; Republican, NELSON A. ROCKEFELLER, wins Governorship of New York State and becomes force in his party *

Recession threatens and President Eisenhower moves to offset it, the two per cent down payment on G.I. home loans is eliminated to stimulate housing construction * Bombs are exploded in Jewish synagogues in Atlanta, Georgia, and Peoria, Illinois. President Eisenhower is "outraged" and Federal Bureau of Investigation starts investigations * The persistent problem of integration continues as Governor orval e. faubus, of Arkansas, defies Supreme Court ruling, closes four Little Rock High Schools, and attempts to reopen schools on a segregated basis as private but state financed institutions. Governor J. Lindsay almond, Jr., closes nine Virginia schools; all reopen following year as integration begins.

THERE ARE CHANGES IN THE COMMUNIST WORLD picture during this year * NIKITA S. KHRUSHCHEV succeeds Nikolai A. Bulganin as Premier of Soviet Union * A month later MARSHAL TITO, of Yugoslavia, defies Moscow control but loyal Communist party members throughout the world continue to harass representatives of the free world * Red inspired student riots in SOUTH AMERICA jeopardize the safety of good will ambassador, VICE PRESIDENT RICHARD NIXON who was accompanied by Mrs. Nixon * CUBAN REBELS SEIZE Americans and Canadians.

INNKEEPER HILTON, holds steadily to his course of speaking, his belief in the liberty of men, of good will through international trade and travel, breaks ground for a new Hilton Hotel in PORT OF SPAIN, TRINIDAD, opens THE QUEEN ELIZABETH in Montreal, Canada, (a C.N.R. Hotel), and in the closing month of the year, in the face of Communist threats, flies a group of notable American guests to Berlin * Premier Khrushchev serves notice on Great Britain, France, and the United States that the Union of Soviet Socialist Republics will withdraw from international agreement governing Berlin, leaving to COMMUNIST EAST GERMANY control of supply routes, and days later, along those very routes, the Hilton party arrives to open THE BERLIN HILTON.

His Christmas message to the free world on his return is simple, direct * It acknowledges the tumultuous state of the world and says boldly— "Be not afraid . . . for this day . . . is born to you a Savior . . . to enlighten them that sit in darkness . . . to direct our feet into the way of peace."



Dynamics of Competitive Coexistence

THE FIRSTS OF PITTSBURGH

This year marks the 200th anniversary of the naming of Pittsburgh after the fall of Fort Duquesne in 1758. A hundred years later came the first blast furnace, and Pittsburgh was on its way to becoming the industrial center of the United States. By a strange coincidence, now, a hundred years later, Pittsburgh again shows the way with America's first full scale plant to produce electricity with atomic energy at Shippingport.

COMPETITIVE COEXISTENCE

The Union of Soviet Socialist Republics is in the world and there is no way to change that situation unless we destroy them or commit suicide and leave the world to them. Consequently, we are stuck with coexistence. But what kind? Peaceful, as Khrushchev requests? No. Ours must become an immediately aggressive policy of competitive coexistence. We must assume leadership and initiative, we must move first.

THE BLESSING OF SPUTNIK

The Russian Sputniks have pinpointed and epitomized the actuality of the competition between the West and the East. Until the morning of October 5, 1957, we had been pretty smug about our technical superiority; Sputnik might very well be the best thing that has happened to us in many years. Do not misunderstand me; I do not disparage Sputnik. I am enormously impressed by the Kremlin's ability to thrust a 1,000 pound moon into its own orbit around the world—while we had difficulty in getting a 30 pound ball into the air.

MANY INNINGS / MANY SATELLITES

This should alert us rather than alarm us. The first automobile to operate successfully was probably the Stevens Duryea in 1892, but who wants a Duryea today? America was discovered by an Italian named Columbus, working for the King and Queen of Spain, but neither Italy nor Spain owns America today. Sputnik was only one inning in a long ball game. Two weeks ago we started the second inning with our Explorer.

THE GERM BEDS OF MOSCOW AND PEPING

I do not believe the Soviet is planning war; they have achieved too much by peace—but we must keep our fists up. Chinese Communism, like molten lava, is oozing slowly and steadily down through Vietnam, the Malay Peninsula and Indonesia on the way to Australia. We are now fighting a kind of "germ warfare" on a psychological level, the penetration of whole continents from the germ beds of Moscow and Peping.







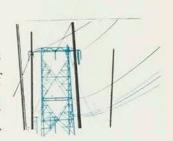
ATTACK BY GIVING ATOMIC POWER

One of the first programs to initiate would be atomic industrial power reactors for uncommitted countries. These can get nowhere economically until they possess industrial electric power, and this can only be developed by nuclear energy.

My proposal then is to beat Russia to the punch by "attacking" Asia and Africa with atomic power stations. We have, I think, an obligation to share these unique sources of nuclear power. The sources of fossil fuels throughout the world have been decreasing—new power had to be found. We have found it; even though we have no immediate use for it, why not share it?

TO ASIA — 100,000 KILOWATTS

An atomic power plant would generate 100,000 kilowatts of electricity; enough to light and power an Asian city of 60,000 population. In India, on the Malay Peninsula, in Africa it would be even cheaper. If we carry out such a program with wisdom and tact, we shall not only help a nation to its feet, but we shall have made a friend for America and the West, strengthened the Free World and opened new markets for American goods.



DO NOT EXPECT GRATITUDE

Incidentally, do not expect gratitude, or even much cooperation from these recipient countries. An absurd situation exists in the world today, and we must take the calculated risk of being "suckers." My hope is that once these countries start their industrialization and get a taste of our enlightened American capitalism, economic Democracy as well as political, the bread and butter and the peace it produces, they will definitely swing westward and stay there.

CONQUEST BY INFECTION

The world has as much need for theologians and philosophers today as it has for scientists. The latter can produce the instruments of war: but we have much greater need for the more subtle instruments of peace.

Let us circulate good men around the world on both sides of the Iron Curtain, scientists, professors, businessmen, industrialists, craftsmen, skilled and unskilled. Let us set up as many contacts as possible with the Communist world and with the uncommitted world. Let us infect them with our American kind of capitalism, our economic and political Democracy. Our State Department took the first step in this direction when it agreed with the Kremlin in principle that there should be the mutual exchange of radio and television programs, cultural and athletic events.



IRON CURTAIN HIGH BUT THIN

The Iron Curtain is very high but very thin. Below the level of governments the people of the world are very close. They share the same God, the same world, the same human nature. They have the same taste for bread and butter, appreciate the warmth of family, the fineness of truth, beauty and goodness.







Voice of America Interview



HOW IS MONEY RAISED?

"Have people believe in you. They've got to believe in your integrity, in your ability. They've got to believe that you're going to make money. Believing in those things, I have found no trouble in inviting people to put money with me."

CAN RELIGION SOLVE PROBLEMS?

"Some people consider me a religious person who goes to church every Sunday and who relies upon prayer. During the depression I recall stepping up that program. Instead of going to church on Sundays, I found myself going there every morning trying to solve my problems."

DO YOU HAVE A PARTICULAR PATRON SAINT?

"Yes. I frequently call upon Saint Joseph. He seems to be a friend of mine and I call on him every day."

WILL TRADE BRING PEACE?

"Here in the United States we believed, when we were spending all the millions on the Marshall Plan, that if American hotels were established in some of the European countries it would help. It would encourage American tourists to go abroad and spend American dollars, thereby helping the economies of foreign countries. That's how Hilton Hotels International really started."

HOW DOES TRAVEL BRING UNDERSTANDING?

"We saw that we were doing a lot of good. We saw people from all nations gathering in our foreign hotels. They didn't seem to be wanting to kill each other. It's not easy at such a time to figure why you didn't like this fellow because of this, or you didn't like that country because of that. For all of a sudden you realized that you had forgotten about your prejudices."

WHAT IS THE MEANING OF THE "COFFEE BREAK"?

"If you greet anyone in Turkey, the first thing they do is offer you a cup of coffee, the thought being, if you drink a cup of coffee with me, that commits you to 30 years of friendship.' So, here's what we're thinking. If we can keep on going from country to country and drinking that same cup of coffee, look what that could mean in time. If it's true, if we drink a cup of coffee with all these countries we will at least have 30 years of friendship with them. In this way we are helping out in world peace."



The Flags of Liberty

FLAGS OF FREEDOM

We have raised four flags into the skies of Canada: the Ensign of Canada, the Flag of the Province of Quebec, the Canadian National Railways Flag, and our Hilton Hotels Flag. These are not symbols of sentiment alone; rather are they the embodiment of history. They represent the experience of men—men of Canada and men of the United States.

These Flags flying free above Canada, shout a hundred greetings, but for me today they shout freedom, peace, prosperity, happiness, and a great friendship between two great nations.

TRAVELING CANADIANS

Some 27 million Americans visit Canada every year; that is like a dozen of our states dropping in for an annual visit. In reverse, I find the situation amazing; you Canadians make 27 million visits to us every year—a neat trick with a population of 16 million. To me it proves that you men and women are the most travelled people in the world.

FROM TRADING POST TO INDUSTRIAL CENTER

Yours is a long history of successful industry—longer than that of the United States. You started with your furs 400 years ago in an empty land which, today, thanks to the enterprise and resourcefulness of your citizens, has become one of the world's leading industrial and trading nations.

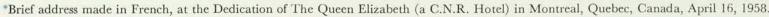
A country whose future is brighter than almost any other in the world. One can't help but be impressed by the Seaway Project, the ore deposits in Northern Quebec and Labrador, the oil and gas development in the West, the pipeline to Eastern Canada, new construction everywhere, and the great industrial growth that is visible here.

Our two countries, ladies and gentlemen, have a great tradition of friendship. For that reason, it is my wish, my prayer today, that this friendship with which we dedicate this new hotel, with which we join our hands and hearts today, will never fail, but grow deeper and stronger as the years go on.

A New Hotel in the Land of Giants**

A DODGERS' FAN

It is with real timidity and even humility that I stand here, a mere Dodgers' fan, before you leaders of the National League and—come October—Pennant winners in your first year of competition. As the Old Testament says, "There were giants in those days!" For years we have had hotels in Los Angeles, but



^{**}Mr. Hilton, at a luncheon in his honor, June 10, 1958, announces plans to build new San Francisco Hotel.





the Dodgers won't come through. Consequently, our Board of Directors, after a great deal of research, conference and study, has decided that the only solution is to build a new hotel here in the Land of the Giants.

SAN FRANCISCO - MELTING POT OF THE WORLD

I am very grateful for this opportunity to say personally to you, my San Francisco friends, that we are going to do exactly that, build a brand new hotel in San Francisco, and having a hotel in San Francisco is very important to me.

"There are only three Cities in the United States that are story Cities—New York, of course, New Orleans and best of the three, San Francisco." When Frank Norris said that years ago, he spoke the opinion of the world. There is no question that New Orleans is full of charm and drama. Neither is there question that New York is the melting pot of Europe. But if these be true, then your San Francisco is the charming, dramatic melting pot of the world. Your harbor is crowded with shipping from every quarter of the globe. I think I have heard every language of Europe and Asia as I have moved through Chinatown, North Beach, up and down your busy streets.

GREAT SEAPORTS OF HISTORY

From the early day in pre-history when civilized man first began to travel in the pursuit of food, of curiosity, wanderlust, commerce or religion, great cities have sprung up at the crossroads of the world. However, as communications and transportation progressed, world interest would veer away from some cities and they would be swallowed up by history. That's what happened to Babylon, Thebes and Carthage. Later, after the Phoenicians and Norsemen dared challenge the open sea, down through the centuries great seaports sprang up to become new crossroads of the world. Romantic and dramatic names like Singapore, Yokohama, Naples, Alexandria and Le Havre filled the minds of men and captured their imaginations. Then came men with wings who no longer had to sail south around Singapore but could hop from Hong Kong West to Karachi. Yokohama, Le Havre, Alexandria and Naples are still fine ports, but now men skip them and fly directly into the great airports of Tokyo, Paris, Cairo, Rome.

SAN FRANCISCO - ONE OF THE AIR-AGE CROSSROADS

Yet the flow of history will never bypass San Francisco. This strategically located city is unique among the great cities of the world for it has a commanding position as a trading terminus from all three means of transportation—land, sea and air. When men traveled by covered wagon and oxcart, and mail was delivered by the pony express, San Francisco was a busy terminal. When the sea lanes opened, great ships came up around the Horn and across the Pacific to make San Francisco one of the great cities of the world. Now, when other cities recede into history, San Francisco successfully takes up the challenge of the air age. It will remain one of the great crossroads of the world.

BIRTHPLACE OF THE UNITED NATIONS

There are other reasons why we chose your city When we come upon a city which the world chose as the birthplace of the United Nations we are impressed. We were impressed again last October when 600 of the world's top businessmen and economists met here in the International Industrial Development Conference. We were impressed when the Republican Party met here a couple of years ago. When the





doctors, lawyers, Indian chiefs want a convention—where do they come? Even when you want a first class earthquake and fire, there is only one city to do it right!

WITH GOLD CAME THE RUSH

No question about it, you have an amazing city here. San Franciscans enjoy the extravagance of three cultures to choose from: the Old Spanish, the Mexican and the Modern American. What baffles me, is how so much exciting history has been piled into a single hundred years. Of course, Mission Dolores was founded in 1776, but until gold was discovered there were only 30 families in this little town of Yerba Buena. Then came the gold rush—and with the gold came the rush, and San Franciscans have been on the move since.

Portland-City of Tradition and Promise*

HOW THE CITY GOT ITS NAME

Passing nearby Astoria this morning I wondered how that port city got its name. In checking, I found the same family which gave its name to the world famous hotel once erected a simple trading post 3,000 miles West, where the mighty Columbia pours into the Pacific. In 1811, John Jacob Astor had two partners handling his western division for him, McDougal and Stewart. Planning a settlement at the mouth of the Columbia, they decided to honor the boss by naming the town after him.



A WORLD OF WATER

Science can solve any problem of subsistence by converting food from the inexhaustible sources of the sea. Seven-eighths of the world is water and that great ocean at your doorstep teems with edible animal and vegetative life; we have just touched the surface of this great refrigerator of food, the sea. Portland has the sea at its doorstep and two great rivers flowing by.



PORTLAND'S TIME TABLE

Portland is only 15 hours from Tokyo by jet, 15 minutes from Europe by intercontinental missile. In 15 seconds you can dial Chicago on the telephone; and in a fraction of one of those seconds have New York City in your living room by television.

THE GREAT NORTHWEST

The next gold rush will be right here between the Columbia and Willamette Rivers! Apparently George Washington had the foresight to see this. It was he who gave the "Sea Letters" to Captain Robert Gray in 1792 to sail his schooner "Columbia" into the river which he named after his ship. I imagine Washington's objective was to cut in on the trade in Oregon. A few years later, 1804, Thomas Jefferson



continued that interest in the Northwest with the Lewis and Clark Expedition. But not only official Washington was interested in the lumber, the furs, the salmon fishing of this great territory. Many of the wise men from the East—New York, Montreal and even Europe—looked upon Oregon as a nice conservative gold rush. That is where John Jacob Astor came in and joined Astoria, Oregon, to the Waldorf-Astoria in New York. And as the owners of the Waldorf, that is where Hilton Hotels Corporation comes in, in this summer of 1958.

Hilton Hotels is proud to have been invited to come to Portland, to erect and operate a hotel worthy of this great metropolitan area. I promise you, you are going to be proud of it.

God is a Gentleman*

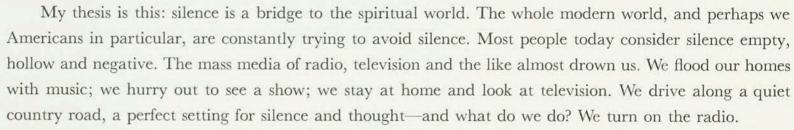
THE GUIDEPOSTS AWARD



Allow me first to express my sincere appreciation for the honor you have conferred upon me. The Guideposts Award in recognition of service to the nation in support of spiritual principles as the basis of American freedom is certainly something to be coveted—but I feel most unworthy to be its 1958 recipient. Spiritual principles are certainly the basis of our way of life, and if I have helped in the smallest fashion to emphasize that fact, I am grateful to the good Lord for giving me the opportunity.

SILENCE IS A BRIDGE

I should like to make a point I have never voiced in public before. It could be developed at great length; in fact, if I threw the subject open to the house I think we should have an exciting afternoon. However, I am going to touch on it for two minutes and be seated—hoping that one of you, more competent than I, will on some other occasion take the topic and develop it to the length it deserves.



The silence I speak of is, in my opinion, the first step to any kind of spiritual life. We should master silence as we master speech; children should be trained in silence as they are to talk. I do not believe that we can overemphasize the value of silence or take it too seriously. If someone were to ask me where America should start to regain her old appreciation of spiritual principles, I should answer, "with learning to appreciate silence."

TRUE SELF POSSESSION

God is a Gentleman, my friends, and He will not intrude while you are talking to someone else. Neither will He impose His grace and inspiration while you are busy with radio or any of the dozens of intrusions on silence. On the contrary, I am convinced that silence is a kind of tonic which prepares our minds and



hearts to turn to God. Out of this quiet, this tranquility, will come a true inner life, a true self possession.

I tell you if this doctrine of silence can be taught to the next generation of Americans, we shall have a nation of self possessed, spiritual men. If we do not, we shall not. I want a generation of quiet Americans! Now, because silence is superior to speech, I shall be seated and be quiet.

Pulse of the West-Berlin*

THANKS TO YOU

This is the first real opportunity I have had to express to you men of Berlin my sincere appreciation for your great initiative and splendid cooperation with our people of the Hilton Corporation during the past three years. We have had a good team—and today the team has won. My congratulations and my gratitude.

WHY WE ARE HERE

The theme of our Hilton International is "World Peace Through International Trade and Travel." That is why, gentlemen, today we are in Berlin, the divided, the broken heart of a great fatherland.

But as Americans we are here in gratitude also, gratitude to the people of Germany. I wonder if you realize how much you have done for our country? Do you know, for instance, that Germany has contributed more than 25 per cent of the flesh and blood composing the present population of the United States?

SOME GERMAN-AMERICANS

Do you know that our great Waldorf-Astoria in New York was named after a German and a German town? John Jacob Astor was born in Waldorf, Germany, about 1763 and subsequently became one of the great men of America.

My own grandfather, Conrad Laufersweiler, was born in Doerrebach am Rhein, and my grandmother, Caroline Wasem, in Oberengelheim am Rhein. Besides Astor and our New York hotel, as an American I want to thank you for the Eisenhowers you have sent us, the Hoovers, the Chryslers, the Raskobs, the Steinbecks, the Ochs, Krafts and Menckens—as well as for Anheuser-Busch, Pabst, Schlitz and Rupperts.

THE TWAIN MEET

We in America are very much aware of the terrible political, economic and military tensions here in Berlin at the present time. To me it points up, epitomizes and illustrates the present condition of the world. To me, gentlemen, Berlin is the pulse of the world! Someone has said that East is East and West is West—and never the twain shall meet. Here they have met.

You free men of the West rose from the rubble of war, looked about you, and because you were free, turned on a tremendous energy to seize that rubble and transform it into a new, prosperous city.





Be Not Afraid

BE NOT AFRAID was painted against the ominous night, the star of the East and the bombs of the West. The shepherd of yesterday (and today) looks with both awe and fear. News headlines were selected from the 365 frightful days of 1958. Starting with the making of a new missile and ending with dynamite destruction, world incidents of man and nature were edited to fit a transparent fear filled column.

At the bottom, and by contrast, is quoted the oftrepeated admonition of Christ to "fear not." The text is a merging of two verses from the New Testament taken before and after the birth of Christ.

The Christmas Message appeared in Time, News-week, U.S. News & World Report, Business Week, and the hotel trade publications. According to Starch Research reports, this page rated first in readership in Time Magazine and tied in attention with one other December advertisement.

^{*}The column of news headlines was set in Alternate Gothic. The title was set in Weiss initials, the text in Weiss linotype.



Paragraphs of Courage

HE IS ALIVE

"There is more in your ad to create peace of mind and faith for living in today's world than in many of the volumes which have been written on the subject. The ad implies He is alive and at work in the modern historical situation" Elizabeth P. MacMullen, Mamaroneck, New York

SOMETHING THE CHURCH CANNOT DO

"The wonderful message you gave to the world was done in a manner the church cannot do." W. Earle Smith, San Francisco, California

GOOD WILL AND FREE WILL

"I believe this advertisement may be the most eloquent communication job of all times. A man's free will has seldom been used with such good will as when you elected to publish this effective advertisement". Robert L. Gray, Washington, D.C.



OUTSTANDING MESSAGE

"I have been selling magazine advertising space for over 36 years, and naturally I observe all the advertisements in publications I see with some degree of critical interest. I sincerely believe that the advertisement in question was one of the two or three outstanding advertisements I have seen in all those years.

"The research behind this advertisement is very obvious, the typesetting is exceptional and the art work is second to none that I have seen. It was fitting that the events of the year covered the world considering that your hotels are spread around the globe".

Walter S. Reilly, Los Angeles, California



MORE THAN A HOTEL

"It spoke more to me of you more than a picture of your most elaborate hotel decorated in the Christmas fashion. I even used it in a sermon illustration."

Earl M. Fritz, Pastor, Trinity Lutheran Church, Olney, Illinois

POWER TO KEEP THE PEACE

"The message of peace is most beautifully shown against rich background of blue. The timely message cannot but captivate the hearts of men who have the power in their hands to keep peace in the world". Frederick S. Sanburn, North Haven, Connecticut

A CHRISTMAS LESSON

"I was gratified indeed to see your arresting page depicting the shepherds of Bethlehem.

To me this is a Christmas lesson in itself. I am beginning more and more to believe that it is the right—nay, the duty—of the individual to let it be known what pleases or displeases them, and so I write to tell you."

Mrs. Henry F. Burns, Utopia, Texas

THE REAL REASON

"Not even a pageant, a card, nor a sermon has ever impressed me to such a degree. The advertisement immediately told me the real reason why we should remember God's gift of His Son to us and gave me faith as I've never had it before in this modern world of so many things to fear."

Carol Sydnor, 17, Stamford, Connecticut

SOURCE OF COMFORT

"I keep it in my top desk drawer. It brings me a little comfort each time I look at the picture and the foreboding headlines."

Phil B. Neptune, Saint Louis, Missouri

THE GOOD NEWS

"Down from the top of the page is a narrow column of the outstanding headlines of the year. At the bottom is a quotation of the Christmas good news—the good news that enables us to remain sane in this terror-ridden world."

Reverend John W. Ellison, Th.D., Rector, Parish of the Epiphany, Winchester, Massachusetts



THE PATHS OF PEACE

"I want to thank you, along with my people, for such a page and pray that we will have the faith not to be afraid, but, to trust completely in the Lord, we will go into the paths of peace."

Reverend Elwin R. Gallagher, All Saints Episcopal Church, Salt Lake City, Utah



POSTED PAGE

"I was so moved by this timely message that I removed it from the magazine and posted it on our church bulletin board during the holiday season".

Lorenz Joseph Morrow, Pastor, Northminster Presbyterian Church, Kenmore, New York

MOVED TO THOUGHT

"Nothing I have ever previously seen has affected me so much, nor have I ever been so moved to thought."

V. S. Hebbert, Toronto, Ontario, Canada

THE HAND OF GOD HEALS

"With sets of ruin and tales of sorrow rampant around the world, it's a comforting solace to know that the ever loving hand of God heals all wounds."

Walt B. Schlepphorst, Fort Worth, Texas



MANY A WEARY TRAVELER

"This starlit message which I am sure will not only be the means of guiding many a weary traveler to a comfortable place for physical rest, but also through life to the Source of Peace."

James E. Chase, Washington, D.C.



TIMELESS

"It sweeps over 2000 years in a page with a timeless message, something achieved only rarely."

Thomas C. Young, Coatsville, Pennsylvania

PROBLEM AND PRINCIPLE COMBINED

"It is rare that a religious message so clearly connects up the day to day problems with the eternal principles of philosophies that guide us."

Donald E. Deuster, Chicago, Illinois

RECORD OF FAITH, HOPE AND CHARITY

"The horrors listed month by month, keep us facing objective reality. But the shepherd looking toward heaven and the message sent by God Himself, will help us to be brave and strong and full of faith."

Sister M. Georgiana, Webster College, Webster Groves, Missouri

A SERMON IN PRINT

"That picture and message is as effective as any sermon from any pulpit could be"."

Clarence G. Durham, Minister, First Presbyterian Church, Fitzgerald, Georgia



THE LORD IS MY SHEPHERD

"Our family discussed this. They asked me to write and thank you as we also believe 'the Lord is my Shepherd, I shall not want'." Mrs. Allen M. Taylor, Toronto, Ontario, Canada

THE THANKS OF SILENCE

"Many people who will not write you will silently thank you for the message".

Joseph S. Johnston, Minister, Reveille Methodist Church, Richmond, Virginia

OF GOD'S PROVISION

"Too often today we allow ourselves to be frightened by man's events and fail to realize we can be firmly established if we but take advantage of God's provisions".

C. E. Retzsch, Newark, New Jersey

A BENEFICIAL RADIANCE

"Your message stood out with a beneficient radiance that took one's mind back to the Bethlehem star"." Mrs. James K. Dickson, Quilcene, Washington

WORLD WIDE AND HELPFUL

"This is the first time that the writer has ever written a firm regarding one of their advertisements. I feel that the impact of your timely presentation will be world wide and extremely helpful".

W. G. Simmons, Battle Creek, Michigan

MODERN FEAR VERSUS ANCIENT HOPE

"It is extremely relevant in combining the modern threats and fears with the ancient hope and promise".

William L. White, Minister of Christian Education, The Methodist Temple, Evansville, Indiana

EINSTEIN WROTE

"It is enough for me to contemplate the mystery of conscious life perpetuating itself through all eternity, to reflect upon the marvelous structure of the universe which we can dimly perceive, and to try humbly to comprehend even an infinitesimal part of the intelligence manifested in nature."

Mrs. C. Lewis Hines, Three Rivers, California

OUR NATIONAL MOTTO

"Since wars begin in the minds of men, it is in the minds of men that the defenses of a just peace must be constructed. We must get our national motto out of our pockets on our coins and into our hearts."

Sidney G. Holder, Birmingham, Alabama



THAT PUNCH LINE

"The impact of the news headlines read with meditation tends to fill one with horror until he arrives at the punch line, 'Be Not Afraid'."

Reverend B. L. Whittenbrink, O.M.I., Saint Paul, Minnesota

KIWANIS PROGRAM

"I spoke at the Christmas programs of our Rotary and Kiwanis clubs and took the advertisement with me there. I spoke on the subject, 'Christmas and Frightened Man'."

Reverend D. K. West, First Presbyterian Church, Medford, Oregon



A SONG IN TYPOGRAPHY

"It's a sermon, a song in typography that makes one's heart sing at this time in history when hearts must sing and faces must be lifted toward the star, and not the satellites."

J. Robert Smith, Carmi, Illinois





"Hello there, Conrad Hilton".

THIS IS YOUR LIFE PROGRAM

June 4, 1958 is a date which the Innkeeper will long remember. He keeps an appointment to record Uncle Sam's prayer at the

National Broadcasting Company, but before the session begins there is an interruption. Ralph Edwards walks into the studio accompanied by Mr. Hilton's cousin, Doctor Joseph Hilton, and announces, "We're on television coast to coast. Tonight, Conrad Hilton... 'This Is Your Life'!" Ralph Edwards has introduced Mr. Hilton as "a man who built an empire," and then speculated "How does a man start with nothing but a dream, and make that dream come true? There's imagination—there's prayer—there's hard work—a little bit of luck, perhaps—but mainly there are people."

Now, as Ralph Edwards follows the thread of the Innkeeper's life, family and friends from over the years appear in person to fill in the details.

THE STORY BEGINS in a little town on the Rio Grande, San Antonio, Territory of New Mexico, where Gus Hilton owned the general store and where his son, Conrad Nicholson Hilton, was born on Christmas Day, 1887. And Conrad Hilton's four sisters—Felice, Eva, Rosemary, Helen—all married now and scattered across the country, are at the NBC studio this night to tell of those early days.

FELICE: "I remember Connie working behind the counter in the store as an assistant clerk, aged 12, for five dollars a month."

ROSEMARY: "The store was the center of most of the activity in the town. Papa sold everything. Our slogan was, 'You name it, we've got it.'"



"I wish Conrad Hilton had gotten here first"."



HELEN: "From papa, Connie learned the meaning of work. From mama, we all learned the meaning

of prayer. When Connie's favorite horse, Chiquita, died and mama couldn't explain it, she turned him toward the church and said, 'Go and pray, Connie. Take all your problems to

Him. He has answers when we don't."

EVA: "We developed a love for music from both mother and father. I played the violin, and when

I was 18 and Connie 20, our father got the idea that two friends of mine and I should bring culture to the New Mexicans, whether they liked it or not. Connie was our manager. Our net profit was \$27.45. Each of the trio received \$9.15. All Connie got was our thanks."

BEFORE THE TOUR of the Hilton trio, the world's future host got his first taste of the hotel business. When the depression of 1907 hit Gus Hilton's general store, that hardy pioneer decided to turn the Hilton home







1. Ralph Edwards, Master of Ceremonies, "This Is Your Life" television program. 2. Mr. Hilton's eldest sisters, Eva and Felice. 3. World War I friend and Hilton Executive, William R. Irwin. Mr. Hilton's sisters: Rosemary and Helen, in background. 4. Boyhood friend, Will Keleher.

into an hotel capitalizing on his wife Mary's good cooking and his son's strong back. Young Connie met every train at three in the morning, at midnight, and at high noon. He carried luggage and trunks and salesmen's showcases. His mother cooked and cooked. And the Hilton Hotel was soon making a name for itself with rooms at \$2.50 a day—including meals.

Besides the art of working there were other things to learn, and young Conrad Hilton acquired his formal education variously at the little school in San Antonio, at Goss Institute in Albuquerque, New Mexico Military Academy in Roswell, Mount Saint Michael's Academy in Santa Fe and finally at the New Mexico School of Mines in Socorro.

When he was 24 he was elected to the very first New Mexico State Legislature. At 26 he opened the New Mexico State Bank of San Antonio.

IN 1917, AT 30, he sold his bank and enlisted in the United States Army. And into the studio now comes Bill Irwin, a friend the Innkeeper made during the first World War, who went overseas with him, who today is an executive of Hilton Hotels International.

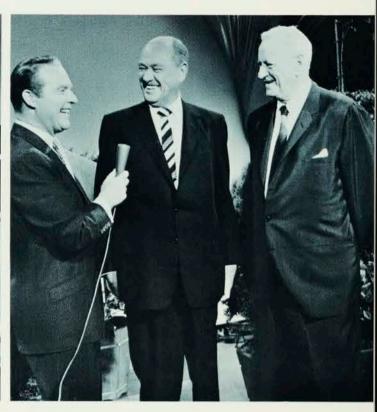
"The greatest thing the war did for Connie was to give him a chance to see the world—his first really big cities—and they made a tremendous impression on him. Connie, little did we

know then that 40 years later you'd have hotels in those cities, or that the friendship you made at that time would be so lasting."

AFTER THE ARMISTICE, while he was still in France, Lieutenant Hilton received a cable telling him of his father's death. Within weeks he was back in New Mexico, but as with so many returning servicemen, he was restless, unable to find himself. Then an old friend of his told him: "If you want to launch big ships, go where there's deep water. Go to Texas, Connie, and you'll make your fortune." He was on the next train and with him was William A. Keleher, once press agent for the Hilton trio, today an attorney in Albuquerque and one of the Innkeeper's oldest and best friends. He is in the studio tonight to describe this most eventful of all Conrad Hilton's trips.







5. First Key Clerk, now Hilton Executive, Robert P. Williford. Behind the Innkeeper are sons: Eric, Barron and Nick. 6. Mrs. Olive Wakeman, 15 years Mr. Hilton's Administrative Assistant. 7. Ralph Edwards concludes program with the Innkeeper's cousin, Doctor Joseph Hilton.

WILL
KELEHER:

"He went to Texas with \$5,000 to buy a bank—and ended up buying a hotel instead. Connie was quite depressed when he walked into the Mobley Hotel in Cisco, Texas, looking for a room. His attempts to buy a bank there had just fallen through. The town was jammed with people trying to make their fortunes in the 1919 oil boom... and Connie was told that the hotel was 'full up', but to come back in eight hours when the present tenants had vacated. All Connie's depression left him when he asked if the hotel was for sale and a week later after frantic financial maneuvering on Connie's part, the Mobley was his for \$40,000. The very first night of his ownership the hotel was so full that Connie even gave up his own bed to a guest and slept on the desk in his office."

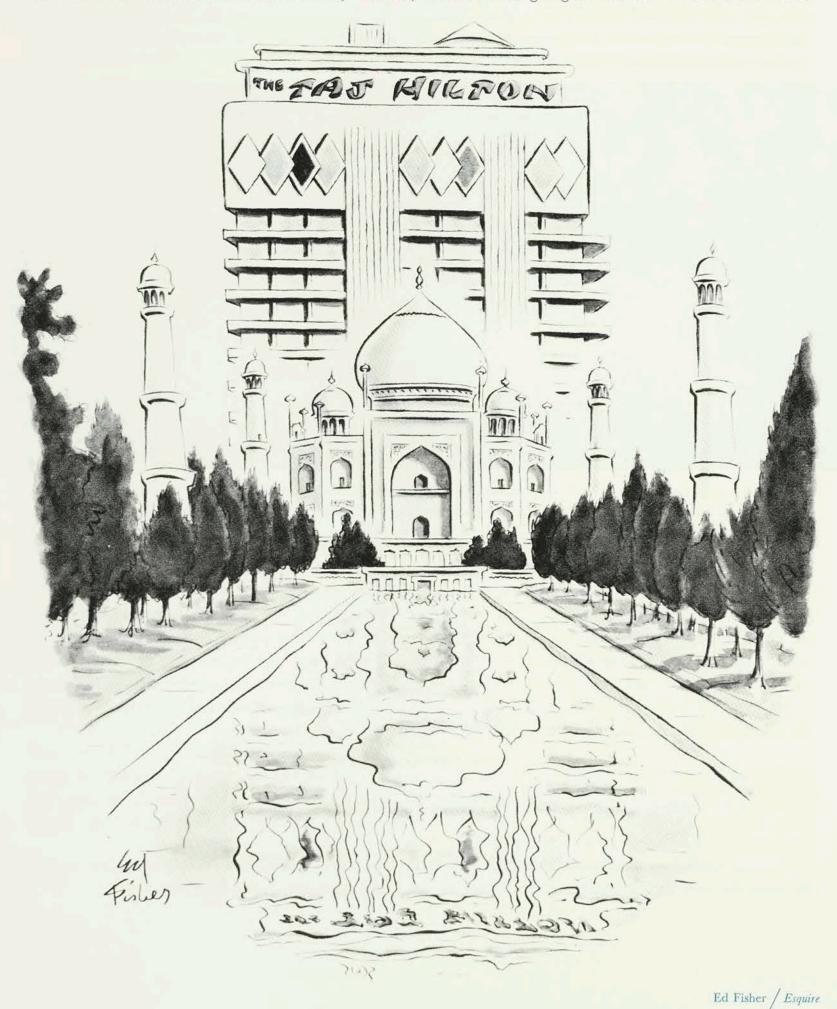
THAT WAS THE START of an empire. The Innkeeper had found his place in the world. He dreamed of Texas wearing a necklace of Hilton hotels, and each year he added a new one until they dotted the Lone Star State. In 1929, Conrad Hilton announced that he would build a \$1,750,000 hotel—the El Paso Hilton. Nineteen days later the stock market crashed.

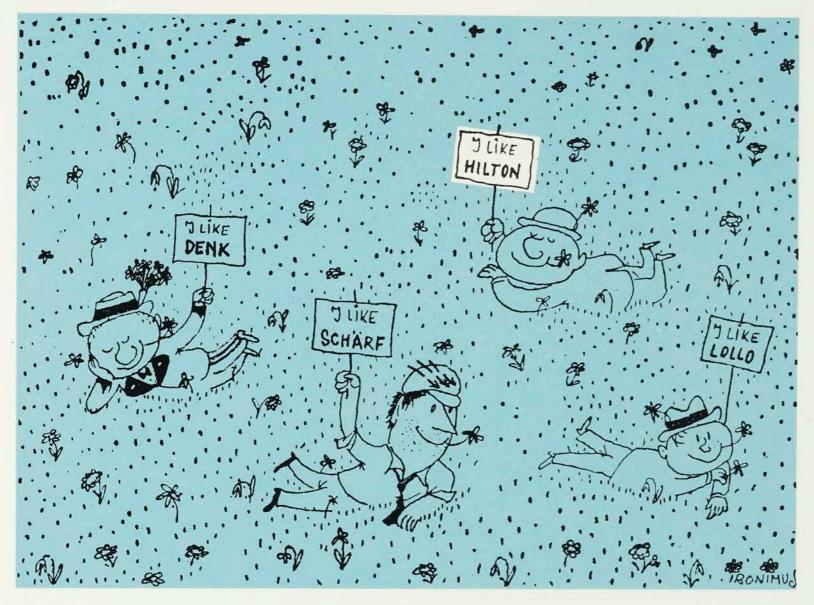
Things looked ominous for the Innkeeper, and into the studio now comes Eddie Fowler, then and for 20 years thereafter, a bell captain at the Dallas Hilton. Eddie remembers those dark days well.

EDDIE FOWLER:

"The roof seemed to topple in on Mr. Hilton. He was over half a million dollars in debt, and the sheriff was ready to close his hotels. Every morning Mr. Hilton would go to church and pray and all of us at the hotel prayed for him..."

BUT EDDIE DID MORE than that. On a particular day when Mr. Hilton didn't even have carfare, the bell captain offered the boss his savings, \$300.00. With that money Conrad Hilton went to Galveston to complete a merger which staved off ruin. Two weeks later, he repaid Eddie Fowler and added an extra \$50.00 which was just about all he had left from the deal. "Eddie," he said, "I think we're going to make it." And make it he did.





Spring awakening in Vienna

Ironimus, Vienna

BOTH HIS HOTEL CHAIN and his dreams continued to expand. Onto the screen now in the Burbank television studio comes a man who played a most important part in Mr. Hilton's life, his close friend, Colonel Henry Crown. Colonel Crown, the man who bought the Empire State Building in New York City, is speaking from his office in Chicago.

COLONEL CROWN:

"Yes, Connie, your biggest dream was realized on that October day in 1949 when, over a cup of coffee at the Plaza Hotel, you and I were able to resolve a serious problem and you became the man who bought the Waldorf-Astoria...and someone who thought you had reached the absolute top suggested this would be the time to retire. But your dreams have always been beyond your horizons, and retirement for a couple of guys like us would be impossible, wouldn't it?"

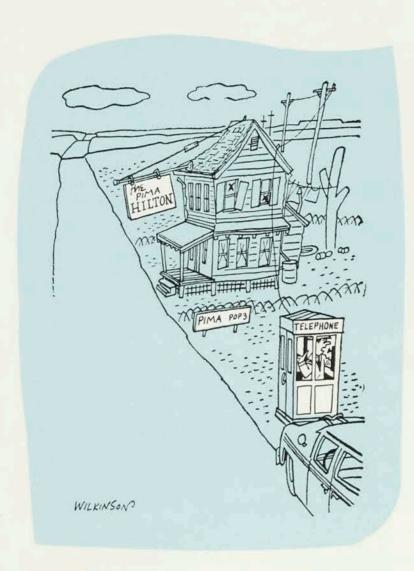
OVER THE YEARS Conrad Hilton went on pushing out horizons, dreaming bigger dreams until the world itself wore a necklace of Hilton hotels. And into the studio now come three young men who have become a part of his greatest projects, his sons: Nick and Barron Hilton, both Vice Presidents of the Hilton Hotels Corporation, and Eric Hilton, currently learning the hotel business as an employee of the Statler Hilton in Dallas. Behind them is another man, one who started with the Innkeeper as a Key Clerk during the depression at \$30.00 a week and who is now Executive Vice President, Robert P. Williford.



"Mr. Hilton, you have been successful abroad as you have been here in the United States. It's because, as you say, each of our hotels is a Little America, not as a symbol of bristling power, but as a friendly center where men of many nations and of good will may speak the language of peace."

It is a great thrill for the Innkeeper to review his life—to greet his friends, but there is more to come. First, a tribute very dear to him as another very important person in his life enters the studio. It is Mrs. Olive Wakeman, who has been with him for 15 years and is now his Administrative Assistant.

WAKEMAN: "Mr. Hilton, as a token of the love and esteem in which you're held by your more than 27,000 employees all over the world, I'd like to present you with this set of books signed by each employee. Good luck to you always."



"There's nothing we can do, Conrad, his name's really Hilton."



"I claim this land
in the name of Conrad Hilton."

Fritz Wilkinson

De Cada / News Front

And now the final words which Ralph Edwards speaks and which the Innkeeper will remember and cherish.

"Conrad Hilton, in your book, 'Be My Guest', you have said, 'The yardstick for measuring success is not how much a man gets, as how much he gives away'. Your benefactions have been generous beyond belief. This is your life, indeed—and may your dreams never cease. Good night, and God bless you."

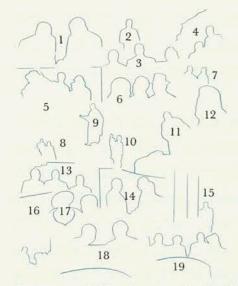
Good Will Trips Sons of the Covenant The Anvil of Civilization Greece-Mother of Western Civilizations Sister Mary Madeleva Ground Breaking-Hilton Inn, El Paso, Texas The Marymount Woman Bringing the World Together The New Pittsburgh Flags Over Pittsburgh In His Hands The Whole World



Good Will Trips

THE YEAR IS 1959

VERYONE SEEMS TO BE ON THE MOVE, on earth, in space * PRESIDENT EISENHOWER visits Mexico * BRITISH PRIME MINISTER HAROLD MACMILLAN confers with the President in Washington, D. C. * TIBET'S DALAI LAMA travels a hard road; his government is dissolved by the Chinese Communists, he evades Communist troops and reaches sanctuary at Indian Tibetan frontier checkpoint * NORTH ATLANTIC TREATY ORGANIZATION Council, after a three day meeting in Washington, confirms its unanimous determination to uphold the freedom of west Berlin and "rights and obligations of the Allied Powers" * A CONFERENCE OF FOREIGN MINISTERS of the United States, France, Great Britain, and the UNION OF SOVIET SOCIALIST REPUBLICS, meeting in Geneva, deadlock over conflicting EAST-WEST PROPOSALS for settling German and European problems * QUEEN ELIZABETH II and Prince Philip



1. President Eisenhower and British Prime Minister Harold Macmillan hold cold war strategy talks in the White House. Object of interest is office clock which gives the correct time around the world. 2. The President speaks to an Indian crowd of half a million in America's "Sister Democracy," India, at Ramila Grounds, New Delhi. 3. Blair House, Washington, D. C., was the official home of Soviet Premier Khrushchev and Mrs. Khrushchev while visiting the United States. Their host, President Eisenhower, cordial if not optimistic, stands between them. 4. President Eisenhower displays the new 50 Star United States Flag, after admission of Alaska and Hawaii as the 49th and 50th States of the Union. (Seated) Speaker of the House of Representatives, Sam Rayburn, witnessing the signing for Hawaii. Behind him is D. K. Inouye, Representative-elect of Hawaii. 5. Fidel Castro and his bearded band conquer Cuba as Batista flees. Subsequently, the people's revolution takes on an anti-American, pro-Communist color. 6. Khrushchev samples glass of capitalistic Coca Cola at American sector of Brussels' World's Fair. Visiting Vice President Richard Nixon and Soviet Chairman of the Presidium Klimenty E. Voroshilov, watch for his reaction to the American soft drink. 7. Reviewing the Spanish Honor Guard are President Eisenhower and Generalissimo Francisco Franco as the President makes an 11 nation good will tour after Khrushchev sabotages the Paris Summit

Conference. 8. French troops in the hills of Kabyle Dzebel take up arms against the Algerian rebels. 9. Indian official escorts the fleeing Dalai Lama, 23-year old religious ruler of Tibet, into the safety of India, following his ousting by the Chinese Communists. 10. Loyal Laotian troops march down a street in Samneva, Laos, to reinforce a nearby airstrip under seige by Communist guerillas. 11. Sweden's Ingemar Johansson, new Heavyweight Champion, stands over defeated Floyd Patterson, after knocking out Patterson in the third round at Yankee Stadium in New York City. 12. New President of the Republic of Cyprus, Archbishop Makarios, gestures as he addresses a farmers' rally in Nicosia. 13. Standing in front of the Nile Hilton, in Cairo, Egypt, are President Gamal Abdel Nasser of the United Arab Republic and Marshal Josip Broz Tito, of Yugoslavia, with the President of Hilton Hotels Corporation, at the opening ceremonies of the new hotel. 14. At The Beverly Hilton hotel, the Innkeeper greets His Majesty, King Baudouin I of Belgium. 15. Mr. Hilton contemplates the ancient architecture of Athens as he plans a new hotel for Greece. 16. Rubens' "The Adoration of the Magi," sold at auction in London at an all time record, \$770,000. 17. The Innkeeper chats with Sister Mary Madeleva, President of Saint Mary's College in Notre Dame, Indiana, after she introduces her latest book, "My First Seventy Years." 18. Former President Herbert Hoover, visits with Mr. Hilton in Mr. Hoover's apartment, at the Waldorf-Astoria. The former President not only makes his home at the Waldorf, but has been a Director of the Corporation since 1949. 19. Being interviewed by Tony Weitzel on his radio program, which originates from the Steak House at The Conrad Hilton Hotel in Chicago, Illinois, are: seated from left to right in the picture, Thelma Ritter, John Payne, Mrs. Tony Weitzel, Mr. Conrad Hilton and Rosalind Russell.

visit Canada and President Eisenhower and the Queen formally open the SAINT LAWRENCE SEAWAY; the Royal Couple are warmly greeted in Chicago, Illinois, where the Innkeeper is invited by the Mayor of the City and the State's Governor to a luncheon in Her Majesty's honor.

United States vice president richard M. Nixon with Mrs. Nixon and party arrive for official visit to union of soviet socialist republics and formally opens american exhibition in moscow after Nixon "debates" with premier nikita s. Khrushchev in front of exhibit kitchen (exhibition closes six weeks later after having been viewed by 2,700,000 Russians) * Nixon in radio television address from Moscow, tells Soviet people they will continue to live in an era of fear and tension if Khrushchev tries to promote communization of countries outside union of soviet socialist republics * President Eisenhower, traveling to West Germany and England for talks with Chancellor konrad adenaur and prime minister macmillan is welcomed enthusiastically as one million Parisians give him rousing cheers when he arrives for meeting with french president charles de gaulle.

SOVIET PREMIER KHRUSHCHEV lands in Washington for official visit and tour of United States, ends trip by meeting with President at CAMP DAVID, MARYLAND, to discuss world affairs; meeting signalizes change from cold war to competitive truce, postponement of Berlin ultimatum and agreement to summit conference, later scheduled for April, 1960, in Paris * President Eisenhower makes successful three week tour of 11 nations in EUROPE, AFRICA AND ASIA, arriving home to report deep hunger for peace in all of them.

IN OUTER SPACE Soviet and United States moon rockets miss targets and orbit around the sun * United States Navy successfully orbits vanguard satellite to function as first weather station in space * Seven "spacemen" are selected by National Aeronautics and Space Administration from military test pilots as first AMERICAN ASTRONAUTS * Two monkeys are recovered unburt from Caribbean area after 300 mile high flight in United States Army Intermediate Range Ballistic Missile * SOVIET ROCKET HITS MOON while satellite moves in orbit to photograph the moon's hidden side.

On the earth's surface, JAPANESE PRINCE AKIHITO marries Michiko Shoda, a commoner * CHOU EN-LAI, Communist Chinese Premier, tells National People's congress that in 1958 China has achieved a 65 per cent gain in industrial and farm production. Later central committee of Chinese Communists admit figures were grossly overstated * united nations general assembly bars (44-29) communist china membership from United Nations for ninth successive year * In the Sao Paulo, Brazil, city council election, Cacareco, a lady rhinoceros owned by a Rio de Janeiro zoo, polls more votes on a write in than any of the human candidates. AT HOME, HAWAII IS ADMITTED AS 50TH STATE * Negro children attend formerly all white Virginia schools * PAN AMERICAN WORLD AIRWAYS inaugurates first round the world jet passenger service * Mrs. Dwight D. Eisenhower christens the "SAVANNAH," first United States nuclear merchant ship—"Ben Hur" wins the Oscar for the best motion picture * Pulitzer prizes go to Archibald MacLeish for his verse play, "J. B.," and to Robert Lewis Taylor for his novel, "Travels of Jaimie McPheeters" ★ INGEMAR JOHANSSON of Sweden knocks out Floyd Patterson to win the world's heavyweight boxing title * The Los Angeles Dodgers defeat the Chicago White Sox in the World Series * THE BALTIMORE COLTS triumph over the New York Giants and retain the National Football League championship * Death claims ethel barrymore, cecil B. De MILLE, FRANK LLOYD WRIGHT and former Secretary of State, JOHN FOSTER DULLES; Dulles is replaced by Christian A. Herter * President Eisenhower pledges United States support to European common Market,

Euratom commission and European Coal and Steel Community * The United States State Department announces extension of United States nuclear testing ban, and Union of Soviet Socialist Republics announces extension of its ban.

Despite high level diplomacy and good will tours, the world continues to be sorely troubled * FIDEL CASTRO takes office as Premier of Cuba, confiscates private property including American holdings, institutes purges, begins nationalization * Communist Chinese batteries on the mainland subject Nationalist China's MATSU ISLANDS to heavy artillery bombardment * French forces and ALGERIAN REBELS clash * COMMUNIST CHINA attacks border areas in INDIA * LAOS is attacked by Communist troops from North Vietnam.

THE INNKEEPER throughout this long year continues his efforts * Conrad Hilton, too, makes good will flights, to athens, greece, to break ground for new hotel, to cairo, egypt, where gamal abdel nasser, President of the United Arab Republic, and marshal tito of Yugoslavia, together with notable Americans are his guests at the opening of the NILE HILTON * Hilton Hotels International breaks ground for two new hotels in the netherlands, in Amsterdam and Rotterdam * The Innkeeper speaks to influential groups, the B'nai B'rith; young Catholic women; he speaks in Texas, in New York, in Palos Verdes and Pittsburgh. And at Christmas he once more offers a message of hope, a rope of faith in the future to which free men may cling as they scale the rugged slopes toward Peace...God, "holds the whole world, you and me, inner and outer space... In His Hands".



Sons of the Covenant*

The worth of an honor, I think, depends, not upon the worth of the receiver, but upon the worth, the stature of the giver. In judging this award, this honor offered me tonight I had to look at the donors, the givers of this coveted compliment. Who are these friends, these Jewish ladies and gentlemen, who would honor me? What is this organization, B'nai B'rith? Who are these Sons of the Covenant? What Covenant? Is this a group with a culture and tradition or is it a make shift organization with no history and no future?

"GOD — JEHOVAH"

One evening at dinner when I was a boy, my father told me about Abraham Staab: the ranking Roman Catholic prelate in the New Mexico of that day was our old Archbishop Lamy, a friend of dad's, a friend of everyone. One of his best was Abraham Staab, a very wealthy merchant of Santa Fe and leading member of the Jewish faith in the southwest. When the Archbishop was building his cathedral, Abraham Staab helped with gifts and a series of loans. The church was still unfinished when one day the Archbishop visited his Jewish friend.

"I have come to ask for an extension on my notes," he said simply. Staab took all the notes from a large iron safe and held them in his hand.

"Let me have some say in the building of the cathedral and I will tear them all up."

"To what extent, Mr. Staab?" asked the Archbishop.

"Let me put only one word above the entrance, chiseled in stone."

"And what is that word?"

"You must trust me, Archbishop," said the merchant.

For a moment the two faced each other, looked into each other's eyes. Both were pioneers. One had brought the word of God as he knew it to a wild country. The other had brought money and trade.

"I do trust you," said the Archbishop.

Abraham Staab tore up the notes.

Later I went to the cathedral at Santa Fe and was moved by its beauty. I was more moved to see over the arch the part Abraham Staab had played in its building. There were the Hebraic initials, J V H, symbolic of the "God" of the Christian faith, "JEHOVAH" of the faith of the Jews.

B'NAI B'RITH

When one studies Jewish history, Caesar was yesterday, Alexander and Philip of Macedon the day before. Six hundred years before Christ, the King of Babylonia had mastered the whole of western Asia,



took Jerusalem, destroyed the Temple and brought the flower of the Jewish people into exile for 50 years, until Cyrus the Persian, destroyed Babylon and permitted them to return to the Promised Land.

From that point there is nowhere to go but the Bible and some fragments of secular history. About the year 1000 B.C. came the names Solomon and David. Then a few centuries earlier we are in Egyptian history and find Moses negotiating with Pharaoh for the release of his people. Moses, the law giver, the first labor leader in history, the historian of his people. We are now 1,500 years before Christ and the trail leads back through the mud of the mighty Nile, within sight of the Sphinx and the great pyramids of Gizeh.

About the year 2000 B.C. appears the great Patriarch Abraham, the father of his race, the founder of the Hebrew people. And the Lord made a Covenant with Abraham and promised that he would be the father of many nations. Thus we come full circle to B'nai B'rith, the Sons of the Covenant, and understand how the Lord God made the Jewish people *His chosen people*.



THE LAW OF SURVIVAL

What is amazing about these great people is their very survival over the 4,000 years. The history of other peoples evidences the contrary: nation after nation has absorbed larger, intensely hostile minorities. The Irish absorbed their successive invaders; the British, the pirates of the Fifth and Eighth Centuries and the French of three centuries later: the Italians, the Lombards; the Greeks, the Slavs. But the Jewish people have remained intact. No question about it, the Jews somewhat like the Greeks, are a unique fact in the development of man.

JUDEO-CHRISTIAN FAITH

It might be more accurate to say that the Judeo-Christian faith is not a part of history, but that history may be just a part of our Judeo-Christian faith.

The Anvil of Civilization*

A NATIONAL BIRTHDAY

Today in two nations—the United Arab Republic and the United States of America—a holiday is being celebrated. Flags are flying, children are singing, the press and the radio are rejoicing over a birthday.

In your country you are celebrating the first birthday of the United Arab Republic. In my country it is the 228th birthday of George Washington, the father of his country. I think it a happy coincidence that we open the Nile Hilton on this date.



THE MOTHER OF EGYPT

The Nile, after which this hotel is named, is one of the great rivers of the world; it rises below the equator and flows for some 4,000 miles North into the Mediterranean. It is from the valley of the Nile that





the history of man may be slowly traced back to an age more ancient than anywhere else on earth. If the Nile is the mother of Egypt, it is because she has fed her children for centuries.

PRACTICAL PEOPLE

It seems to me that one of the Egyptian's dominant personality traits was and is a talent for organization of manpower and materials. We in America like to think that we have the same ability. I think we are both practical people: hard work and the ability to get a job done are your talents.

Greece-Mother of Western Civilizations



IN THE SHADOW OF THE ACROPOLIS

We have built many hotels in our day, occupied many cities of men around the world. But nowhere have I felt the sense of history as here in the shadow of the Acropolis, crowned by your fabulous Parthenon. Here in Athens man first stood up and insisted that he was not a prisoner of the history he was making.

THE GOOD EARTH OF GREECE

Just after the war, ladies and gentlemen, there appeared in the newspapers of America a picture which moved me greatly. It was a photograph of Greek prisoners of war returning home, kissing the good earth of Greece after a long captivity. It is almost with that same reverence that we break ground today; that we turn the first spadeful of good Greek earth for the erection of a hotel worthy of the Greek people, worthy of the men of Athens and their guests from around the world. Today we break ground as a plowman does to produce new life, new achievement and the promise of a great modern Athens to attract the citizens of the world to experience again the old and new of Greek civilization.



A HERITAGE WHICH MUST NOT BE BETRAYED

What a heritage! Take the years from about 600 B.C. to 300 B.C. right here in the neighborhood of Athens. The territory was called Attica at that time—no bigger than my own neighborhood of Southern California—with fewer than 100,000 citizens. This little community produced architects capable of designing the Parthenon, standing like a crown on the rocky hill of the Acropolis; the temples of Niki and Theseus; the mile after endless mile of classic beauty.

FOREFATHERS WERE THINKERS

But your forefathers were not only sculptors and architects; they were thinkers who thought out the intellectual and moral basis of western civilization. I am speaking of that brilliant litany of philosophers topped by Aristotle and Plato. I am speaking of your poets and dramatists: Aristophanes, Sophocles, Euripedes and Aeschylus; of the greatest of the world historians, Thucydides. But it is not of men alone I

speak. The heart of the world beats faster at the sound of names like Delphi, Parnassus, Olympia, Marathon and Salamis and the beautiful islands of Greece.

There is no use in the Communists trying to explain away this Greek Genius in terms of economic and social pressures. The Phoenicians had the same pressures; so did the Romans; so did the northern Barbarians beyond the Iron Curtain of that day. But none of these produced what Greece did—in government, in art, in philosophy or poetry.

Sister Mary Madeleva*

EXPERIENCES WITH PRESIDENTS

As a member of the Saint Mary's College Development Committee, I have been asked to introduce Sister Mary Madeleva this afternoon.

Before the introduction, I would like to share with you some experiences I have just had with three presidents in the last week.

We opened our new Hilton Hotel in Cairo, Egypt. We had as guests President Nasser of Egypt, Tito of Yugoslavia. Last Tuesday, I was a guest of President Eisenhower at the White House, and today, I am highly honored and privileged to be with a fourth president and famous author, Sister Madeleva, President of Saint Mary's College at Notre Dame, whose works also have had an impact on world thinking.



PATH TO WORLD PEACE

She has directed the education of thousands of fine women who I am sure have carried her teachings throughout the world. I feel this is an important path to world peace.

We are here this afternoon to pay tribute to Sister for her latest literary contribution, an autobiography entitled, "My First Seventy Years."

The thing that amazes me is how she was able to get it all into such a little book. I am sure her achievement is the result of both her humility and her great writing talents.

Her extensive travels, four decades of friendship with the artistic elite of two continents, are recreated crisply and in complete dimension. Scaling her experiences are her many and notable achievements during 25 years as President of Saint Mary's College at Notre Dame.

HER MANY TALENTS

She has written over a dozen volumes of verse, as well as numerous essays. Her work in the field of education, though concentrated in her duties as President of Saint Mary's College for Catholic women, has tirelessly encompassed national and international endeavors.

Her many awards include the Sienna Medal, the National Poetry Center Award, and in 1948, recognition as the Catholic woman who has made a distinctive contribution to Catholic life in the United States.

I doubt that one could find another example of a religious woman whose participation in cultural affairs in the world at large has been either as extensive or creative.



Ground Breaking-Hilton Inn, El Paso, Texas'

THE GOOD OLD DAYS

Coming to El Paso is like coming home. But coming home, coming to break ground for our new Hilton Inn this month, in this year, in this city—well, there is an enormous irony about it. It was in this month, in this city, in 1929 rather than '59 that I started something which for years looked like the biggest mistake of my life.

We closed the deal to build a new hotel in El Paso in October, 1929—this hotel. Two weeks later came Black Friday, the market crash and the beginning of the depression! With the help of Sam Young and so many more of you whom I see here today, we pushed ahead and managed to get the hotel open by Christmas, 1930.

At the airport a little while ago it occurred to me that it is quite proper that we should be starting a new Hilton Inn on the 30th anniversary as a small monument to the near miss of 1929, perhaps as a symbol of the devotion and inspiration you friends of El Paso have always given to our Hilton organization.

THEY'RE STUFFY OVER THERE

I have been asked to speak to you today on whatever new trends I have noticed in world travel. I can think of no finer way to introduce the subject than by telling you of my recent meeting with the most famous of this year's world travellers, Queen Elizabeth of England.

I was invited by the Mayor of Chicago to a dinner at The Conrad Hilton and by the Governor of Illinois to a luncheon in honor of the Queen. I had met her before, on the occasion of her visit to New York where I roomed her at the Waldorf. She made a big hit in Chicago—one and a half million people greeted her. Again I received her at The Conrad Hilton and after the dinner escorted her up to the Imperial Suite. Of course, Philip was there and I had a nice visit with him. I was telling him of the difficulty we were having in getting a permit to build our hotel in London and he replied sympathetically—"I know, they are so stuffy over there."

WORLD OPENED TO MAN

Throughout history sociologists and anthropologists correlate the development of civilization and the development of transportation. A few centuries ago about 10 per cent of the world could communicate with the rest. That 10 per cent was along the waterways with makeshift oars. Then sails made of skin supplemented the oars and man had his first lesson in the use of the air in motion. Then horses and oxen were domesticated and man added to his own native speed and strength. Then came the wheel and all transportation was revolutionized—a third of the world became accessible. But not until the mastery of the air was the entire world opened to man.







TRAVEL HABITS CHANGE

I can see the travel habits of the world undergoing a vast change in the next decade. I can see whole businesses picking up and moving to balmier climates or more productive territories. I can see towns and cities growing where no one would believe they could, because of the ease and facility of transporting goods and people from one place to another.

A year ago we were wondering how the travelling public would take to jets: today they are completely accepted. A month ago the first sack of United States mail was delivered by missile. Now they are talking about delivering humans by missile! And it is estimated that in two years man will be in orbit about the earth! For a hotelman it is a little awkward to know just where to put the next hotel.



SOVIET ECONOMIC WEAPONS

Everything looks very promising, but it is a sobering thought that as we in America are celebrating the inauguration of our commercial jet age, Russia has already entered her third year of commercial jet service. Russian commercial jets are flying to London, Amsterdam, New Delhi, Cairo and throughout the satellite countries. This is just the beginning of the economic penetration of these territories. We cannot ignore the military threat but neither can we ignore the economic weapons. The first may never be used; the second are in action against us right now.

AN UNDERWATER HOTEL?

Jules Verne was not a fiction writer; he was a prophet—and a modest one at that. If I might finish with a modest prophecy, I will say that in a few years, instead of cruising by air, we shall be cruising by atomic or lunar submarine to see the amazing beauty of the underwater world, the seven-eighths of the world which hardly any man has seen. I am still wondering how the dickens to build a hotel down there.

The Marymount Woman

WHAT OUR COUNTRY NEEDS

Witnesses, ladies and gentlemen, are very important people to have around. In a court of law they are most important; in a wedding ceremony they are essential. Today we few hundred friends of Marymount carry that important function; we are here to witness the ground blessing of this good earth; to see this land hallowed and dedicated to truth and to Christian womanhood.

The city of Los Angeles, the state of California, all of America owe to our Marymount Sisters and the other Sisters' colleges a real debt of gratitude for preparing the kind of feminine leaders which our country needs most today. Because they will know how to live as well as how to make a living.





AN ANTIDOTE TO COMMUNISM

Mother St. John, and Mother Butler after her, in this country—perhaps better than most women of their generation, would know that since Communism is a kind of religion, it must be fought by women religiously inspired. That is what must have worried them.

Their concern was that materialism, that secularism which ignores God and religion as of no consequence. Across America today is sweeping this kind of drug which anesthetizes good men and women and dulls their appreciation of the spiritual.

GOD'S RIGHTFUL PLACE

Why is it, that despite the fact that the United States is better prepared than formerly to deal with enemies both from within and without, there is present still an air of uneasiness, a strange fear. Frankly, and very humbly, I suspect that the apprehension is due to moral bewilderment, which in turn is the product of a defective educational system.

I admire, as you do, many aspects of our American system: its freedom of opportunity, its progress in the exact sciences, its unparalleled material facilities. But tell me, why, with all our reputed know-how, is it necessary to cut God utterly from a place in that system. I can't run my hotels without God. Mr. Eisenhower has told me that he cannot run the country without God. Yet we are trying to make an educational system go without God! We must work our way out of this moral bewilderment, but how? A beginning would be to give back to God His rightful place in our educational program.



ROTARY - IRAN

The last time I had the honor of speaking before the Rotary Club was more than three years ago. At that time you had just announced a new club in Iran, your 99th country. Now I am happy to say that we have met that challenge, we have just signed a contract for a hotel in Iran—The Royal Tehran Hilton—to be built just a short distance from your Rotary Club there. In fact, where ever our Hilton Hotels go around the world we find a Rotary Club there ahead of us.

"ROTA" IS FORMED

The history of your kind of club and the history of hotels seem to go hand in hand down through the centuries. In the 5th Century before Christ the Athenians had their clubs composed of men who got together for a meal and the discussion of mutual interests. I should like to believe that they met at one of the early Greek inns—the word "hotel" did not appear for another thousand years. Certainly in Cicero's day the Romans had the same sort of club and with the same interest, comraderie and current events. Even in those early Roman days when they could not use the villa of one of their friends, they met at the local inn and the



neighboring bath. Up through the centuries we find men of almost every country and every period getting together in fellowship just as we are doing here today.

In the early sixteen hundreds "Rota" was formed, a club holding dinner meetings and who, as its name implies, took turns entertaining the group. Again, a hotel or inn would be the meeting place. We find in the 18th Century the organization of a club named "Rotation," so named for the same reason. Benjamin Franklin founded the "Junto" Club for the purpose of mutual improvement and fellowship, and for almost 40 years the members met in the local inns of early America. So you see, gentlemen, from one point of view your club and my industry possess a parallel history.



SERVICE TO MANKIND

Rotary established something new and basic to these historic clubs. At the center of every Rotarian's thinking is a spirit of altruism, of service to mankind. In that fashion at least, Rotary was the first real and effective "service" club; and that service motive continues as a fundamental factor in your organization today.

DEDICATION TO DOMINATION

One Saturday afternoon, just two months ago, I sat at lunch with the leader and controller of Communism. Some of you were there at the Fox Studios that afternoon and probably came to the same conclusions that I did. Here was a dangerous man because here was a dedicated man. I had hoped that I should find him five or ten per cent phony—one per cent phony! I was wrong; this man is no phony. He believes 100 per cent in Communism and is convinced of its ultimate victory. That is what scared me because I am not sure that the dedication of our faith, our free enterprise, our whole western philosophy matches his single minded dedication to world revolution and world domination.

An illustration of this man's power came to my attention almost immediately after he left us that afternoon. Khrushchev had hardly returned to Moscow when the pressure was relieved in Berlin, and our hotel there took on new life and capacity occupancy. If he can do this in one country, he can do it in another. If he can so affect one industry, he can affect a dozen and thus the whole economy of a nation. With ten billion dollars in gold reserves he cannot be ignored. And the Kremlin knows the economic power it possesses. That is why they have let loose the dogs of this new war, the economic and political penetration of the countries of Asia and Africa.



MARX DREAMED - FORD DID IT

The Bolshevik Revolution, whose 42nd anniversary they celebrated last week, would have got nowhere without the industrial revolution initiated by Henry Ford. Marx and Lenin dreamed, talked and wrote about the emancipation of the "workers;" Henry Ford went ahead and did it with his mass production and mass distribution.

What Ford did was to make the worker a customer. And one can no more be a customer and a proletarian at the same time than one can be master and slave. Ironically enough, it was Ford and our entire American industrial revolution which gave the Russian Revolution the methodology to survive and carry on. However, they took only the mechanical, not the precious heritage which makes us free men.



A NEW BIRTH OF FREEDOM

The struggle loose in the world today is no longer one of armaments, propaganda or even economics. The forces involved extend even to eternity, because this is a war of the spirit, and the frontiers are not geographic but in the minds of men. If our western civilization is to survive, we must catch again the moral and religious truths which stand at the bottom and support our political and economic institutions. Without faith there is no freedom. With faith, in God and in ourselves, I can see a new birth of freedom.

The New Pittsburgh



A NEW CITY

You men who are with us this afternoon, have certainly opened the eyes of the men of Los Angeles and New York. A little more than 10 years ago you started a new city with all the excitement and aggressiveness of frontiersmen. The whole country is impressed by the almost 60 new buildings of Pittsburgh, the new culture and science of Oakland, the 95 acres of Lower Hill, the great new airport—all achieved in a dozen years.

FIRST ATOMIC ELECTRIC PLANT



In May 1958, President Eisenhower by remote control from the White House started the atomic reactor at Shippingport, just 45 miles from your new hotel. This put into operation the world's first full scale atomic electric plant. By a strange coincidence, this event occurred on the centenary of the first blast furnace which made Pittsburgh the industrial center of the United States. With Shippingport as a pilot, gentlemen, Pittsburgh could become to atomic energy what it has been to steel—the center of the industry. A couple of weeks after Shippingport roared into operation, occurred the ground breaking ceremonies for Gateway's number four skyscraper.

Less than a year later you opened the East Dock addition to the Terminal Building of the Greater Pittsburgh Airport. Then last May the first jet passenger plane was in service between Pittsburgh and Los Angeles. I think that your airport built by Allegheny County is one of the finest that I have seen. As a businessman I am much impressed to learn that it is operating at a profit: my congratulations to the Board of Commissioners.

OUR RESPONSIBILITY

Across the world today a hotel typifies and somehow personifies the color, know how and culture of a city. We of the Hilton Hotels hope to catch that color, culture and know how of Pittsburgh. We realize that we have a responsibility to the community and to the nation far beyond the food, lodging and entertainment facilities for transients. We realize that the modern hotel in a city like Pittsburgh holds such a position in the community today that it must be managed and staffed by men and women of greater visitation, broader cultural horizons and deeper instincts for leadership than any hotelmen in history. We must be able to fit ourselves aggressively but gracefully into this busy Pittsburgh scene.



THE OLD GRECIAN FIRE

Do you remember the old Greek fable of how fire first came to the earth? The story goes that once upon a time, darkness and cold filled the world. Then the report went around that Prometheus, the son of a god, was going to steal fire from the heavens and bring it to men. Lines and lines of men, women and children, stretching from Mount Caucasus to the ends of the earth, waited with dry sticks ready to catch the flame and pass it on.

Suddenly came a flash of lightning and Prometheus broke through the clouds with a living flame and lit the first torch of the nearest man. Quickly the flame passed from hand to hand—4, 12, 30, torches sprang into being, a 100, a 1,000, 10,000, from city to city, from continent to continent. Light and warmth filled all the earth.

We should like to think that in bringing this hotel to Pittsburgh we have emulated Prometheus and have come to fill your city with light and warmth of hospitality. This is the heritage which has come down to us from all the innkeepers of the world, passed from hand to hand like the old Grecian fire. I am happy and proud that Hilton Hotels has the opportunity to bring this flame of hospitality to Pittsburgh.



Flags Over Pittsburgh*

THE BREATH OF FREEDOM

Our flag raising ceremony is always of particular importance. For this reason: in no other country, it seems to me, does the flag mean so much. No other flag in the world means so much to so many people. Why? Because the United States is the only nation whose anthem, whose national hymn, is solely dedicated to its flag. The Star Spangled Banner is the symbol of the United States. Our American flag carried the music of the Star Spangled Banner, the melody, the breath of freedom wherever it flies.

As President of our Hilton International, I have stood on four continents and raised the stars and stripes into the skies of 11 countries of the world, and it is a continued thrill to me as an American to see Old Glory flying above the Nile, over Free Berlin, in the shadow of the Iron Curtain across the Black Sea. But now as I stand here in the very heart of industrial America, it is even a greater thrill to see this flag of ours flying high in its native air, here in the city and state that helped to give it birth and produced the might to defend it. All of America, all of our people symbolized by the flag, have turned always to the city of Pittsburgh for the strong fists in war or in industry.

THE SPIRIT OF REVOLUTION

We must never forget the spirit of revolution which is embodied in our flag. And we must not let others forget that it is a revolution based on the dignity and the rights of man. Wherever it flies, the flag of the United States embodies the highest political aspirations of man. It holds out a promise that is glorious in its potential for good. But a promise that also bears an almost terrifying responsibility, a promise that requires an inner discipline far stronger than any discipline imposed by dictatorship.





In His Hands

IN HIS HANDS was inspired by the song, "He Holds The Whole World"...which contralto Marian Anderson made famous.

How to illustrate God's hands posed a number of problems. Would God's hands be mystical, transparent spiritual? Would they be perfectly formed, symmetrical? Should they be hands painted after Michelangelo's God the Father on the ceiling mural of the Sistine Chapel? Would God have hands—that is, as we know hands?

We reasoned that God is the Creator—He is both the artist and the craftsman. His hands should be the strong, firm hands of labor, the sensitive hands of the artist, the protective hands of a father.

We observed hundreds of hands and finally asked permission to use those of an elderly, hard working, humble janitor.

They were painted each under different light—a liberty an artist dare not take except with the hands of God.

The world is colored after the schoolbook geography of childhood, each country in a different color. The Western Hemisphere was used because it is our hemisphere and the one in which most viewers of the magazines (*Time*, *Newsweek* and *Look*) live. It was painted from the same model globe the artist used on his first covers for *Holiday Magazine*. But this time it was employed to help represent a Holy day, that happens also to be a holiday.

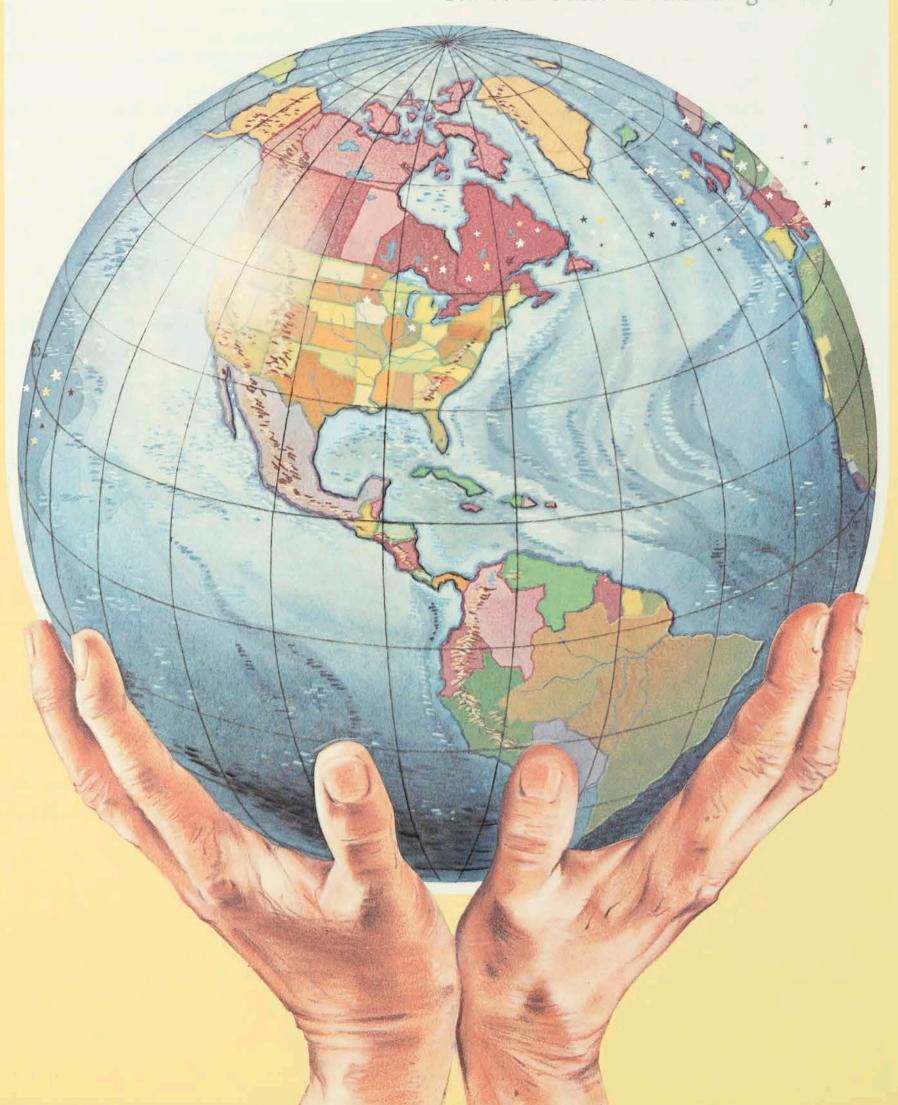
The Innkeeper said of "In His Hands," "I have an idea that this particular Christmas Message has caused more people to write to me than any other up to this time."

^{*}The type face is Lydian Roman with a Chisel initial heading.



He holds the world, its beginning and its end. He has numbered the hairs of your head and the stars in the heaven. He is the creator of outer space and the redeemer of inner space. He has made every man to His own image. * One Christmas, two thousand years ago, He sent His Son to walk the earth, to talk to men, to teach them peace, to heal the sick, to comfort the weary, and to promise man eternal life.

Christ is God's Christmas gift to you



The Whole World



THE MEANING OF THE CHRISTMAS SEASON

"This picture and its message had a real part in giving the proper emphasis upon the meaning of the Christmas season to our nation and the world."

Paul E. Crandall, Executive Secretary, The Richmond Baptist Association, Richmond, Virginia

ENCOURAGED BY YOUR EXAMPLE

"This is a tremendous testimony. Many a weaker Christian will be encouraged by your example, and many doubters will be constrained to open their ears and hearts to the One who created outer and is able to redeem our inner space". Johannes van der Wal, Chicago, Illinois



REPRINTED IN AFRICA

"In April I was in Chicago speaking at a Writer's Conference on the subject of writing for a foreign missionary publication, and I took along a tear sheet of your advertisement and showed it to the audience, telling them of your willingness to allow its use in Africa."

Eva Rummell, Woodbury, Long Island, New York

DESIGN BRINGS GOD TO PATIENTS

"It is far from Christmas time but we are constantly on the alert for designs to bring God to the minds of our patients, visitors, and staff. Would it be possible to get copies of this beautiful colored print from your advertising department?"

Sister Mary Vincentia, O.S.F. Xavier Hospital, Dubuque, Iowa

TO LESSEN FEAR

"This picture seems to lessen the fear in my heart-reminding me that God's in charge". Mrs. T. R. Sinclair, Fredericksburg, Virginia

USED IN SERMON

"Those of us who are engaged in full time church work often become disturbed at the nature of some advertisements. Most of the time that which is harmful to children and young people is portrayed in pictures and in words. So impressed was I at the nature of this advertisement that I used it as an illustration in one of my sermons."

> Reverend Albert R. Burkhardt, Pastor, Evangelical Lutheran Church Zion, Middletown, Maryland

IN A DOCTOR'S OFFICE

"During the Christmas holidays I was sitting in a doctor's office in Durham, North Carolina, and while waiting I picked up the December 21 issue of Time. On page 44 I saw and read the finest thing I have ever seen in that news magazine." R. H. Stone, Greensboro, North Carolina



THE CENTER OF CHRISTMAS

"Yesterday a student handed me a file of art clippings from Time magazine in connection with my Introduction to the Fine Arts course. In looking through them I noticed your advertisement. I am impelled to tell you that I am awed, thrilled, humbled, pleased and delighted as I look at that advertisement. With a few magnificently compressed words it tells the central center of the real meaning of Christmas; attention is focused where it ought to be."

Elva McAllaster, Professor of English, Greenville College, Greenville, Illinois

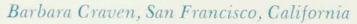
THE COMMON TOUCH

"It is refreshing to come upon a man who can rub elbows with the mobs in the give and take of the market place, and yet has not lost his perspective in acknowledging receipt of God's grace upon him. Yours is a simple act of faith in an otherwise indifferent world towards the true meaning of Christmas."

Pasquale A. D'Angelo, Philadelphia, Pennsylvania

IT BEGAN WITH HUMAN BIRTH

"In a quiet, serene, commendable way you have helped put Christ into Christmas, and to show people, however briefly, that their Holy Day began with human birth 2,000 years ago. Those of us who believe, and practice this belief, humbly thank you."





IT LIFTED ME

"This is the first time I have ever written a letter commenting on an advertisement, but your page in the January 5, Look, is so outstanding and spiritually inspiring I must thank you for it. I found it at a low spot in my life and it has lifted me out of it." Mrs. E. H. Drury, Portland, Oregon

MY THANKS

"In the words of Saint Augustine, 'May our sweet Lord Jesus give you a heart to love Him, a will to choose Him, an understanding to conceive Him, a reason which may always adhere to Him. And may that God of love and mercy love you eternally'." William Weber



A REAL INSPIRATION

"'In His Hands' deserves special mention. We thought it was excellent both in content and taste. Public service advertising of this nature can be a real inspiration to people across the nation and around the world."

Donald H. Gill, Washington, D. C.

LONG REMEMBERED

"The Christmas message will long be remembered. I have shown it to many friends and they expressed their feeling of the beauty and reverence it implies." Elsa M. Terry, Richmond, Indiana

THE BEAUTY OF A 'HOLY PAGE'

"As we turn the pages of our newspapers, magazines, and watch the parade of products across our TV screen, we are captured by the beauty of a 'holy page'. I have never written a letter such as this, but this time I could not resist."

Mrs. Wilma Corder, Toledo, Ohio

DWELT WITH MAN

A STATE OF THE STA

"That Christ, our Lord, has dwelt with man, and come, that man through Him might be saved is indeed the true spirit of Christmas."

Sheldon Trapp, Naperville, Illinois

THE FINEST GIFT

"Its deep spirituality, its unblushing affirmation of the divinity and incarnation of Christ, its true Christmas spirit was the finest gift I received during the holiday season."

William J. Parente, Bellwood, Illinois

DEDICATED WORK

"To write so basic and universal a statement that would appeal to all the members of the various faiths, and non-members too, must have taken a lot of dedicated work."

Vincent J. Hultman, Los Angeles, California



BEAUTIFUL SYMBOL

"The beautiful symbol which appeared in Life, I believe, at Christmas time—of a globe held in the Hands of the Creator is most inspiring. I cut it out and hung it over my desk".

Eva M. Mourad, Niagara Falls, Ontario

I AM STILL THRILLED

"I saw this picture of the globe and the two hands holding it, then I looked up to the top of the page and saw the words, 'In His Hands'. I glanced down to the next larger words below the four intervening lines and saw the words: 'Christ is God's Christmas Gift To You', then I glanced to the bottom of the page to see who could be the author of this, saw your name then went back to the top of the page and read those four wonderful sentences before the star and the marvelous one following it—and I was thrilled!

"I read and re-read it and showed it to my 87-year-old-mother who was also very pleased with it. I am still thrilled with it." Feb. 25—two months after the message was published.

Mrs. Merritt Wilson, Ottawa, Illinois

A SURGE OF POWER-A LIGHT IN INNER SPACE

"I had returned from one of the many activities that come before Christmas. One of our children was facing a crisis in school, I was feeling rather empty and far from the Source of our Strength. The Look magazine was open to your ad and I started to read it without much thought. The words you used were just what I needed and I felt a surge of power and light in the inner space you mentioned. I was glad to be reminded of God's Christmas gift at just the right time and in a most unexpected way."

Mrs. Dell Smick, Connell, Washington



HOPE AND CONSOLATION

"The true message it bears offers hope and consolation to all who can achieve that great Truth".

Ruth M. Kirchner, Carthage, Missouri

HOW SMALL WE ARE

"In looking at this picture we must all realize how small we are, and that if the good Lord should relax as much as one finger, we poor humans would be helpless.

"We should appreciate His Christmas gift to us by living in peace with one another so that the good Lord may be pleased with us. And if we put our lives in His hands, we have His promise that we will have eternal peace and happiness."

A. W. Kelelaar, Davenport, Iowa

WHAT IS PEACE

"Noah Webster defines peace as 'a state of tranquility; freedom from war, absence from strife; quiet of mind and conscience; public harmony. Saint Augustine defines it as 'The serenity of the soul; the tranquility of the mind; the simplicity of the heart; the bond of love and the union of charity'."

Edward Bryce Bell, New York, New York



TRULY THRILLED

"It was a thrill in the true sense of the word to be turning the pages of a news magazine and to come across your message."

Marion A. Barben, Monterey Park, California

RICH MAN, POOR MAN

"Some of us have so little of this world's goods, and need to be reminded that you who have so much feel a sense of being in His hands, too". Mrs. Stanley Shoultes, Everett, Washington

THE SIGNIFICANCE OF CHRISTMAS

"In a simple but dramatic and dynamic way, this page expressed the theological significance of the birth of Jesus".

R. Gordon Minehart, Pastor, Faith Methodist Church, Minneapolis, Minnesota

GOD HAD NOT FORGOTTEN

"After a number of emotional shocks, I was sure that God had forgotten me. How silly, when 'He numbered the hairs of your head'. I removed the page from the magazine in order to keep it in front of me as a reminder of how selfish I had become".

Mary Hayman, Manhattan Beach, California

AND IN GOOD TASTE

"Without a doubt, your advertisement carried the real Christmas spirit that is often over-looked today. I have rarely seen an advertisement that was as impressive, clear, and in such good taste."

Russell R. Miller, San Francisco, California

OURS TO SHARE

"I was so pleased and touched by it and by your public testimony, I shared it with my family, and we then shared it with friends. I will continue to share it with others."

Margaret B. Ames, Rochester, Minnesota

TO RECOGNIZE A BASIC TRUTH

"It was both inspirational and unusual in the sense that many large organizations fail to recognize the basic truths, that the good fortune and prosperity of our country does rest 'In His Hands.' Inspirational in that it makes us realize that the material things of life are insignificant.' Lloyd R. Eckstrom, Brotherhood President, Ascension Lutheran Church, Milwaukee, Wisconsin

OUR GIFT OF GRATITUDE

"We all in turn should remember to give to Him and His son the gift they have been waiting patiently for and desire most of all, gratitude. This gift to the Father and the Son—this gift is the most inexpensive gift in the world. It is a gift of love, good will toward one another, and peace.

"I was delighted that so successful a man, whose life is entwined with so much merriment and wealth, should pause and take the time to reveal his inspiring belief publicly." Helen M. Grancell

THE MANY PEOPLE HELPED

"You will never know—this side of Heaven—how many people you have helped".

Mrs. Lloyd V. Mitchell, Adel, Iowa

TODAY'S NEED

"Your ad expresses the need of our civilization today. The Scriptures say, 'So saith the Lord; the world is Mine and the fullness thereof.' I am not a sentimentalist, but a small businessman who realizes the crying need of our people."

Tom Sweat, Owensboro, Kentucky

A REFRESHING STREAM

"It is like a refreshing stream in the desert".

Mrs. Fred Collins, Highwood, Montana

COURAGE FOR DEATH

"I'm a mother in my early forties, but with a leak in my heart I have only a few months to live. I thumbtacked your Christmas page to my kitchen bulletin board to give me courage these last few days before I will be 'In His Hands'."

Yona Albert, Castro Valley, California

MORE THAN DISTINCTIVE

"In expressing my gratitude, I am thinking of the creative power bestowed upon the artist to show His message."

B. Rochelle Battels, Los Angeles, California

'CHRIST IS THE SAVIOR OF THE INNER SPACE'

"Your ad has inspired my Christmas sermon topic.

"We are afraid because the Soviet moon dominates our world. It is assuring to know that He holds the world in His hands. God who allowed the star of Bethlehem shining brightly in the outer space to announce the birth of the Savior in the inner space."

J. E. Kunos, M.A., Pastor, Bethlehem Lutheran Church, DeKalb, Illinois

WHITE SANDS AND BETHLEHEM

"The light over Bethlehem still outshines the blinding light which first shone over White Sands, New Mexico. We are still 'In His Hands'!"

H. F. Tiblies, S. J., President, Jesuit High School, El Paso, Texas



WITHOUT OFFENSE

"It is timely; it is beautiful; it is remindful; it is highly religious without offense to those of other than the Christian faith. It is humble and it is emblematic of the great desire of all men, no matter who, nor where, for 'peace on earth, good will to men'."

Harry S. Genung, Minneapolis, Minnesota

THE HEART OF THE CHRISTIAN MESSAGE

"The page is impressive and arresting because of its literary quality, artistic simplicity, and above all the theologically perceptive text. You have shown a depth of Christian conviction. It demonstrates that Christmas need not be commercialized."

David H. Wallace, Ph.D., California Baptist Theological Seminary, Covina, California

GREATER FAITH

"I have greater faith in the future of our country when men such as you, in high places, remind us that we all are 'In His Hands' ."

R. G. Williams, Jr., Somerset, Kentucky

HOW UNCOMMON

"Thank you for your profound demonstration of your belief in the Divinity of Christ and in the existence of an almighty God. How fundamental, how uncommon."

Kenneth McNulty, Pittsburgh, Pennsylvania

HOW HEARTENING

"It fits in every way the simplicity, splendor and strength which the Christmas story really is.

"Our family has been in India for five years serving as missionaries. How heartening to open the magazine this week before Christmas and read and see this powerful page".

Earl G. Lee, Nampa, Idaho



A PRECIOUS GIFT

"In a world filled with the chuckle of Santa Claus, the vision of sugar plums, and slick magazine advertisements of gifts for 'the man who has everything', we Christians seem to have lost sight of the lowly manger scene and its precious gift'."

George A. Loose, Pastor, Emmanuel Lutheran Church, Baltimore, Maryland

GIFT OF CHRIST

"In five short sentences remarkable for their precision of thought, aptness of comparison, your words have told the story of creation, the story of the redemption of the human race by God's gift of Christ."

Harold P. Hormel, Fort Benjamin Harrison, Indiana

A JOY TO SEE

"It did my heart good to see a man who has been so blessed with this world's goods take time, and lot of money, to give honor and glory to our Lord. It is a joy to see a man like you do this."

John W. Ludewig, Minneapolis, Minnesota

THE JOY IT GAVE



"Just yesterday we were deploring the fact that in all the beauty and loveliness of the Christmas decorations in New York, there is so little to remind one of the real meaning of Christmas. Then today, in Time magazine. I saw your Christmas greeting and I cannot tell you the joy it gave me."

Sister Marie Francis, S.L., Webster College, Webster Groves, Missouri

ALL WE NEED TO KNOW

"In brief but beautiful language it answers all our problems and tells us all we need to know of life and death. I shall keep it for other Christmases and other times when I know I may need to be reminded of all it means."

Mollie G. Pamplin, Silver Spring, Maryland

STAR IN THE EAST

"Like the star that guided the Wise Men to the place where lay the Redeemer of the world, your message directs us to the One 'who holds the whole world in His hands'. We do well to leave it there.

"We marvel more and more at the power and wisdom of the Creator as science explores, discovers, and utilizes only what God has first called into Existence."

Mrs. Everdean Vissia, Grand Rapids, Michigan

WHAT CHRISTMAS IS ABOUT

"With class against class, nations against nations and dishonesty and corruption on every side, the world sorely needs to be recalled to the values and principles that really matter.

"When more individuals and nations come to realize what Christmas was really about—when they remove the glittering tinsel and beautiful wrappings and find, not perishable earthly baubles, but rather the hard fact of man's sin and the rich promise of God's love—we will begin to know something of the peace in the song the angels sang that first Christmas."

H. Henry Van Wesep, Grand Rapids, Michigan

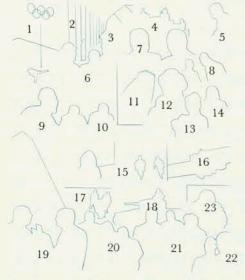
The Summit Conference
A Hotel is Born
The Good Earth of Rome
The Silent Night
The Gifts of Silence



The Summit Conference

THE YEAR IS 1960

Cuba expropriates American property; Communists influence with trade, financial support and military supplies is coupled with Soviet Premier Nikita S. Khrushchev's defiance of the monroe doctrine and threats to use missiles against American intervention * With the end of belgian colonial authority in the Congo, a fight for political power ensues and the United Nations sends in an emergency force while the Soviet Union maneuvers for domination * In Algiers, European residents who object to French President Charles De Gaulle's policy of "algerian algiers" initiate large scale riots and blood flows * Downing of united States U-2 reconnaissance plane over Soviet territory and capture of pilot lieutenant francis gary powers gives Premier Khrushchev an excuse for wrecking summit conference of heads of state of France, Britain, United States and Union of Soviet Socialist



1. Squaw Valley, California, is the snow covered scene of the winter olympics, as skaters practice for world figure competition. 2. Ten new United Nations members, mostly Afro-Asian, raise their flags outside the international tribunal in New York City. Standing (Center) is Dag Hammarskjold, Secretary General, who later paid with his life the price of peace for these same new nations. 3. Tolan Na, United Nations delegate from Ghana, works to ease international tensions. His face bears the ritual scars according to the custom of his tribe. 4. Television added a new dimension in political campaigning. The first nationwide television debate was held between Republican and Democratic Presidential candidates, Nixon and Kennedy. 5. U-2 flyer, Francis Gary Powers reports to Senate committee on his ill-fated spy flights over Russia. His plane shot down gave Khrushchev excuse to cancel the Paris summit conference. 6. Swedish United Nations troops are rushed as reinforcements to Elisabethville, where two Africans were killed in a clash between Katanga police and members opposed to the Moise Tshombe regime. 7. Democratic Presidential nominee, Senator John F. Kennedy, teams up with Senator Lyndon B. Johnson as running mate. 8. Newly elevated members of the Sacred College of Cardinals: Japanese, Peter Cardinal Doi, Archbishop of Tokyo; and Negro, Laurian Cardinal Rugambwa, Bishop of Rutabo, Tanganyika, are first to represent their respective countries. 9. Cuba's

Premier, Fidel Castro, addressed the General Assembly of the United Nations during Khrushchev visit, with emotional voice and gestures. 10. United Nations' visitor, Nikita Khrushchev, pounds his desk in the General Assembly of the United Nations, to drown out Hammarskjold's speech ovation. To his left, joining in the misconduct, is Foreign Minister Andrei Gromyko. 11. Princess Margaret smiles from coach window as she arrives at Westminster Abbey, May 6th, for her wedding to Antony Armstrong-Jones. 12. The newest addition to the British Royal Family, born February 19th, Prince Andrew Albert Christian Edward, with his mother, Queen Elizabeth II. 13. Mrs. Kennedy shows her new son, John Fitzgerald Kennedy, Jr., after his christening ceremonies, December 7th. The infant wore the same christening gown his father, President-elect, wore 43 years ago. 14. Tokyo, Japan: Crown Princess Michiko gave birth to a Prince, second in line to the imperial throne after his father, Crown Prince Akihito; the new Prince was named Naruhito. 15. Faces of Moslem children reflect bewilderment as they flee scene of violence in Algiers, December 11th. The toll of the dead rose to 118 and the injured in the thousands, in five days of street riots. 16. The worst disaster to date in the history of aviation, Brooklyn, New York, December 16th. Death toll was 131, as a United Airlines DC-8 Jet and a Trans World Airlines Super Constellation crashed over a residential section of the city. 17. Riot police of Algiers, throw tear gas bombs and stones at demonstrators as they try to clear streets of rioters. 18. Manned by pro-Western troops, a tank rolls through the streets of Vientiane, Laos, as pro-Communist forces are driven from the capitol city. 19. After opening ceremonies of the Denver Hilton, April 9th, Mr. Hilton chats with William Zeckendorf, Sr., prominent New York real estate man. 20. The Innkeeper lends his assistance to the fund raising campaign for a new wing of Saint John's Hospital, Santa Monica, California. With him, examining the blueprints, are Sister Mary David and Irene Dunne, famous actress and civic leader. 21. Mr. Hilton and Mrs. Wakeman chat with Dr. Aldo Samaritani, of Societa Generale Immobiliare, after ground breaking ceremonies of the Albergo dei Cavalieri Hilton in Rome, Italy. 22. The Innkeeper with Juscelino Kubitschek, President of Brazil, listens during the dedication ceremonies of the pre-planned capitol, Brasilia. 23. Hawaiian hospitality greets Mr. Hilton.

Republics at Paris and insulting PRESIDENT EISENHOWER * There are border clashes between Israel and Syria for the first time since 1958 * Revolts cause government in LAOS to declare a state of national emergency * The Nobel peace prize committee announces in Oslo that it has decided to withhold the 1960 award.

KHRUSHCHEV AND CASTRO, attending opening of UNITED NATIONS GENERAL ASSEMBLY, are restricted to Manhattan Island; Castro makes four and one-half hour speech denouncing United States "aggression against Cuba," Khrushchev demands replacement of Secretary General Dag Hammarskjold by three man directorate, the Troika, then interrupts British Prime Minister Harold Macmillan's speech with outbursts and table pounding.

Nationalistic explosions, chiefly in AFRICA, result in formation of 19 new self-governing nations, 14 formerly in French colonial empire * 17 new nations are admitted by United Nations, bringing total membership to 99.

IN THE VATICAN POPE JOHN XXIII names seven new Cardinals of the Roman Catholic Church, including the first Japanese, Filipino and Negro Cardinals * and receives a historic courtesy call from Geoffrey Fisher, Archbishop of Canterbury * Winter Olympic games are held at squaw valley, California, and the Olympic Games themselves open with ceremony in Rome, Italy; Rafer Johnson carries United States flag.

QUEEN ELIZABETH II, gives birth to a son, Prince Andrew; PRINCESS MICHIKO, wife of Crown Prince Akihito of Japan also has a royal son; PRINCESS MARGARET ROSE, Elizabeth's sister, marries Antony Armstrong-Jones in Westminster Abbey * Death claims Aloysius Cardinal Stepinac, Yugoslavian Roman Catholic prelate who has been symbol of fight for religious freedom against totalitarian government; BORIS PASTERNAK, Russian poet and novelist, who had rejected the Nobel Prize for literature in 1958, after saying it was an honor, and Clark Gable, beloved all time great of Hollywood * Israeli Prime Minister DAVID BEN-GURION reported the capture by Israeli agents in Argentina, of Adolf Eichmann, alleged leader in carrying out Nazi program for elimination of Jews.

There are adventures in the air and under the sea: from Cape Canaveral, Florida, the United States launches pioneer v into orbit around the sun, tiros i, the first United States satellite designed to provide detailed television photos of earth's weather; transit i-b, a 265 pound United States experimental "Space lighthouse" designed as an aid to navigators, midus ii, a 5,000 pound experimental satellite whose purpose is to give warning of surprise missile attacks; courier i-b, an experimental communication satellite which relays a message from President Eisenhower to United Nations; discoverer xvii, a capsule containing artificially grown human cells and vegetation is caught in mid-air by a C-119 off Hawaii * the soviet union announces launching of 10,000 pound satellite containing a model astronaut cabin; a five ton satellite brought back to earth carrying two dogs and a television to enable ground stations to watch their behavior; a second five ton space ship carrying two dogs and other animals and insects in orbit * United States Navy bathyscaphe "trieste" descends to a record depth of 35,800 feet in Pacific Ocean off Guam * An Atlas Intercontinental Ballistic Missile is fired more than 9,000 miles * major robert m. white pilots United States rocket ship X-15 to 136,500 feet, highest altitude achieved by man * the u.s.s. "Enterprise" first United States atomic powered aircraft carrier is launched * Polaris ballistic missiles are successfully fired from a United States nuclear powered submerged submarine.

IN THE UNITED STATES the Census Bureau reports 179,323,175 noses and discloses population shift to urban and suburban communities * Grandma Moses, famed American painter, celebrates her 100th birthday *

The United States Senate rejects (51 to 44) plan for medical care for the aged based on social security * FLOYD PATTERSON knocks out INGEMAR JOHANSSON, is first man to regain the world's heavyweight boxing champion-ship * The Pittsburgh Pirates win baseball crown by defeating New York Yankees in World Series * THE PHILADELPHIA EAGLES defeat the Green Bay Packers to win National (Professional) Football championship.

Severe floods hit Florida, and the Missouri and Mississippi rivers * Fire sweeps the "Constellation," a United States Navy aircraft carrier under construction in Brooklyn, killing 49 * Two AIR LINERS COLLIDE over Brooklyn killing 128; while a plane exploding in midair shortly after takeoff, plunges into Boston Harbor, 61 killed, 11 survivors.

THERE IS MUCH PROGRESS, some set backs, as the United States struggles with Integration problem; following peaceful sit-in demonstrations by negro students at lunch counters in North Carolina, four national variety store chains announce that lunch counters in their stores have been integrated in more than 100 cities * A six year old negro boy peacefully enters public school in houston, texas, formerly the country's largest segregated school district * THE UNITED STATES SUPREME COURT rules (7-2) that racial discrimination in bus terminal restaurants serving passengers who cross state lines is violation of the Interstate Commerce Act * But there is trouble over school integration in New Orleans and RACE RIOTS IN BILOXI, Mississippi, after negroes attempt to swim at city's beaches entirely restricted to whites.

PRESIDENT EISENHOWER makes successful good will tour covering several LATIN AMERICAN COUNTRIES but subsequent tour of far east is marred as anti-United States DEMONSTRATIONS IN TOKYO by extreme left wingers, make necessary indefinite postponement of state visit to Japan * The ORGANIZATION OF AMERICAN STATES meets in Costa Rica to consider tensions in Caribbean.

Fall of an election year brings two presidential candidates face to face as Republican nominee, Vice President RICHARD M. NIXON faces Democratic candidate, Senator JOHN F. KENNEDY, of Massachusetts, in a series of HISTORIC DEBATES. At the polls, Senator Kennedy and running mate, Senator LYNDON B. JOHNSON, of Texas, defeat Richard M. Nixon and HENRY CABOT LODGE, former United States Ambassador to the United Nations, by a narrow popular margin bringing to office the youngest man (43) and the FIRST ROMAN CATHOLIC PRESIDENT ever to occupy the White House. While the President-elect is selecting his cabinet, Mrs. Kennedy gives birth to a son, John Fitzgerald Kennedy, Jr.

The world continues to hear the sounds of war and rumors of war: the ALGERIAN SITUATION is unresolved; fighting continues in the Congo, in Laos; there is bloodshed in NORTHERN RHODESIA, in the Union of South Africa; France detonates its third nuclear explosion; INDIAN PRIME MINISTER JAWAHARLAL NEHRU and COMMUNIST CHINA'S PREMIER CHOU EN-LAI have deadlocked on border dispute; DISARMAMENT CONFERENCES in Geneva have broken up after Soviet and East European delegates walk out.

Hilton Hotels International breaks ground in Tehran, Iran, for the Royal Tehran Hilton; the Innkeeper continues to spread the American Way abroad through free enterprise. He speaks in the deep South at Atlanta, Georgia; to the World Newspaper Forum in Beverly Hills, California, and in Rome, Italy, when at last he overcomes Communist opposition and breaks ground for the Albergo dei Cavalieri Hilton.

At Christmas, as he listens to the tumult and shouting, the shots and fury that rock the world, the Innkeeper's message is both a plea and a warning—"Be still my soul—for silence is a preface to prayer; it is a prologue to progress; it is a prerequisite of peace," as he recalls "The Silent Night."



A Hotel is Born

VISITING A NEIGHBOR

Coming to Colorado is like visiting a neighbor. When I was a small boy in New Mexico, even when I was a young man in New Mexico, I thought of our neighboring state of Colorado in the North as the rich boy up the street. So many fine things came from Colorado that it made a lasting impression on me. The wonderful water of the Rio Grande which bathes our thirsty state came from Colorado. The fine, clean, cool air came down from your mountains. Most of the exciting storms of my youth came from Colorado. And many of my family's and my own friends—some of the most interesting people I knew—came from the big city up North, called Denver.

In those days I thought of it as Paris or New York or Vienna. And today I have arrived. No longer am I just your neighbor; in the person of our Hilton Corporation I have finally become a part of the big city of my youth.

CATCHING LOCAL COLOR

We of the Hilton Corporation feel that our hotels typify and somehow personify the color and culture of the city in which they operate. We promise to catch the color and culture of Denver and of Colorado and make you as proud of your hotel as we are of your city and state.

Let me tell you some of the things that have happened to us over the years and around the world as we opened hotels from here to Cairo, from Spain to Beverly Hills, from Montreal to Havana. In reminiscence some of them are even funny; but when we were going through them they were almost tragic.

Take Cairo. We had more negotiations there when they set out to build the Nile Hilton than if they were going to rebuild the Suez Canal or set up the pyramids for housekeeping. In Bangkok a contract was signed with the dowager Queen of Thailand but the hotel is not even started. In Beverly Hills they didn't want to give us a liquor license because some people were sure that the sixth graders in the grammar school across the street would come over and frequent our bars.

NEW TILE INDUSTRY FOR TURKEY

In Istanbul we had need for a great deal of the decorative colored tile for which Turkey had been famous for centuries. It came as a complete surprise to discover that there was no longer a tile industry in Turkey. We assisted in establishing a pilot tile manufacturing organization to produce the tile for the Istanbul Hilton, and in so doing renovated a whole industry for Turkey.





AT LONG LAST

A few minutes ago, I spoke about establishing the need of a hotel in a locality. Rome needs new hotels like Southern California needs water, but has been doing little about this need. We have been negotiating for 10 years and our landlords even bought the site on top of Monte Marlo. But despite the assistance of Italy's President, the Prime Minister and even the Vatican it has taken a full 10 years to get a license to build.

LIGHTS OUT OVER MADRID

In Madrid, I called the hotel manager on the phone about 30 minutes before the hotel was to open and asked him if everything was ready. "Mr. Hilton," he replied, "I have everything under control." Five minutes later every light went out in the hotel and I sat in my room 30 minutes waiting for the lights to come on again.

A CLOSE SHAVE

In Havana we got the hotel up and open. But you know what's been going on in Cuba. We are still open for business and there is no truth to the rumor that we have closed the barber shop.

ROOM WITH BATH

In one of our hotels we couldn't buy bathtubs locally. When they arrived, most of them were cracked. Luckily we did have time to replace them so that every room did have a bath as advertised.

UPSIDE DOWN

I suppose we were really asking for it when we agreed to operate an "upside down hotel" in Trinidad where the guests will enter from the top! The Trinidad Hilton is now building down the side of Belmont Hill. Guest rooms will be below the lobby. In its tropical setting overlooking Port-of-Spain and the ocean, this will be one of the world's most dramatic hotels when it opens early next year.

NO PINK ELEPHANTS

Someone has been nice enough to say that the words "glamor" and "Hilton Hotels" are synonyms. Going about the world and visiting our hotels, one does get used to the glamorous. But on our first visit to Las Brisas Hilton, our new hotel in Acapulco, Mexico, I was confronted by a glamor which even impressed me. Here is a hotel of pink bungalows, each with its pink pool and, instead of elevators, pink jeeps, all looking down on the deep blue waters of Acapulco Bay. I would not recommend the construction of this type of hotel in New York City or Denver. But for Acapulco it adds up to just about the ultimate in pink living.



LANDING FIELD FOR FLYING CARPETS

I sometimes shake my head when I look at our Hilton world map. It is complicated enough getting a hotel open in this country where we all speak the same language and have familiar viewpoints. But can we become good enough Japanese when the Tokyo hotel comes along? And if we operate in Baghdad will we have to build a special landing field for flying carpets?

The Good Earth of Rome

CORNERSTONE OF THE WORLD

First, let me say my sincere thank you for your generous introduction and add my gratitude for your gracious hospitality. To be present at the closing of the Roman Olympic Games was a privilege: to be the guest of Rome for the laying of the cornerstone of your new hotel is an honor. For 10 years I have waited for this day; I am most happy to be here.

Today we set this cornerstone into the good earth of Rome, very sure that from it shall rise an edifice, a hotel worthy of Rome, of the citizens of Rome, worthy of your guests from around the world. Just as this is the cornerstone of that modern complex which comprises the great capitols of the world. Touch Rome and you touch every great city of the world. Tamper with this cornerstone of the world and you tamper with history, with destiny. Consequently we lay this cornerstone with reverence and the promise that we shall not rest until we have here the finest hotel in the world, atop Monte Mario. Thanks to Dr. Aldo Samaritani and the Societa Generale Immobiliare your new hotel shall be named the Albergo dei Cavalieri Hilton.



OUR DEBT TO ITALY

As I look across the city to the Palatine Hill today where, it is said, Romulus and his shepherds founded Rome 2,700 years ago, I wonder if he dreamed what a great tide of history would rise up around him to spread over the world. This world, I think, is a better place to live in, more gracious, more thoughtful, because of Rome.

Our debt to Italy as civilized men is so great as to be almost incalculable. I am convinced that for the past 1,000 years, she has been to our modern world what Greece was to the ancient world. In almost every department of intellectual effort she has been the mistress of the world: art, sculpture, literature, philosophy, political science, astronomy, mathematics and biology. I have heard Italy deprecated as a nation of scientists; but had you produced only Marconi and Enrico Fermi in the 20th Century you would have ranked most of the world in the field of science.



UNDER GUIDING HANDS

Consequently, we build our Roman hotel with confidence. We shall go forward under the aegis of Michelangelo, Leonardo da Vinci, Bernini, Raphael, Giotta and a hundred other masters of architecture, the arts and crafts. Under their guiding hands we shall find the finest of Italian materials and let the greatest of your artists, craftsmen and architects fashion them into an edifice of which all of Rome and all the world shall be proud.



THE EPITOMY OF CULTURE

It seems to me that the history of man is the history of cities. In ancient times culture and civilization centered around Memphis and Babylon, Jerusalem and Athens. Later history centered in Rome, Paris and London. Today, with these cities, we have the great capitols of the modern world which must be included. Human progress is registered, I think, in the history of the life of these cities, what their citizens are thinking and busy about. That is why we have great hotels in many cities around the world. That is why we are in Rome today, Eternal Rome, the Eternal city, the one city of the world that might epitomize all of human culture.

Everyone in the world seems to know the legend of the Fontana di Trevi, that delightful tradition which demands that if you want to return to Rome you must, on the last day of your visit, toss a coin into the busy waters of the Trevi. Then certainly, sooner or later, you will come back to Rome, to the center of the world, to the center of history. Let me conclude, then, with the promise that before I leave Rome, I shall visit the Fontana di Trevi, toss my coin and make the wish that we shall all meet here again three years from now, in the year 1963 for the dedication of your great Roman hotel Albergo dei Cavalieri Hilton.





THE LEGEND OF FONTANA DI TREVI

"If on the last day of your visit in Rome you toss a coin into the 'three waters' (beneath the figures of Health, Neptune and Fertility) your wish to return to the Eternal City will be fulfilled."



The Silent Night

THE SILENT NIGHT was published in the news magazines and the *Saturday Evening Post* at the end of a year filled with noise. 1960 brought the loud sounds of political campaigns, revolutions, persecutions, floods, collisions, sharp accusations, and shoe thumping. By contrast the blue silence of Christmas night came as a balm to a troubled brow.

The quotation that silence is "the virtue of the strong, the refuge of the weak, the modesty of the proud and the prudence of the wise," was borrowed from an essay on prestige by General Charles de Gaulle which appeared in the June Esquire.

According to the Starch Readership Reports, "The Silent Night" was the "most read" of all advertisements tested except one. The Hilton Christmas Message ranked second in "attention," and third in "seen and associated." But it moved no one to action—only to thoughtful silence.

*The heading is set in Wide Latin and the text in Weiss.

THE SILENT NIGHT



THE SILENT NIGHT was a holy night. All was calm. Bethlehem slept. In silence He came to Mary. In silence He comes to us, when we are free of the noise of men and from the desires that tempt our human nature.

His wondrous gift to man was given in the stillness of the night.

For silence is "the virtue of the strong, the refuge of the weak, the modesty of the proud and the prudence of the wise." Silence is a preface to prayer; it is the prologue to progress; it is a prerequisite of peace. Be still my soul that I may hear Him in the silence of this Christmas night.

The Gifts of Silence

FROM THE OLD TESTAMENT

"While all things were in the quiet silence and the night was in the midst of her course, Thy Almighty Word leapt down from Heaven"."

Michael J. Grace, S.J., West Baden College, West Baden Springs, Indiana

HAND OUTSTRETCHED IN THE DARKNESS

"I am grateful for these inspiring words. They came to my notice at a time when I needed their comfort and reassurance—the balm of the silence—the voice that waits there to be heard".

Alma Eckard, New Kensington, Pennsylvania

SILENCE-THEN SLEEP

"Last night I couldn't sleep so I turned to the U.S. News and World Report to read. It just happened that I turned to your beautiful ad 'The Silent Night'. It was my Christmas."

Mrs. James Wilmore, Atlanta, Georgia

AN OASIS

"Your message is like finding an oasis in the desert. How much better a world we would have if people took to heart the implication!"

Sister Mary, O.P., Visitation High School, Detroit, Michigan

HOW GREAT A BLESSING

"How great a blessing silence really is."

Michael B. Hornak, Cleveland, Ohio

APPROPRIATED INSPIRATION

"The coming of the Child of Christmas upon the earth is so great an event that each year we look for new ways to bring forth its ever deepening meaning.

"Your Christmas message's quiet charm evokes a remembrance of the Angels, of the newborn Babe, of the Shepherds, and of the Magi, but most of all the stillness and peace which came to earth on that night. You, too, may share in the silent exchange between heaven and earth...the mystery upon which the glory of Christmas night is based".

Sister Clare Louise, C.S.J., Saint Joseph's Convent, Brentwood, Long Island

SILENT PLANNING

"One of the things attributed to you is daily meditation in silence, in which the forthcoming John Joss, Mill Valley, California activities can be considered and planned".





IS THERE A SANTA CLAUS?

"Your greeting kindled a recollection of the famed answer Frances P. Church, of the New York Sun, who in 1897 replied so beautifully to Virginia O'Hanlon's question addressed to the Sun, 'Is There a Santa Claus?'

"It is comforting to know of those who can visualize existence as something transcending the too prevalent materialism and pseudo-intellectualism"." Myron L. Smith, Cincinnati, Ohio

SIMPLE BUT FORGOTTEN

"Your words are worth repeating all the time by everyone, everywhere. The message is so simple and, alas, so forgotten in our time of life".

Arie Ben Zeev, Tel Aviv



FROM U.S. NEWS

"One of our readers was so impressed by the message that he sent it to the 'Manchester Union-Leader', and it was printed by this newspaper for the benefit of their 21,000 or more readers." Charles F. Rider, U.S. News & World Report, New York, New York

TIME MAGAZINE

"This Christmas season was the third that our family has noticed, enjoyed and appreciated your tasteful color advertisement in Time. Only a commercial institution such as yours enjoys the national ability to stem the tide of commercialism." Thomas L. Shaffer, Notre Dame, Indiana

BUSINESS ARE OUR PEOPLE

"I am afraid a great many people think of corporations as cold and impersonal. Your message proves that business enterprises are made up of people who have a heart and soul."

Crowell Hadden, Time Magazine, New York, New York



PROFOUND THOUGHT

"Thank you most sincerely for your advertisement in the December 10th issue of 'Time'. I appreciated its beauty, good taste, simplicity and profound thought'."

Eugene B. Umberger, D.D., Pastor, Zion Evangelical Lutheran Church, Cobleskill, New York

GENERAL DE GAULLE OF FRANCE

"May we ask the source of its quotation: 'The virtue of the strong, the refuge of the weak, the modesty of the proud and the prudence of the wise'?"

Sister Frederica, Sisters of Social Service, Los Angeles, California

A KEEPSAKE

"The picture was breathtaking and the wording exquisite. It was so inspiring I clipped it out and tucked it in my Bible." Mrs. Arnold Erickson, Grand Rapids, Michigan

THE FINEST PAGE

"This is the finest page I have seen in a magazine".

Mrs. J. Bruce Dalziel, Marine City, Michigan

THE PULSE OF CHRISTMAS

"I intend using this beautiful page as an example of lovely writing for my high school classes."

Helen M. Gay, Teaneck, New Jersey

MANY THANKS

"I was so impressed with your Christmas article, 'The Silent Night' in 'Time Magazine', that I used it as an introduction for my Christmas Day Sermon. Many thanks for giving the public the use of it."

Seth N. Genung, Minister, The First Presbyterian Church, Troy, New York

SOLUTION TO ALL OUR WORLD PROBLEMS

"If all of these wonderful creatures whom God has made and allowed to live on this beautiful earth would pause only the moment it takes to read this message and turn and follow that star there would be peace on earth."

Mrs. C. H. Zimmerman, Hoisington, Kansas

THERE IS SELDOM TRUE SILENCE IN OUR HOUSEHOLD

"If all of us would actively seek this 'refuge of the weak', we would emerge from those few silent moments genuinely peaceful and refreshed, as I have been. The discovery could result somehow in a deeper yearning for universal silence—universal peace'."

Miss Margaret C. Gomsick, Monroeville, Pennsylvania



FROM DR. PEALE

"I was thrilled by your Christmas message...in just this sacred and inspirational way."

Norman Vincent Peale, Minister, Marble Collegiate Church, New York

BEAUTIFULLY PRESENTED

"In this day of materialism with the commercial aspects of the holiday strongly emphasized, it is encouraging to see the spiritual message so beautifully presented."

Lloyd H. Garrett, Director, World Gospel Mission, Marion, Indiana

TAKING TIME OUT

"Nothing less than genuine admiration is due a business concern that can take time out once a year to publish a meaningful ad."

Mrs. R. A. Everson, Berkeley, California

AND FROM THE SILENT WORLD OF THE DEAF

"I would like a large reproduction of this advertisement which I could use for display each Christmas in my office. I supervise an educational program for the deaf and hard of hearing to whom silence seems seldom a blessing."

Shirley Homfeld, Santa Fe Springs, California



30 LETTERS FROM MATIGNOM HIGH SCHOOL

"I would like to commend you..." from Albert, Carolyn, Daniel, Donna, Ellen, Gerald, Henry, Janet, Joanne, John, Joseph, Kathleen, Lorraine, Madelyn, Margaret, Marianne, Marie, Mary, Paul, Phyllis, Richard, Robert, Susan, Theresa, Cambridge, Massachusetts.

ENHANCED THE POST

"You have enhanced the pages of the Saturday Evening Post".

Mrs. Gerald Breithaupt, Lexington, Kentucky

NEED SILENCE

"We need silence today, there is noise everywhere"."

H. M. S. Richards, The Voice of Prophecy, Glendale, California

SOMETHING TO LOOK AT

"I shall frame the lovely page and place it over my bread-making table—something to look at all the year."

Mrs. Jack V. Bowman, Wells, Nevada

PRESTIGE ADVERTISING AT ITS BEST

"Both picture and sentiment represent the highest quality of thought".

David B. Castrodale, Minister, First Presbyterian Church, Chillicothe, Missouri

SOUL INSPIRING

"A masterpiece and a soul-inspiring message". Mar

Mary E. Bush, Staten Island, New York

ADVERTISEMENT IS TOO CRUDE A WORD

"I have been conditioned—as most Americans, I suppose—to digest page after page of bold, garish and forceful salesmanship.

"What a refreshing change! Its quiet simplicity makes me breathe more deeply."

Father John Urban, Saint Clement Rectory, Lancaster, Wisconsin

BREATHTAKING BEAUTY

"Its depth and beauty are breathtaking, moving, and inspired."

Catherine Maynard, Winslow, Arizona

UNDERSTANDING AND GOOD WILL

"Who of us can say that this may be the first drop of water that will eventually dissolve the rock that seems to materially block the way of the Master to world peace, understanding and good will?"

Lynn P. Walker, Glendale, California



HOPE AND INSPIRATION

"Your message must have given new hope and inspiration to countless thousands of people".

Sister Anthony Marie, Administrator, Saint Vincent's Hospital, New York City

REDEEMING LOVE

"The simple beauty of the total picture with its spiritual message of redeeming love made it the outstanding Chirstmas message of any company which had advertisements in the magazine to which I subscribe.

"You and your firm are to be commended for keeping the spirit of Christ in Christmas and reminding us of the spiritual values of this season of 'Peace on earth—good will to all mankind."

Robert C. Lynn, Minister, The Christian Church, Falmouth, Kentucky



TIMELY AND REVERENT

"This advertisement is not only timely and most appropriate, but inspirational and reverent as well".

Dan C. West, Midshipman, U.S. Naval Academy, Annapolis, Maryland

LIGHT IN THE DARKNESS

"It is a heartening and refreshing experience to find this one further 'light in the darkness', especially in the often justly attributed meanness of the marketplace'."

Joseph F. Zemites, Chaplain, U.S. Navy, Beeville, Texas

Raymond C. Ortlund, Minister, Lake Avenue Congregational Church, Pasadena, California, reprinted the message "The Silent Night" on the cover of his church program bulletin.

THE ETERNAL VERITIES

"The silence you spoke of reminds us that true silence is not an absence of sound, but an interior tranquility of heart and soul which disposes one to hear the voice of God—that interior joy which surpasses all understanding."

Reverend Peter C. Sheridan, O.F.M., Saint Raphael's Novitiate, Lafayette, New Jersey

I AM NO RELIGIOUS FANATIC

"I have no church affiliation; but your ad presents a picture calming to the nerves and soothing to the spirit."

David Burton, Cleveland, Ohio

MODEST AND TIMELY

"Your message is modest, quiet, but powerful. It is eminently timely, clearly the work of a thoughtful and prayerful personality."

Donald J. Novak, Cincinnati, Ohio

THE DURABLE THREADS THAT WEAVE OUR NATION

"It contains a spiritual essence that brings us to His Peace and makes us take time to seek silence and offer prayer."

Carol Wilson, Willcox, Arizona

THE BUSYNESS OF CHRISTMAS

"Residents of our home are waiting to be taken for last minute shopping errands; our cook is waiting to talk of menus with me; I still have cards to address and stamp, and mail, etc.; but, I have before me this beautiful, eloquent page from Time magazine, 'The Silent Night'.

"I must stop everything and be sure that silence shows in my living."

Mrs. Edward L. Holtman, P. A. Peterson Home, Rockford, Illinois

FOOD FOR THOUGHT

"I have found much food for thought not only for this happy holiday season, but for days throughout the coming year."

Mrs. William Scott Burke, Grosse Pointe, Michigan

INSPIRATION TO STUDENTS

"In a world which seeks to substitute Santa Claus, holly, and tinsel for the realities of Christmas, it is not only refreshing but, even more important, it is encouraging to read.

"I have taken the entire article and pinned it up on the student bulletin board in the college I attend in order that all my fellow students may benefit from your Christian prayer."

Phyllis Antonelle, Cleveland, Ohio





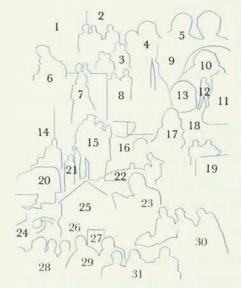
The New Frontiers
Courage Unlimited
Freedom is a Trinity
The Face of America
The Power of God
Sanctity and Sanity



The New Frontiers

THE YEAR IS 1961

AN IN SPACE IS BREAKING BARRIERS, reaching to the stars and beyond * The Soviet Union launches a rocket toward venus from an earth orbiting satellite * A male chimpanzee, Ham, is recovered alive 420 miles downrange in the Caribbean after being carried to 155 mile height in United States space capsule * The United States launches samos II, an experimental forerunner of reconnaissance satellites designed to perform photographic missions comparable to U-2 plane * A polka dotted balloon launched by first United States solid fuel rocket gathers data on density of atmosphere, two more Discovery capsules achieve polar orbit; one is



1. Los Angeles, California, brush fires in the Bel Air and Brentwood districts, destroyed 457 of the city's finest homes, as fire approaches within blocks of Mr. Hilton's residence. 2. On the steps of the Elysee Palace, French President, Charles De Gaulle, greets the visiting Kennedy's, as a 101 gun salute boomed in the distance. 3. Jacqueline Kennedy with Queen Elizabeth, after she and her husband dined in Buckingham Palace. It was the first time an American President had been so honored since Woodrow Wilson in 1918. 4. Vienna, was the city of a Summit meeting when President John F. Kennedy met with Soviet Premier Nikita Khrushchev. 5. The Innkeeper and his Administrative Assistant, Olive Wakeman, in attendance at President Kennedy's Inaugural Ball, held at the Statler Hilton, Washington, D. C. 6. Queen Elizabeth sits atop an elaborately decorated elephant as she rides through the holy city of Benares on her good will trip to India. 7. Ugly cement blocks and barbed wire separate a West Berlin girl from her mother on the other side of the Communist wall. A Volkspolizei, people's policeman of East Berlin, checks their short visit. 8. Soviet Premier Nikita S. Khrushchev is charmed by the grace of America's First Lady in standing ovation of Russian ballet dancers' special performance in the Austrian capitol. 9. Lieutenant Colonel John H. Glenn at Cape Canaveral smiles after being selected the first United States astronaut to make a three orbit trip around the world in

outer space, in early 1962. 10. Man may not have descended from the monkey, but some astronauts did. "Ham," the experimental space chimp, folds his arms with the profound satisfaction of having beaten man in space. 11. Mercury space capsule. 12. United States astronaut, Captain Virgil I. Grissom, in full flight gear, prepares himself for the second manned space flight. Here, he carries a case containing air conditioning equipment as he approaches the Mercury-Redstone 4 rocket. 13. Navy Commander, Alan B. Shepard, Jr., fitted in 20 pound pressure suit previous to his flight, was the first man to fly in America's space program. 14. In 133 cities, the Peace Corps conducted tests for youthful American volunteers anxious to serve needy nations overseas. R. Sargent Shriver, Director, inspects locations for Peace Corps assignments. 15. A3/C Michald Helms, from Cincinnati, Ohio, bids farewell as the 123rd Aircraft Control Reserve Unit is called to active duty. 16. Bomb shelters, manufactured miniature family living compartments and tunnels in the ground, were recommended by city Civil Defense organizations as protection against fallout in case of nuclear war. 17. Major Gherman S. Titov, Russia's second cosmonaut, orbited the earth 17 times in 25 hours, 18 minutes, nearly equal to twice the distance between the earth and the moon. 18. Soviet assembly stand for intraplanetary station, unsuccessfully launched towards the orbit of planet Venus. 19. Dr. Gerard Johnson, Assistant Secretary of Defense for Atomic Energy, and Dr. Edward Teller, leading nuclear scientist, at conclusion of five kiloton detonation, 1,200 feet below desert surface near Carlsbad, New Mexico. 20. Freedom riders in Anniston, Alabama, are bombed while traveling on mixed bus, which was later burned as skeleton symbol against integration decisions. 21. Syrian soldier with Bren gun, watches on a street corner of Damascus, Syria, following anti-Nasser coup demanding the nation's right to United Nations and Arab League membership. 22. Hijacked Portuguese liner, Santa Maria, cruises past Brazilian boy in fishing boat in Recife harbor. 23. Dr. Carl G. Jung, world renowned Swiss Psychologist, former student of Freud, who broke from the master in maintaining that psychoanalysis could not help a man over 50 who lacked a religious faith. 24. Heads from all nations bow in United Nations Assembly, in moment of silent tribute to the memory of Secretary General Dag Hammarskjold, at opening of 16th General Assembly, September 19th. 25. The sandstone walled hut in Mungolunga, Katanga, Congo, where deposed Congolese Premier, Patrice Lumumba and two aides reportedly met death. 26. Elisabethville police stand guard. 27. Highest price ever paid for a painting, \$2,300,000, by New York's Metropolitan Museum of Art, November 18th, for Rembrandt's "Aristotle Contemplating the Bust of Homer." 28. Congratulating Burmese Ambassador U Thant (right), after he took oath of office for United Nations Acting Secretary General, are Representatives Adlai Stevenson of the United States, Valerian Zorin of Russia, and Burma's U Tin Maunny. 29. Fritz B. Burns, of the Kaiser-Burns Development Corporation and Conrad N. Hilton, sign Hilton Hawaiian Village deal. 30. British workmen kibitz over shoulders of Charles Clore and Conrad Hilton as they inspect blueprint for London's new Hilton Hotel. 31. Hilton Hotels Corporation Directors, S. Ellison and Willard Keith, with Conrad Hilton.

recovered by Air Force plane after 18 orbits, the seventh to be caught in mid-air * The Soviet Union launches its heaviest satellite, SPUTNIK VII, weighing over 14,000 pounds; recovers a five ton satellite carrying a dog, guinea pigs, mice, insects and seeds; repeats the experiment causing comment by United States scientists that the Russians are "about ready to put a man in orbit."

In April, Soviet cosmonaut, MAJOR YURI GAGARIN orbits the earth once and returns successfully, the first man in space * In May, United States astronaut, NAVY COMMANDER ALAN B. SHEPARD, JR., is rocketed 115.5 miles above the earth in a Mercury capsule and in July, AIR FORCE CAPTAIN VIRGIL I. GRISSOM completes second successful United States suborbital flight although his capsule is lost at sea after landing * In August, second cosmonaut, MAJOR GHERMAN S. TITOV, girdles globe 17 times and in December final tests prior to launching an American astronaut are successfully completed as another chimpanzee, Enos, completes two orbits in Project Mercury capsule with successful recovery. National Aeronautics and Space Administration names MARINE LIEUTENANT COLONEL JOHN H. GLENN as first United States pilot for orbital flight scheduled for early 1962.

WHILE MAN PUSHES HIS HORIZONS UPWARD into breathtaking harmony, man on earth continues to be mired in confusion and chaos * In the congo, the murder of Patrice Lumumba, deposed Premier, intensifies the crisis; Katanga fights President Joseph Kasavubu's Congo, 17 Italian airmen in United Nations force are murdered. The death of United Nations secretary general dag hammarskjold in a plane crash over Northern Rhodesia, while on a mission seeking a cease-fire between United Nations and Katanga forces shakes the world * Loss of Hammarskjold after eight and one-half years of leadership on eve of opening of 16th united nations general assembly precipitates crisis which remains unresolved until unanimous election to Acting Secretary General of u thant, of burma, two months later.

IN ALGIERS, FRENCH PRESIDENT CHARLES DE GAULLE crushes a coup led by four right-wing retired French generals but barely escapes assassination on French soil when homemade bomb placed in road in front of his car by members of the right-wing Secret Army Organization opposed to De Gaulle's Algerian settlement, fails to go off.

THE UNION OF SOUTH AFRICA becomes a republic and Prime Minister Hendrik F. Verwoerd leads new nation out of British Commonwealth because of Britain's censure of apartheid policy * THE CHINESE COMMUNISTS aid Laos, left * GENERALISSIMO RAFAEL LEONIDAS TRUJILLO, Dictator of the Dominican Republic is assassinated * BRAZILIAN PRESIDENT JÂNIO DA SILVA QUADROS, after awarding a decoration to Cuban leader Ernesto (Che) Guevara, resigns under fire for this and other alleged pro-leftist acts—Syria drops from United Arab Republic * South Korean junta ousts Premier.

INVASION AT THE BAY OF PIGS by Cuban exiles reportedly trained and equipped in the United States, fails, strengthening Castro's regime, weakening Cuban resistance and undermining United States prestige.

There is good news, bad news around the world: a son is born to Britain's Princess Margaret and her husband, Antony Armstrong-Jones, now the Earl of Snowdon * The United Nations gets its 104th member, Tanganyika * Carl Gustav Jung, pioneer Swiss psychologist, dies * united states president John f. Kennedy and Mrs. Kennedy make European trip, including Paris, London, and Vienna, where President Kennedy and soviet premier khrushchev confer: although no agreement on key issues is reached a joint comminique calls meetings "useful." Great Britain's Queen elizabeth ii and prince philip make state visits to India, Pakistan, Ghana, and Italy, where they are received in private audience by pope John xxiii * A Portuguese cruise ship, Santa Maria, is seized on the high seas by Portuguese rebels under leadership of Henrique Galvao * Israel condemns NAZI ADOLF EICHMANN to death.

IN THE UNITED STATES, President Kennedy, following his inauguration, calls up draft reserves, starts Alliance For Progress, the Peace Corps, recommends fall out shelters be provided for every American, enjoins Maritime strike * Congress ups minimum wage * There are New Faces to go with the New Frontier * The New York Yankees defeat the Cincinnati Reds to win baseball's World Series * Yankee Roger Maris, breaks record during season with 61 home runs * A Rembrandt painting, "Aristotle Contemplating the Bust of Homer," is bought by New York Metropolitan Museum of Art, from collection of the late Alfred Erickson for \$2,300,000, the highest price ever received for any picture * The "Oscar" award of the Academy of Motion Picture Arts and Sciences for the best picture goes to "West Side Story."

On the cloudy side of the news, while the CIVIL WAR CENTENNIAL is being celebrated, the integration problem again plagues the South. Atlanta desegregates its lunchrooms, the University of Georgia admits peacefully two Negro students; but "FREEDOM RIDERS" on bus trips to challenge segregation in the Deep South are attacked in Alabama, touching off the most serious race conflict since Little Rock in 1957 * Hijacking of American jet planes by foreign born passengers forcing pilots at gun point to alter course and land in Cuba leads Congress to move for stiffer penalties. Armed border patrolmen are assigned to certain flights.

THE UNITED STATES ARMY ANNOUNCES the official admonition of MAJOR GENERAL EDWIN A. WALKER who had been relieved of his command in Germany pending investigation of charges that he had indoctrinated his troops with views of the John BIRCH SOCIETY; Walker later resigns from the service * Southern California suffers the worst fire in its history as \$24 million in damage is done when flames sweep Santa Monica mountains destroying 457 homes in exclusive Bel Air and Brentwood districts * Death claims Nobel and Pulitzer prize winning author, Ernest Hemingway; CONGRESSMAN SAM RAYBURN, a member of the House of Representatives for 48 years and Speaker for the last 17; LEARNED HAND, distinguished jurist who had won the Great Living American award of United States Chamber of Commerce in 1960; Tom Dooley, United States medical missionary; Ty Cobb, of baseball fame, and Hollywood star, GARY COOPER * The son of New York's Governor Nelson A. Rockefeller, 23 year old Michael, disappears after swimming away from capsized catamaran while on archaeological hunting expedition off coast of New Guinea and is given up for lost after 10 day search in which the Governor joined.

THE DARKEST CLOUD hangs over Berlin where the crisis deepens as the East Germans seal off East Berlin; VICE PRESIDENT LYNDON B. JOHNSON flies to West Berlin carrying the President's assurance that United States will not forget its obligations * THE SOVIET UNION rattles its bombs, finally announces it is "compelled" to resume nuclear testing; despite world protest in October the Soviet Union explodes a 50 megaton bomb, the largest man made explosion in history, followed a short time later by a bomb with a greater force than the 50 megatons planned * The White House reluctantly announces the United States will resume testing in the laboratory and underground to prevent fall out.

DURING THESE FEAR FILLED DAYS the Innkeeper kept a steady course * Hilton Hotels International acquires the Hotel carera hilton, santiago, chile, Conrad Hilton attends ground breaking ceremonies in England for the London hilton * He speaks in Honolulu, in Houston, and in the Autumn, in the face of Russian threats, he publishes a message of strength * "To give free men new courage," he relates Uncle Sam's Prayer to the struggle of David and Goliath reminding us that David had been victorious and that we, too, will be victorious when we "confront the giant with the Power of God."

Courage Unlimited*

THE COMMUNISTIC OBJECTIVES

You are the descendants of a people historically famous for courage in a time of crisis. For more than 16 years we have lived in a climate of national suspense. Today we are faced with a crisis unequaled in our history. The final assault on the Free World by the rulers of the Kremlin may not be too far removed.

If I understand the heart of America, we have a goal—a national destiny. It is—peace, with dignity and freedom for ourselves and the whole human family. What is the goal of the enemy? He candidly announces it: unrelenting hostility—death for our free society—world rule under Communism.

SURVIVAL IS THE ISSUE

What have we been doing these last 16 years? How have we met the enemy's campaign of terror? How are we prepared to meet this crisis? We have, of course, spent billions in foreign aid—massive contributions toward that goal of peace with dignity and freedom.

We have tried in a thousand ways to understand, bargain with, and placate the enemy. We have hoped for the day when he, too, would understand and adopt for himself our basic principle that the ultimate purpose of organized society is to nourish and sustain the upward progress of the individual.

Can it be that this basic principle, our national goal, is no longer worthy of our united effort? If our goal is worthy, then why the irresolution and inaction? Why this crisis, so acute that survival itself is the issue? Have we allowed the world to believe we are timid and faint hearted?

How do we explain the feeble protests to the gross insults given an American president? Some of us shrink and are dismayed at the shame of Cuba. What has happened to the bravery, the boldness, the virtue and fortitude of our people? Now, at this late hour, what shall we do?

WASHINGTON USED PRAYER

I should like to bring to the attention of the American people that at least twice in the history of the United States the power of prayer has saved this nation. Twice when our backs were to the wall, we found national deliverance through united prayer.

George Washington executed the master stroke of the revolution by placing his cause in the hands of God. Washington and his ragged and starved men at Valley Forge, were freezing and discouraged. The fearful and disconsolate public wanted to surrender the cause, wanted to displace Washington and call it done. Washington, the soldier, then made his supreme decision—he would draw upon the inexhaustible arsenals



*From a Radio Address delivered October 23, 1961, originating from Chicago, Washington, D. C. and New York City.

of God. He prayed. He got his troops to pray. He got the Congress to pray. The colonies were infused and unified with a new hope—they gained a new courage for the ordeal—and suddenly the invading armies collapsed and the cause was won.

LINCOLN'S MASTER STROKE

Abraham Lincoln also made similar use of this master stroke of placing our cause in the hands of God. The immortal Lincoln knew that the cause which he had been leading was facing a shameful defeat. On the 30th day of March, 1863, he decreed a day of national prayer for the entire country. North and South, to acknowledge dependence on the power of God. The nation responded. The spirit of victory reverberated in the hearts of the people, and the nation—one and indivisible—was preserved.

PRAYER WILL UNIFY US

When we pray together, we are united in action, and the aroused might of the entire nation stands guard on the ramparts of freedom. Could anything be more practical or more simple?

We can start by resolving to be done with timidity, appearement, confusion and despair. Let us adjourn business as usual and attend to the business of our country. Let us with speed acquire every military build-up we need. Let us forego the strikes at missile sites.

Let us make the kind of sacrifices our ancestors made in erecting the foundations of this country. Above all, let us pray together and thus call forth that spiritual power without which there can be no victory. Prayer will unify our nation.

May our united prayers be that the Communists take this conviction as their own—that we become friends and brothers on this wonderful road of peace where dignity and freedom for all men is forever secure.



Freedom is a Trinity*

BEAUTY UNSURPASSED

You live and work in an extraordinarily beautiful land—a free land that respects and fosters private enterprise. It has been my good fortune to have travelled extensively throughout the United States, Europe and other parts of the world. I first visited Honolulu in December, 1940, and it appealed to me as one of the great vacation spots of the world. I thought then, and I think now, that few of our great states equal the beauty of your land—none can surpass it.

The intervening years since my first visit have worked a vast change in Hawaii. A vacation spot has blossomed into a great new State. I am truly amazed at this growing mid-Pacific activity. Here is a world in miniature. A fresh, young, vital world. The median age of its population is less than 25 years, as compared with 35 years for the nation as a whole. Ninety-one per cent of its residents are citizens of America. Its population exceeds that of six other states. It pays more taxes than 10 other states. It supplies 65 per cent of the world's supply of pineapple. It is virtually a self contained agricultural empire.



*From an address delivered before a joint meeting of the Chamber of Commerce and the Hawaiian Visitors Bureau in Honolulu, Hawaii, November 2, 1961.



LIVING WITH UNDERSTANDING

Your booming birth rate is five times greater than your death rate. The role played by the Chamber in this drama is unknown—or at least, unpublished, but obviously you live together with great understanding, great cooperation and great affection.

You have concentrated your efforts on business opportunities, job opportunities, housing, schools, taxes and a host of activities designed to bring together better living conditions to your people. You have sponsored great projects like the development of Pearl Harbor, the pineapple and sugar industries, tourism, and the greatest project of all—Statehood: and you have lived and prospered through five forms of government.

SERVICE TO OTHERS

An outstanding example of service to others through personal reponsibility is the State Department sponsored and internationally famous East-West University, affiliated with the University of Hawaii. What an instrument this has become in spreading the doctrines of world understanding and peace! Students from all countries and all races come as inquiring guests and leave as fast friends.

WHY WE ARE FREE

My fellow Americans, we may well ask ourselves, "What has been—what is, the strength of private enterprise?" Why are we able to stand here today, hands joined as free men in a free land?

I would like to suggest some answers: let me start by repeating those glorious words of our founding fathers:

"We hold these truths to be self-evident; that all men are created equal;

that they are endowed by their Creator with certain unalienable rights;

that among these are: life, liberty and the pursuit of happiness;

that to secure these rights governments are instituted among men, deriving

their just powers from the consent of the governed."

From that time forward, this nation has repeatedly affirmed its faith in fundamental human rights, in the dignity and worth of the human person and in the equal rights of men and women and of nations large and small. Our basic tenet has been that organized society exists for the person, the individual. It is the person who has eyes to see, a mind to plan, a voice to speak and hands to work.

It is through each of us as persons that all greatness springs, great art, great music, great inventions, great accomplishments of the nation are born in the mind of the person. It is the person through whom God has chosen to manifest Himself. Here is the great American philosophy from which springs the vital strength of private enterprise and our beliefs in freedom for all human beings.

ANOTHER PHILOSOPHY OF LIFE

Spreading darkly over the horizon like a black plague, is another philosophy of life. It proposes to manacle the mind and body of every person and thus by making captives of all, it plots for control of the world. It holds: man has no soul; man has no spirit; there is no God, man is a chattel and he exists only to serve the state; he may not own property; he must think as he is told; he must do as he is ordered; and he must offer up his children for indoctrination as soon as they can be snatched from their mothers' breast. Here, slavery begins in the cradle. Slavery is no new thing. History records its practice for thousands of years: but always it was slavery of the body. Here is a new slavery—a slavery of the mind as well as the body—and death for the spirit. What a dismal philosophy!





This evil doctrine is the complete antithesis of all we believe and hold dear. Freedom is a trinity. A free spirit—a free mind—a free body.

I will return to the mainland and then on to other cities around the world as a self-appointed ambassador for this Chamber of Commerce. I will tell everyone, everywhere I go, about these fellow patriots of ours who hold themselves irrevocably pledged to love their country, to support its constitution, obey its laws, respect its flag and to defend it against all enemies. Freedom loving people all over the world cherish your birth into our family of states.

The Face of America

WHAT COUNTS IS CHARACTER

You might as well know that there are people about the world who insist that public relations is like your wife's family: you've got to have them—they are always around—and if you are not careful they will eat up all your surplus—or drink it up!

But as I understand your science and your art, public relations has for its purpose the delineation of the image of a corporation, a town, a product, a person, a nation. The image of Disneyland is totally different from that of a Cadillac; the image of a cake of soap totally different from that of United States Steel. Mr. Kennedy's image is not like that of Calvin Coolidge. The image of India is not like that of England.

The "hidden persuaders" of advertising may try to convince us that beauty is only skin deep, but you men and women of public relations will agree, I think, that there is a very definite relationship between a corporation, a product or a man's inner quality and his outward appearance. What counts is the character of the man, the corporation, the city, the nation. Upon this is built the image.



A BRIDGE ACROSS THE WORLD

The more than 4,000 members of the Public Relations Society of America have, without question, a most frighteningly important job to do for the rest of the 20th Century—and it is not limited to two continents. Yours is a job to bridge not only continents, or even nations; your job, all your lives, will be to bridge races, religions, ideologies—the most serious complex of bridges in the history of mankind.

AMERICA'S MANY FACES

In our discussion today, I want to study with you the face of America and see what it looks like from outside the United States. From the outside, is there seen the face that we see: the face of a good man, a man of great strength, great wealth and great kindliness?

It depends, of course, on who is doing the looking. The Communists see one face of America; the unaligned, uncommitted half of the world sees another. Our western allies see various faces, depending on their varying degree of social, political and economic astigmatism.



THE YOUTHFUL FACE



What did America look like from the outside 200 years ago? Here was a tough minded, three million people, chiefly farmers and fishermen. Edmund Burke called them "a fierce people" in whose veins the blood of freedom circulated. They knew who they were: persons made to the image and likeness of God. And they did not plan to let that image get disfigured. They knew their rights and their obligations, and they had no intention of letting anyone take them away—the rights or the obligations. Certainly they were not a literate people. But they were possessed of a most literate leadership.

The face of America just prior to 1776 was, I think, one of character, will power, and a certain simple dignity.

The most incredible thing about the face of America at that time was the amazing group of intellectually disciplined men who had sprung up in this wilderness. Here was a self-possessed elite who knew who they were and what they were and what they wanted. They were not all religious men, neither were they all Christian, but all admitted the Fatherhood of God and the consequent brotherhood of men.

EARLY AMERICA'S SPIRIT



These early Americans had always governed themselves and they intended to continue to govern themselves.

Since that day the face of America, the image of America from without, has changed and rechanged from crisis to crisis. We have turned the angry face of war toward England twice; toward Spain, Germany, Japan; toward the Communists in Korea. In our own Civil War we turned a shameful, blood-spattered face toward the world. By the end of the 19th Century we no longer showed the world the face of a youth. The youth had become an industrial giant and the poor of all the western world was clamoring to become part of it. In that day, to the poor of the world ours was a face of benignity.

ABSOLUTE WORLD LEADERSHIP

Then came World War I. We entered it a debtor nation and came out of it creditor to half the world. Here was a new face and a new challenge. How did we accept this new role as one of the world's leaders? From overseas the face appeared to have grown a beard and become Uncle Shylock. Came the boom, then the bust! And Europe's face reflected every grimace of our own.

With the second World War came absolute world leadership. With its conclusion we accepted and pursued that leadership with distinction in a fashion never before seen in human history. The Marshall Plan, the Point Four Program, the constant, unremitting assistance to all the world should have given us the highest prestige, the most splendid image. But did it? Through the eyes of Europe, Asia and Africa, even South America, the face of America was seen distorted with lines of selfishness, self interest and economic colonialism.

Then came 1957, the Russian Sputnik and the Soviet Union's first real challenge to America's leadership.



THIS COUNTRY'S IMAGE TODAY

Here it is November 15, 1961. What does America look like from the outside this morning? What is the face of America today? What is the image, the prestige of this country of ours across the world today? Because this whole business of prestige, this public image of a nation's stature, is a relative thing, we must

find the other terminal. That terminal is the Union of Soviet Socialist Republics. How does our public image today compare with that of the Soviet Union?

SOVIET PROGRESS

Industrially, the Soviet is closing the distance between us, and right now it looks to the rest of the world as if they will pass us in whatever area they wish to stress. Russian science and technology appear to be ahead of us. The Soviet military, aside from nuclear weapons, is superior to ours. To the uncommitted nations, rocketry seems to be the test and in that area the Communists seem to be out in front.

Without question, since the launching of the first man made planet around the world, Soviet prestige has risen significantly among the informed as well as the uninformed nations. Let me put it this way: there are an acknowledged 111 nations in the world today. More than half of them are betting on Soviet Russia to win.

There is your problem as the public relations experts of America. If you want to turn the country your fathers gave you over to your children and grandchildren, you had better do something about this. You and I know that this business of national image or prestige is not a popularity contest; Russia is not popular, but it does have prestige.

THE NEGLECTED VISION

Why? Because they have done a better public relations job across the world than we have. The revolution, which we have inherited from the Greeks, the Hebrews, the Romans and from our own founding fathers, is the most startling thing that has ever happened to the human race. But we have grown used to our vision and have neglected our obligation to extend that vision to the world.

It was not given to us to hug to ourselves in selfishness. The Communists, on the other hand, are running, across the world, like the early Christians, shouting their gospel, the "good news" of a stale revolution, a philosophical idea of man which was old 1,000 years before Christ was born.

But because of the public relations job they have done, because of the superb propaganda they have circulated around the world, the poor and underprivileged nations look to Russia and China for their hope of dignity and decency. We, in our Hilton International, meet it everywhere and lately I have had further proof of this. Some of you may have seen a public service advertisement of ours which appeared recently in magazines such as *Time* and *Newsweek*. It had to do with the power of prayer in opposing Communism.

The response to the message was tremendous. Because it was carried in the international editions of the news magazines, many letters came to me from abroad. In such letters the point was made time and time again that our nation is unsuccessful in presenting its true image. I recall a letter from Portugal in which the writer stated that "The only reason Communism appears attractive to the Portuguese is that Democracy has been so misrepresented to them."



INDUSTRIALIZATION IS THE ANSWER

Marxism has had nothing to do with the industrial or technical progress even of these Communist nations. In military terms I would put it this way: Marx gave them the strategy of revolution, which is breaking down under 20th Century scrutiny and experience; Lenin gave them the tactics of his revolution. But it was Henry Ford who supplied the logistics. Without industrialization, their revolution would not have got off the ground. Assembly line production and distribution geared to power, accuracy, economy, continuity,



system, speed and repetition is what put teeth into the Lenin-Trotsky-Stalin revolution. The horrendous joke is really on us that the Soviet public relations machine has perpetrated such a huge hoax on the world. I am not denying their technical industrial progress; I commend them for it. But that Marxism had anything to do with it is absurd.

HISTORY HAS A LESSON

The world situation of 1961 recalls a similar situation in the Fifth Century, that moment in history just prior to the fall of the Roman Empire. Rome was frightened because the barriers against the outside wilderness were crumbling in their soft hands. Slowly and surely the waves of barbarians rose around the wreck of empire. The time of the barbarian had come. And Rome was wrecked, imperishable Rome sacked and destroyed.

Let us apply this bit of history. Half-a-hundred nations of Asia and Africa have achieved self-government in the past few years. But again, by a quirk of public relations, Soviet Russia is getting the credit and being pedestalled as the champion of human freedom — Soviet Russia, who in 15 years has taken away that self-government from half a dozen of the oldest, most cultured nations in Europe.

WE MUST LIVE AS BROTHERS

Certainly during the life of your children and grandchildren, in the year 2000 there will be about seven billion people on earth—and only one in five will be white. If Russia and China are criteria of the pace with which a nation can become industrialized, then by the year 2000 all the nations of Asia and Africa will be industrialized and possess a tremendous power. Then to whom shall the great household of our youth belong?

To us? I don't think so. I don't think so at all unless we can prove to them in the 40 year interval that we can all live together as brothers, no matter our race, color or belief. We should learn to live with them as brothers if there were only 100 colored in the world. But if we do not, I promise you they will rise in their might as the barbarians rose against Rome and utterly destroy us in their vengeance.



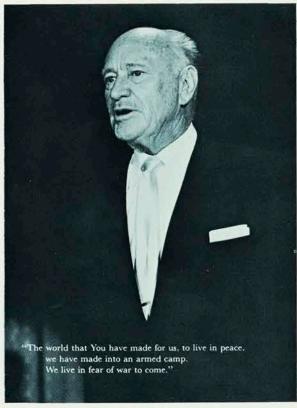
"-and only one in five will be white."

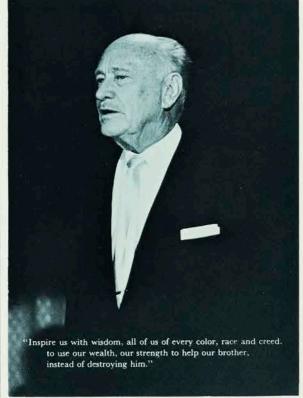


WHAT IS TO BE DONE?

We have got to recapture that image of America as the hope of all the little people in the world. Whether they look at us through the slanted eyes of Asia or the great round eyes of Africa, they must see a kind face, a generous face; they must see the prayerful, determined face of a loyal brother; they must see a face of great resolution and courage, but above all, they must see the face of a friend—a friend, who, like the Statue of Liberty, holds high the torch of freedom to light the way for the world's hopeful and oppressed.







The Power of God

THE POWER OF GOD was published in the fall of 1961 when, because of the Berlin crisis, mankind "stood in the presence of an awesome enemy."

The Innkeeper's continued volume of mail from "America On Its Knees," even after a decade of years confirmed "a consensus of faith which, when translated into national unity," he reasoned, "gave America the strength of David."

"With the sanctity gained from prayer, and the sanity from total preparedness, we will, like the shepherd boy, confront the enemy, armed with the weapon of faith. Fear not, for we will build a New Frontier of peace."



LET GOLIATH COME

Imperialistic communism,

like the Biblical Goliath, menaces free men. That giant also swaggered, bullied and cowed the faint at heart. * David came on the field of battle seemingly overwhelmed, yet supported by the power of God, he was victorious. The communist threat will in like manner

be defeated if we... CONFRONT THE GIANT

WITH THE POWER OF GOD

OUR TATHER IN HEAVEN:

We pray that You save us from ourselves.

The world that You have made for us, to live in peace, we have made into an armed camp.

We live in fear of war to come. We are afraid of "the terror that flies by night and the arrow that flies by day, the pestilence that walks in darkness and the destruction that wastes at noon-day."

We have turned from You to go our selfish way. We have broken Your commandments and denied Your truth. We have left Your altars to serve the false gods of money and pleasure and power.

Forgive us and help us.

Now, darkness gathers around us and we are confused in all our counsels, losing faith in You, we lose faith in ourselves.

Inspire us with wisdom, all of us of every color, race and creed, to use our wealth, our strength to help our brother, instead of destroying him.

Help us to do Your will as it is done in heaven and be worthy of Your promise of peace on earth.

Fill us with new faith, new strength and new courage, that we may win the Battle for Peace.

Be swift to save us, dear God, before the darkness falls.



Sanctity and Sanity

EDITOR'S NOTE: Three months after the publication of the "Power of God," Mr. Hilton was asked to read his prayer on the national Ed Sullivan television program in New York City. Letter selections from this appearance are reprinted below. Letters from the "Power of God" public service message follow thereafter.

LISTENED WITH EYES CLOSED

"I was enjoying the Ed Sullivan show with my family, when I heard the prayer. I sat back and listened with my eyes closed. I truly got the full meaning of it and would love to own a copy of it. I am 15 years old and in my second year of high school".

Carole Epstein, Norwalk, Connecticut

THE LITTLEST THINGS

"In these busy times, when so much is taken for granted: a cup of fresh water, a piece of bread, the smile of a child, the eyes that we can see with. These are the things we should thank God for, the small things that seem so often forgotten: the privilege of saying a prayer, to take time to thank our friends daily, and those we come in contact with-clerks, telephone operators, people who M. C. Ferree, Frostburg, Maryland work for us."

A MESSAGE WORTH HEARING



"I do not know whether you are a Minister of the Gospel or not and that doesn't matter, but the word you speak does matter and I wish it might be spoken to the hearts of all our people, both in Canada and the United States. You have expressed a word that will help to dispel this insanity of armaments, wars and rumours of wars, hatred, strife, and racial tension in many parts of the world and the fear that goes along with it?'

Reverend George H. Hambley, B.A., Pastor, Victoria United Church, Melita, Manitoba

PRAY FOR GUIDANCE

"A proclamation by our President setting aside a Day of National Prayer, when people of all faiths would gather in their accustomed places of worship and call upon the Supreme Ruler of the universe for guidance, would, I believe, achieve great good. It would unite our people in a common effort to seek help from the fountainhead of wisdom.

"In a less sophisticated age we had great leaders who were not ashamed to pray for guidance". Charles A. Titus, Keystone Heights, Florida

LET US BE THANKFUL

"Yes, let us be thankful for our homes, our land, our abundance, our freedom, our faith, our way of life. Only here in America can there be such a dynamic and sincere response to these pleas for peace and love".

Larry G. Noble, Toronto, Ontario

A LITTLE GIRL TEN YEARS OLD

"I am a little girl 10 years old. I, too, want to say the prayer. You are such a fine Catholic man, and I would like to know you so much. Won't you write me some time and tell me more about yourself. I hope to hear from you soon."

Jeannine Wallace, Pensacola, Florida

Dear Jeannine:

"I received your letter and under separate cover I am sending you a copy of my prayer. Also, I am sending you my autobiography. This book will tell you all about my life and you can read it when you have the time. I send you my very best wishes."

Conrad N. Hilton

IN THE 5TH GRADE

"I am 10 years old and in the 5th grade. I was going to ask for the prayer, if it's not asking too much. I have never seen or heard such a beautiful prayer in my whole life.

"Mr. Hilton, you dressed beautifully. Your head was up high and you were standing up straight, and your bow tie was straight."

Rebecca Sugg, Bristol, Tennessee

SINCERELY SAID

"It is real gratifying to know that we in this country still have big and important men with hearts full of kindness and goodness." Miss Ella V. Cullinan, Richmond, Virginia

UNITED NATIONS AND CURRENT AFFAIRS CLUB

"Our group is small. It can't negotiate peace treaties, call a truce in this cold war or change the world situation any. It can only debate and discuss, spread the gospel of human rights, support the ideals of peace in a 'behind the scenes' way and hope'."

Vedah Anne Hamon, North Park Collegiate, Brantford, Ontario

FREE TO EXPRESS

"In these days when we are complacent and smug on the one hand and yet frightened and fearful on the other, prayer is the only way we can have victory over Communism or over our own sinful nature, is through Jesus Christ our Savior.

"How thankful I am to be an American and to be a Christian, living where there is freedom of religion and freedom of the press, without which a message such as 'With the Power of God' could not be printed."

Noreda Potts, Lancaster, Pennsylvania

A REAL CONCERN OF YOUTH

"As a high school student, I am becoming very concerned over the world situation today."

Patsy Reynolds, Corcoran, California



TELEVISION HILARITY

"I wish we might have more entertainment of that caliber on T.V. Sometimes I think they fail to realize adult persons are watching and do not need the continuous hilarity they give us."

Miss Gertrude McLaren, Lake Forest, Illinois

A PRAYER SENT TO ME

"Mr. Hilton, I believe your prayer was God sent for me and probably a lot of others who need prayer. For the past two years I've lived alone in bitterness searching for a lift. I believe I have that lift now, thanks to you. I would also like you to know that I am going right down to church and thank God for reaching me when I surely needed it most." John Romeo, Brooklyn, New York



GOD-REALIZATION

"While going about my nursing duties in the afternoon, I was thinking of things in my own life. How restless and how I rushed to and fro trying to 'have fun', to find pleasure in material things, making the flesh so important. How foolish it is when real happiness just isn't found without God Realization."

Diane M. Hicks, Santa Monica, California

RESTORES MY FAITH

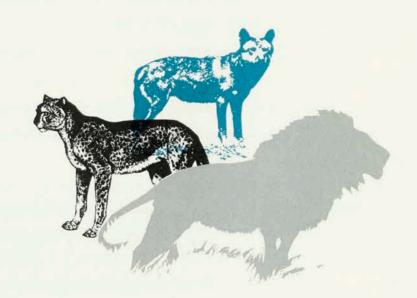
"We could make a better world, but man seems to have forgotten these principles of living in their lust for riches, selfishness and greed.

"My faith is restored when I hear a man of your wealth and vast associations give the world a prayer for daily living."

Mrs. David C. Mitchell, Toronto, Ontario

POVERTY OF SPIRIT

"The Contemplatives, poets and mystics on the higher road of 'The Counsels', saw what kept them from being free interiorly with God: the leopard, the wolf, and the lion (pleasure, money, and power). Two subjective spiritual operations which every human can make are thought and desire. If the desire is even slightly irregular or inordinate, God has no lasting part with thee. Pov-



"the leopard, the wolf, and the lion (pleasure, money, and power)."

erty of spirit is the cure for the desire residing in these three. It doesn't mean to enter a monastery and give up the exterior things of the world and then, in secret, long for them. It means to give up the inordinate desire for them, whether in the world or cloaked under a monk's cowl. It is mortification of desire to suppress inordinate wants of the soul so that God can be born within the human. To be poor in spirit every day.'

David W. Springer, Washington, D.C.

LETTERS FROM BOYS AND GIRLS FROM 10 TO 19

WE WANT CONSTRUCTION

"We do not want destruction, but only construction. We do not want to kill, but only to live. We do not want to lose faith, but to start it." Barbara Bloome, 10 years old, Great Neck, New York

TO PRESERVE LIBERTY

"I have joined a group of local citizens dedicated to the preservation of American liberty and alarmed at the magnitude and scope of recent Communist advances. Our group believes that to win this ideological conflict, we must first persuade the people to turn to the Supreme Judge of the World for His assistance."

Robert E. Seifert, El Paso, Texas

"PRESERVE US FROM OURSELVES"

"If our founders and the brave leaders of this nation thought it wise to allow religious liberty, we ought to take advantage of it and ask in our frank, American way that God 'preserve us from ourselves'."

Patricia Rutkowski, Junior, Josephinum High School, Chicago, Illinois

FROM COLLEGE AND POST GRADUATE STUDENTS

YOUTH WONDERS

"In this time we, the youth, wonder if we will be allowed the privilege of raising families, being the citizens we would like to be, and most of all living long, happy lives".

Jane Williams, student, Dunbarton College, Washington, D.C.

UNITED IN PRAYER

"On Sunday night as I was listening to Dr. Billy Graham's fine sermon, the thought came to me that in some way the Christian believers in America should be called to united prayer that God might manifest His power as He did in the days of the believing King Hezekiah'."

Ernest G. Gehman, Eastern Mennonite College, Harrisonburg, Virginia

LAYMEN MUST ACT

"Preachers can talk themselves blue; priests can run themselves ragged; evangelists can exhaust their energy; but if the layman, the Christian in the street and in the office, fails to use his life as an opportunity to witness, our message has lost its power."

John E. Groh, seminarian, Saint Louis, Missouri

WE MUST FACE THE FACTS

"The world situation has never been so bad, for today we can destroy the earth. Many times the class will present their views on such things as the United Nations, the Congo, Berlin, Red China,





nuclear testing, nuclear war, foreign policy and the ideals of Russia and the United States. These discussions are grim, but they are the facts and we must face them and go on living?

Donna Reed, student, Gibsonia, Pennsylvania

HARVARD LAW SCHOOL

"We would like permission to reprint the message for distribution by our organization throughout the Law School."

H. Stephen Cranston, Cambridge, Massachusetts



FROM TEACHERS, PARENTS AND PROFESSIONALS

NOW OR NEVER

"You surely sense the serious portent of the times, something absolutely catastrophic in the atmosphere and it is only your 'Power of God' which can resist it. It is truly NOW or NEVER if the forces of Communism are to be held back long enough for Christianity to awaken.

"Now, as never before, we must live in Truth and Beauty, both are needed; all the Arts are needed now as never before, but always first from a spiritual viewpoint. Otherwise they are mere escapes, and we have no time for escape anymore.

"The Communists mean business in the fullest sense of the word, their ideology is their life.

I am Swiss, and for me Democracy is my life. To die for it would be the most glorious thing, if it were so destined."

John A. Leiser, Waldorf-Astoria, New York

TO BE PART OF US

"May all Americans read and re-read and re-read until it is indelible on, or in our hearts."

Fred Fuller, Middletown, Ohio

BOLSTER THEIR COURAGE

"May I request that you send three dozen copies (if you can spare them) for the U.S. Air National Guard of Colorado, now on active duty.

"The squadron has thirty-three pilots, all on dangerous missions, should war come. They will appreciate what this prayer can do to bolster their courage. There is a great need for sincerity of purpose in these deeply troubled times?" Mrs. L. N. Wilson, Boulder, Colorado

"NO SWEAT"

"It is my responsibility to bring to the attention of the American fighting man the reason he is here in Germany. Service and sacrifice are in the tradition of the United States Army, the Corps of Engineers, and the 168th Engineer Battalion. To every mission we are charged with, there is but one answer, 'no sweat'.

"Two of the most important recent items that can make the American soldier say 'no sweat' with conviction, are the inaugural address by President Kennedy and your 'Prayer for Americans'.

"I would like copies of this prayer to place in the barracks of each platoon. As each man goes to work in the morning, he will be reminded that his work is important and that the people of America are behind him."

Anthony Muldoon, Troop Information NCO, 168th Engineer Battalion

A BREATH OF CLEAR, FRESH AIR

"In the foggy confusion fostered by both ultra-liberals and reactionary conservatives alike, it is really a breath of clear, fresh air to find a truly Judaeo-Christian answer to the self-righteousness of national self-interest involved with the godlessness of Marxist Communism. The answer actually comes from the heights of commercialized America, one of the forefronts of our American capitalism, Hilton Enterprises. In short, sir, it seems that you too understand that the only answer to Communism is not more anti-Communism but more Christian living in a prayerful, positive manner."

The Reverend Jack D. Stocking

THE INNKEEPER READS HIS LETTERS

"Letters usually do not reach beyond a secretary's desk, I know, but I do believe, Mr. Hilton, that you should take a little time to read them yourself, just to realize a little of the joy which comes from having done good—from having carried a Christian light before the world. In this particular instance, I firmly believe you have done much more for the Hilton Hotels Corporation than you ever could have done for it by an advertisement telling what luxuries it has, what comforts it offers, what delicious food is on your menus!"

Sister M. Chrysantha, OSF, College of Saint Francis, Joliet, Illinois

REASON FOR PATRIOTISM

"As a serviceman with close to 20 years service, your prayer—along with the Code of Conduct for the fighting men are the guides to the reasons why we are in the service of our country."

Frydolyn Milcarsz, McGrath, Alaska

IT IS STRONG

"I am sorry I do not know the English language well enough to describe my feelings as I read it. It is strong...yet humble, sad...but with hope". Charlotte Kansier, Utica, Michigan

FIRST IN DEFENSE

"What you have portrayed should be our first step in Civil Defense"."

Ruth F. Martin, Bethany, Oklahoma

HAS GIVEN ME COURAGE

"I'm alert to world conditions, I know that the sword of Damocles hangs over our heads. With the lethal winds of war blowing and the heart of our beloved country stretched on the rack, I've been afraid at times, but your heartening message has given me the courage to be unafraid."

Mrs. Virginia Knauer, Columbiana, Ohio

LINCOLN SAID

"Abraham Lincoln is reported to have said, 'We, too, have no place, now, to go, but to our knees'."

Mrs. Roman Smith, East Brunswick, New Jersey

THE ROAD TO VICTORY

"We would be on the road to victory if our President, our Congress, our State Department, and all of us were living the clear, brave thoughts your prayer contains."

Sam A. Wing, Jr., Dallas, Texas



WAGING WAR

"The NATO governments neglect the only weapon against which the Communists are help-less: The spreading of Truth to explode all the flood of lies, distortions, slander.

"The only efficient war to wage against the Communists is the political-psychological one."

H. Berlitzer, Ph.D., Levallois, Seine, France

IN GOD WE TRUST



"For some time I have seen our motto 'In God We Trust' tarnished by a growing tendency to trust a benevolent Federal Government, and by the belief in the inherent right of men to receive something for nothing."

Robert T. Morris, Baltimore, Maryland

FAITH-NOT FEAR

"It is amazing to us that men act in fear of death and destruction today when our whole history is based on the daring actions of men unafraid because of their faith in and dependence upon the Lord."

Ronn Spargur, Director, Communications, Inc., Jacksonville, Florida

THE IMPORTANT THING



"Gathered around a breakfast table with a group in New York a short time ago, including Jews, Gentiles of both the Catholic and Protestant persuasions, I was very glad to hear a Catholic say, 'The important thing is that we all have a religion—we all believe in one Supreme Being, and that being so, the Communists do not have a chance'."

Kenneth N. Denton, South Hadley, Massachusetts

I AM 90 YEARS OLD

"I never in all my life was so happy to read such a wonderful prayer. I am 90 years old and thank God for all those years." John G. Rudolph, Montfort, Wisconsin

PAUSE TO REFLECT

"The prayer's thoughts should make us pause to reflect on the status of our faith and trust in the Providence of a loving God, and then to determine to do all in our power to get back the peace, fortitude, and the courage so to live that we may bring the peace and joy of God not only to our own lives but into the lives of others."

Sister Angela Marie, Confraternity of Our Lady of Providence, Saint Mary-of-the Woods, Indiana

BEFORE BEING BLESSED

"Most truly confusion of face belongs to us for our national and individual sins which have come between God and ourselves, and must force us to our sinful knees in unfeigned repentance, before His blessings can be lavished on us."

C. G. Houghten, Senneville, Quebec

DARK CLOUDS-FULL HEART

"We watched the dark cloud descending upon us, we wanted to pray—but didn't know how.

Then came those all encompassing words of yours. Now we can at least say 'Amen' from a very full heart."

Mrs. Margaret Halbokken, Modesto, California

IMMIGRANT FROM AUSTRIA

"I came to New York in 1909 when I was thirty-three. I thank God for every day I was lucky to be here, it has enabled me to bring my niece here in 1920. We have a big family in Austria and with the help we sent, they are able to enjoy their lives and homes. You will remember in what condition Austria was after the first war and after Hitler. Our gratitude for the United States is deep and sincere, we can only repeat—God bless America."



Miss Madeleine Breuss, New York, New York

IN GOD'S HANDS

"With all the brain power being expended on the international problem which continues to deteriorate, it is only too obvious that it is beyond the minds of men".

Mrs. William Parnicky, Grants Pass, Oregon

MORAL PATRIOTISM

"Your effort to buttress American moral dedication at a time of peril is an impressive act of moral patriotism".

Norman H. Stark, South Bend, Indiana

BESTIR OURSELVES

"I think we all, by virtue of the fact that we are Americans, have the courage to 'confront the giant'... but need, also, by virtue of the fact that we are Americans, something to jolt us and stir us to life..."

Patricia Lemm, Rochester, New York

PRAYER AT MISSILE SITE

"The Prayer of Uncle Sam on his knees is very timely and appropriate. I would like very much to have a dozen copies to post in the Dayrooms for our men located at our missile sites."

Glenn D. Lauby, Chaplain, United States Army Air Defense Command, Richards-Gebaur Air Force Base, Missouri

SEARCHING FOR NUCLEAR WEAPONS—FOUND PRAYER

"I'm a student at Milwood Junior High and in the ninth grade. I purchased a copy of Newsweek in search of articles on nuclear weapons testing for a civics notebook, and as I was glancing through the magazine, I came upon your prayer." Sally Hubbard, Kalamazoo, Michigan



GOLIATH'S WEAKNESS: INTELLIGENCE

"David had the courage to face Goliath. He prepared himself with carefully chosen weapons, unaffected by the taunts of his own fellow citizens facing the giant. David had the courage to let fly with his chosen weapons at the right time to down the Giant. All of his faith in God would have been naught if he had not loosed the stone ... for this much he had to do himself.

"David trained himself to use the sling and stone while in the fields, in the peaceful pursuit of a shepherd, protecting the flock from wild animals. Had he not so trained to a point of skill and sureness, he could not have faced Goliath.

"There may be a point for us in the David and Goliath story we miss. The stone struck Goliath in the forehead, striking him where he was not adequately armed. The forehead is the front of

the brain, the mind, the intellect. Perhaps we are to strike the modern day Goliath in its most vulnerable point...the mind.

"The advertising genius, the merchandising know-how, the business acumen of our people—capable of selling even refrigerators to Eskimos—cannot sell the commodity most dear to us: our own liberty, our own way of life.

"This nation is strong today, it captured the minds of men... because the mind of man was allowed here to grow and to contribute to the results of fruitful thinking. We did not become strong because of brute power.

"We prayed at Valley Forge... and went on to win. We prayed on the field at Gettysburg. We were humble then, we were strong in right and justice... and in spite of the darkest days, we went on to win. We prayed and won in 1918 and 1945 and 1953. Have we, today, substituted money for the minds of men?"

Fred J. Reinhardt, Riverside, California



CONFRONT THE GIANT

"In a day when so many cry out in fear that it is only a matter of time before Communism takes over the United States and others hasten the accomplishment of this time by undermining the people's confidence in government, it is indeed time to confront the giant with the power of God."

Mrs. John Persohn, Bellaire, Texas

ETERNAL CARE

"I know that wherever we are the Creator takes care of us eternally, but I would like this to be a good world for my children and my grandchildren and for all"."

Ruth Chaix, Sutter Creek, California

USING TIME WISELY

"Are we really Christian? Are we really using our time wisely? How tragic it will be when the end does come, so many will realize too late."

R. Allen Nixon, Riverside, California

REPLACE FEAR

"May I have three copies of 'With the Power of God' to post on a few of our many bulletin boards at school? I feel they will bring forth much discussion, and will replace the fear and discouragement that seem to be so rampant today."

Sister Julia Agnes, S.N.D., University of Dayton, Dayton, Ohio



GOD'S SIDE—OUR SIDE

"As a writer—albeit very much a beginner in the field—I believe firmly, that the pen can again be proven mightier than the sword, in conveying to the world, that the only true answer to the Devil's threats is to arm both physically and morally, with the secure knowledge that we are on God's side and He on ours."

Michael L. Jones, Chester, Cheshire, England

GOD'S WAY?

"Perhaps God is using Khrushchev to bring us to our senses. We need to say with John Greenleaf Whittier, 'Dear Lord and Father of mankind, forgive our foolish ways!' In spite of the Communists' struttings, perhaps in their delving into our Christian religion some of it will rub off on them.' Anne I. Perry, Chicago, Illinois

HELP OUR BROTHER

"Right here, in our own country, in our own community, we could 'help our brother, instead of destroying him'." Mrs. Edna M. Cook, Jamesburg, New Jersey

CONSOLATION TO AGED

"You have no idea the consolation your prayer brought to a group of old, sick men and women.

I, as their nurse, read it to them. Even though they are all over seventy, they worry about the state of things that may come."

Kathleen Johnson, Burlington, Vermont

A GREEN OASIS

"I felt much as I am sure I would have felt if I had been crossing a hot desert and came upon a beautiful green oasis."

Mrs. Margarit L. Unger, Gulfport, Florida

WITH BOWED HEAD

"'America On Its Knees' blessed my soul, so that I bowed my head and asked God to save America in this hour. Yes, America has left God to serve the false gods of money and pleasure". Earl C. George, Jr., Moody Bible Institute, student, Chicago, Illinois

SYMBOL OF DAVID

"This beautiful prayer plus the symbols of David and the giant should be a consolation and an awakening to thousands all around the world."

Sister Rose Anthony, Sisters of Loretto, Denver, Colorado

BE AN AMERICAN

"A young man once asked the beloved President, Theodore Roosevelt, what he should do to make his life count for the most. The President replied, First be an American and never stop being an American"."

Albert C. Thomas, Placerville, California



POWERFULLY WRITTEN

"It is very beautiful and powerfully written. It would probably cause many people in the Iron Curtain countries to reappraise America". Jo Ann Hartberg, Whitestone, Long Island

HELPING HAND

"You saw that a living wage was the most powerful weapon, and you used your 'talent' to erect hotels which would supply the needed, permanent work to the 'little man,' who is Communism's most gullible victim.

"Though you do not want 'your right hand to know what your left hand does', some things leak out. The priest in a poor district in Puerto Rico wrote us that you gave him a manger, with all the figures, for his Christmas Mass. Another poor priest in India said you sent him the cow that kept his people alive!"

Mother Regan, R.S.C.P., Chicago



RIGHT ATTITUDE

"My concern is our attitude toward our Maker. If that's right, nothing else matters."

W. W. R. Lake, Paradise, California

EINSTEIN STATEMENT



"One of the great statements made by the eminent scientist, Einstein, was that the next greatest of all revelations in scientific research would be in the Spiritual realm. We need, as a nation and a world, a re-birth of the allness, the completeness of reliance on 'things of the spirit'."

Mrs. Sanford T. Smith, Del Mar, California

A WORTHWHILE BIT

"Our 17-year old son came to his dad, showing him your page, asking him to read a worth-while bit. Then our 13-year old daughter came to me, 'Mom, you certainly should read this and write Mr. Hilton for a copy'."

Mrs. Ken Jacobsen, Red Wing, Minnesota

MORE THAN MUNITIONS

"The choosing of the David and Goliath theme was sheer genius. That page, we believe, is worth more than an army of a million men".

Sister May Clare, S.N.D., Sisters of Notre Dame, Cleveland, Ohio

IN GOD IS OUR TRUST

"It reflects the words of the immortal Francis Scott Key, re-echoed throughout the years since the War of 1812: '... and this be our motto, In God Is Our Trust'."

James W. Morrison, Houston, Texas

IT REFRESHED MY FAITH

"At a time when my faith was failing, it made crystal clear the job that needs to be done—and refreshed my faith to do it."

Marjorie Bain, Lubbock, Texas

THE ARTIST'S CONCEPTION



"The facial bone-structure, the clasped hands, especially the eyes—the prayer's depth of meaning would be incomplete without this symbolic figure?" Mrs. K. West Charles, Atlanta, Georgia

THINK WITHOUT SHUDDERING

"The bravery and faithfulness depicted in 'With The Power of God' quieted my heart and mind about the advance of Communism, so that I could think without shuddering."

Mrs. William F. Geisz, Saint Louis, Missouri

YOUR PRAYER AND ...

"...your personal message accompanying it is an inspiration to every American. It is heartening to witness this open avowal of dependence upon and confidence in God our Father."

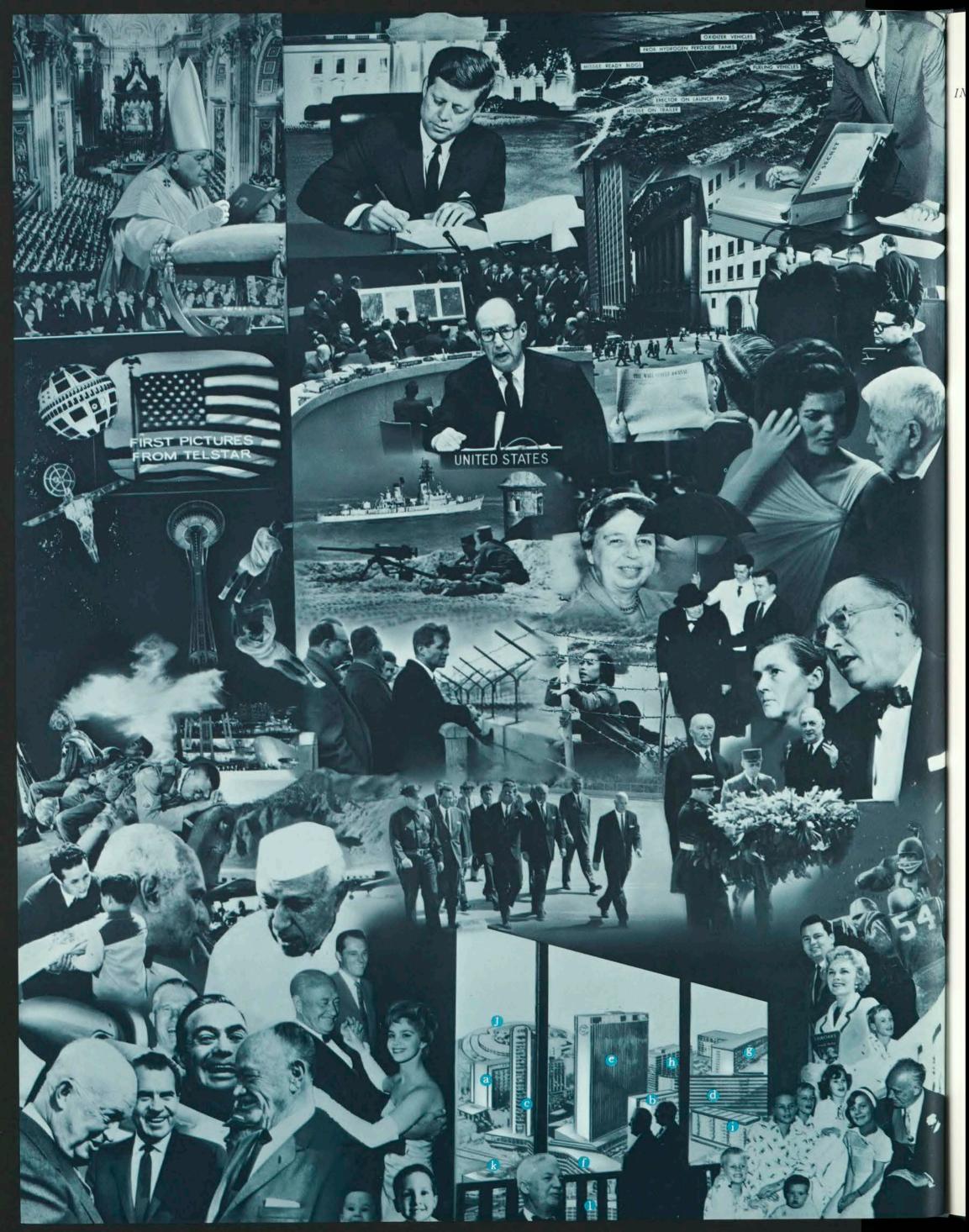
Sister Mary Laurence, S.S.N.D., Saint Agnes High School, Saint Paul, Minnesota

BELIEF HOLDS BALANCE OF POWER

"If each and every free man would read your prayer and reaffirm his personal belief in God's word and His truths and would then read our Declaration of Independence and reaffirm his belief in our National Purpose, there would be no sign of weakness or indecision in our position today. The 'Balance of Power' lies in belief and dedication'."

Richard F. Atwood, Bellevue, Washington

Hope for the World
The Flying Dutchmen Still Fly
The Uncommon Promise of the Common Market
There Are Two Christmas Stories
Divine Love and Human Love



Hope for the World

THE YEAR IS 1962

THER NEWS PALES BEFORE FOUR MAJOR EVENTS that make this a momentous year, and give hope to the Free World * On the religious front the ECUMENICAL COUNCIL opens in Rome * On the economic front the EUROPEAN COMMON MARKET makes rapid strides toward the goal of uniting Free Europe * War breaks out between INDIA AND RED CHINA, demolishing Prime Minister Nehru's political philosophy * I n the Cold War the United States wins its greatest victory...AMERICAN POWER CONFRONTS SOVIET power in the Cuban crisis and American power triumphs * In Rome, 25,000 Roman Catholic prelates gather under the aegis of POPE JOHN XXIII, to meet the challenge of the 20th Century. Free men hope that the Pope spoke truly when he said: "The Council now beginning



1. On October 11th in Rome, Pope John XXIII opens the (21st) Ecumenical Council called Vatican II. In a sentence he states the purpose of the Council: to embrace the Gospel more fully, to reform the church, to understand our separated brethren and for them to understand us. Non-Catholic observers to Vatican II, held honored places at the Council. 2. The lights of the White House burned late October 23rd, as President Kennedy signed the formal proclamation for the blockade of Cuba, which went into effect at 10 A.M. (eastern daylight time) the following morning. 3. United States Ambassador Adlai Stevenson, confronts Soviet Ambassador Valerian Zorin with sharp words and photographic evidence of Russian missile sites in Cuba, at a stormy United Nations Security Council meeting. Soviet duplicity is revealed to the world. 4. One of a series of aerial U-2 reconnaissance photos released by the Pentagon, as proof of Soviet missile sites on the pro-Communist Island, 90 miles from the United States. 5. Secretary of Defense, Robert S. McNamara, studies "top secret" material, as he prepares to testify before the Foreign Affairs Committee of the House. 6. The United States destroyer, Lawrence, steams out of San Juan Harbor, Puerto Rico, on her way to resume her position in the Cuban blockade. Key West, Florida: two soldiers guard a machine gun, in freshly dug foxhole, on the beach facing the critical Caribbean. 7. Office worker studies Wall Street Journal on the steps opposite

the New York Stock Exchange. The spiraling decline in stocks is followed by recovery in the second half of the year. 8. Texas Industrialist, Billie Sol Estes, is shown in Smith County Court with lawyer and advisors, in theft trial. 9. First privately built satellite, "Telstar," flashes Old Glory across the television world. American Telephone and Telegraph Company orbits a communications space system, July 10th. 10. Another "first" in space exploration came to the United States as Mariner II approached within 21,000 miles of the earth's sister planet, Venus, December 14th. 11. Astronaut, Scott Carpenter, trains for three orbit flight, as he experiences the feeling of weightlessness in these trampoline exercises. 12. Soaring high toward the sky, the 600 foot Seattle Space Needle becomes the theme and symbol of the world exposition. 13. Mrs. Eleanor Roosevelt, 78, former First Lady of the United States, died November 7th in Manhattan. World leaders joined the United Nations in mourning the widow of President Franklin Delano Roosevelt. 14. Former Prime Minister, Sir Winston Churchill, returns home from the hospital, victorious over illness at the age of 87, November 1st. 15. The nation's capitol becomes the center of culture, as Mrs. Jacqueline Kennedy plans many events, including the Russian Ballet, at the White House, shown here with American poet, Robert Frost. 16. Marines catch a moment's rest in long night duty at the University of Mississippi Campus, October 1st. The burning cross in the background, was symbol of Southern protest against United States Supreme Court Justices' verdict that Negro James Meredith be admitted to the University 17. Attorney General Robert Kennedy, gets first hand look at tragedy of Berlin Wall with West Berlin Mayor, Willy Brandt. The barbed wire of the "bamboo curtain" keeps Red Chinese girl from reaching food relief given to the refugees by Hong Kong residents in late May. 18. Dr. Frances Kelsey appearing before Senate Committee, for her fight to keep thalidomide, baby-deforming

market, testifies with George P. Larrick, Federal Drug Administration Commissioner. 19. Mohammed Ben Bella, Algerian Vice Premier, whose nation is newest member in the United Nations, graciously receives bouquet of flowers from youthful Arab boy. 20. Defense Minister Krishna Menon, in conference with Prime Minister Jawaharlal Nehru, over Sino-Indian border war. Nehru's Congress Party later demanded Menon's complete dismissal. 21. Receiving President Kennedy at The Beverly Hilton hotel, are the Innkeeper (center), his son, Barron (left), and Robert A. Groves, General Manager (right). 22. Traditional enemies join to build a new political and economic union of Europe on the foundations of a six nation Common Market. Chancellor Konrad Adenauer of Germany is welcomed with overwhelming enthusiasm in France. General De Gaulle in full military uniform, places a wreath on the tomb of the Unknown Soldier on the 15th anniversary of the end of France's defeat by Nazi Germany. 23. Mr. Hilton greets his friends, General Dwight D. Eisenhower and Republican candidate for Governor of California, Richard M. Nixon, as the former President arrives at Los Angeles airport to campaign for the former Vice President. The election brought many new faces to the Governor's chairs. Pictured above to the left of the Innkeeper, is Pennsylvania's new Governor-elect, William Scranton and Michigan's first Republican Governor in 14 years, George Romney. 24. Colonel Henry Crown, member of the Board of Directors of the Hilton Hotels Corporation, scans the future Hilton Hotels being planned for 1963, with Mr. Hilton. Architectural drawings of projected hotels shown here include: a. Athens Hilton, b. Royal Tehran Hilton, c. London Hilton, d. Rotterdam Hilton, c. New York Hilton at Rockefeller Center, f. Cavalieri Hilton (Rome), g. Tokyo Hilton, h. Portland Hilton (Oregon), i. Kahala Hilton (Honolulu), j. Montreal Airport Hilton, k. San Francisco Hilton, and l. (not shown), Washington Hilton. 25. The Innkeeper's long time and close friend, Sam D. Young, of Texas, is also a member of the Board of Directors of Hilton Hotels Corporation. 26. Conrad N. Hilton, Jr. watches his dad dance with his wife, Patricia. (Below) Mr. Hilton's grandchildren, Michael Otis and Conrad N. Hilton, III. 27. Also with their grandfather, shown from bottom to top are: Daniel Kevin, Richard Howard, Stephen Michael, David Alan, Sharon Constance, William Barron Hilton, Jr., and on Mr. Hilton's knee sits Hawley Anne. Behind the family are shown their father and mother, William Barron, and Marilyn. 28. University of Southern California's fullback, Ben Wilson, leads the Trojan march to the Rose Bowl Championship, Pasadena, California, January 1, 1963.

rises in the church like daybreak, a forerunner of most splendid light." The VATICAN II, the church's 21st Ecumenical (general) Council in 20 centuries, includes 174 delegates from the Church of Silence behind the Iron Curtain (among them Poland's Stefan Cardinal Wyszynski) and 28 observers from Christian Churches other than the Church of Rome. In his opening address, the 81-year old Pope stresses the need for bringing his church up to date. One Cardinal, however, states that "those who expect revolutionary and spectacular decisions from this Council will be disappointed." Over and over it is stressed that, while progress is being made, end results will take much time. Still, great hopes sweeps the hearts of the Christian world. By its mere acknowledgment of other Christians, called by Pope John "our brothers in Christ," the Council is revolutionary from the start. Pope John stated earlier as one of its prime objectives "to invite the separated religious communities to seek the unity of the church." And the methodists' observer said, "It is an event of unequaled importance in the history of modern Christianity." At the end of 1962, Time magazine names Pope John "MAN OF THE YEAR." Thus it recognizes that the Pontiff is setting in motion ideas and forces that will affect the whole world's ever expanding population long after current political problems fade away.

IN BRUSSELS, THE EUROPEAN COMMON MARKET Commission's planners outline a daring "action program" for the next six years. It will mesh even more closely the economics of the Six and other likely members and clear the way for their final goal—a politically united Europe. The prospect of a progressive and unified Europe again gives hope for it would tilt the Cold War scales still more in favor of the Free World.

IN THE EAST, war breaks out as India is attacked and Indian troops are driven back by Red Chinese invaders. Indian prime minister jawaharlal nehru, leader of the neutralist bloc, gets a lesson in Communist tactics, is forced to fire long time Communist apologist, Defense minister krishna menon, and admits the invasion "has made us realize that we were getting out of touch with reality in the modern world and living in an artificial atmosphere of our own creation." The Chinese war on India, strongly resented by the Soviet Union, creates tensions that border on an open rift between the Communist giants. A permanent split is indicated.

The Flying Dutchmen Still Fly

STILL CHALLENGING THE WORLD

One of the great legends of all seafaring folk down through the centuries and across the world is that of "The Flying Dutchman." This was the ghost ship which appeared suddenly and unexpectedly anywhere in the world, racing before the wind in full sail, proudly flying the flag of Holland, challenging and willing to beat any other ship afloat.

The legend began centuries ago when Dutch ships sailed every sea and Dutchmen were conquering the world of commerce. Today the legend continues with the silver birds of the KLM Royal Dutch Airlines and the Holland America Line sailing the seas and the skies of the world—still challenging the world.

A GREAT EXPLORER

Holland is not a land of legendary splendor living in its legendary past. To be sure, there was much of glory here long before my country was born. May I pay tribute here to one of the greatest Dutch explorers of them all, the Englishman, Henry Hudson, who sailed his "Half Moon" out of your great city of Amsterdam and into New York harbor in 1609 when there were only Indians to greet him.

WHAT PRICE MANHATTAN?

As I flew into Amsterdam yesterday I thought of New Amsterdam, which we now call New York. It was your Dutch West Indies Company, following Henry Hudson and operating out of this city of yours, that founded our city of New Amsterdam or New York in 1626.

And what a deal your flying dutchman, Peter Minuit, made with the Indians: 60 guilders, \$20.00, for all of Manhattan! When I think of the millions of dollars I have paid for our few little lots around Park Avenue!

NEW GROWTH FOR HOLLAND

Holland is not all history. You men of the Netherlands have the genius to blend beauty and culture with industry and trade. I see it all about me here in Amsterdam, this "Venice of the North," with your lovely canals flowing beneath the trees. All this charm wedded to tough industry and world trade!

With the growth of the Common Market I see new growth and a new stature for the Flying Dutchmen at home and around the world and Hilton Hotels is very proud to be part of it all.









The Uncommon Promise of the Common Market

AMERICA FOR FREEDOM

The latest word is that Castro is not satisfied with stealing property from outside investors, or even with stealing the country of Cuba from its people. With the help of Soviet rockets, he is attempting to steal the countries of the Western Hemisphere for his Kremlin master. May I ask here, that we all stand for a moment to demonstrate support for our President's action in meeting the Communist threat; for making it known to the barbarians of this generation that America still stands for freedom for all mankind

THE BERLIN WALL

In December, 1958, three years before the Berlin Wall arose, we opened the Berlin Hilton, only one mile from the Brandenburg gate. A few months ago, after attending the opening of our Amsterdam Hotel, I returned to Berlin. I saw the wall, and I don't like it... It obscures one of my favorite views. I loved to stand in East Berlin, look west across the Brandenburg gate to the most prominent building in sight, our hotel. To me it was an exultant symbol of free enterprise and free men.

A WORLD FORUM

You men and women are not all Americans; you are here from dozens of countries. Consequently, our meeting here in Las Vegas is, for these few days, a world forum. I should like to discuss this challenge of change with you from that point of view, from the viewpoint of thinking, internationally minded men and women with the whole world as your stock in trade.

^{*}From an address delivered at the World Travel Congress of the American Society of Travel Agents, in Las Vegas, Nevada, October 24, 1962.

SOVIET WILL NOT DESTROY ITSELF



Before going further, let me say that, for our discussion this afternoon, I am assuming two things: one, that the cold war, for these emerging nations, will go on with additional vigor of penetration, subversion and economic in-fighting; two, that there will be no nuclear World War III, that the Soviet will not destroy itself in order to destroy us.

COMMON MARKET SUCCEEDS

The most dramatic opportunity on this horizon, since World War II, is that of the European Economic Community, known to all of you, on both sides of the Atlantic, as the Common Market. This European initiative has served to throw into relief the interdependence of all the world's trade and travel.

Even the Communist world, which refuses to believe that it is one world with us, is so disturbed by the growth of western Europe's economic strength that it is castigating the Common Market. What better proof could we have of its success?

A RAPID GROWTH RATE



Four years have passed since the six—France, Italy, West Germany, the Netherlands, Belgium and Luxembourg—swept centuries of history away and signed the Treaty of Rome, giving birth and legal shape to the European Economic Community. Here is a population of 170,000,000, almost that of the United States, having a gross national product of about \$180,000,000, and growing at a faster rate than the United States.

TILTING THE COLD WAR SCALE

What other development could tilt the cold war scale more in favor of the Free World, than a prosperous and unified western Europe? Add to this group, Britain and the outer seven—England, Sweden, Norway, Denmark, Switzerland, Austria, Portugal—and there would exist a Common Market of over 270,000,000 people.

Certainly, then Europe could look after itself. I am convinced that in this rise, of a United Europe, lies one of the Free World's greatest hopes for a peaceful and civilized future.

GREATER PROSPERITY INDICATED

If the United States dives deeply into an enlarged Atlantic Community Market, becoming associates and adopting its principles for an increasing degree of trade, it could be the most constructive step of the next hundred years. It points to greater prosperity for America and for Europe. And with Europe prospering, the rest of the world will derive great benefits, just as it has from the prosperity of the United States.

SOVIET MAY JOIN WORLD

I see nothing but good coming from the six, the seven, a complete Atlantic Common Market—or even the admission of any nation, or group of nations, in Asia or Africa, willing to keep the rules. I am not dreaming; I am a realist. And I see this already taking shape, increasing economic growth, production, the standard of living and travel throughout the non-Communist world. Here will be an economic, military and political partnership, designed to convince the Soviet that it must abandon the idea that America and Europe can be separated. Then I think a new generation of Communists will recognize that it must drop

its program of world revolution, and come to terms with the world as it is.

Three years ago in Los Angeles, I met Mr. Khrushchev and was frightened at his dedication. I wondered then if we could beat him. Today I know we can match that dedication; I know we can beat him. He has nothing in his economic arsenal that can match the enormous power of the Atlantic Community, united and willing to make the necessary—and temporary sacrifices.



THE ECONOMIC FAILURES OF COMMUNISM

Day after day we see the economic failures of Communism. In China, a nation of 600,000,000 people live on the edge of starvation, caused by applying Communistic economic theories to agriculture. The Rostov area of the Soviet Union is the center of riots, touched off by serious food shortages. Soviet agricultural production, in the past year, fell far below fixed goals. The problem of feeding a rapidly increasing population, expected to reach 280,000,000 by 1980, looms larger and larger.

Employment of about 40 per cent of the Soviet's people in agriculture produces shortages. Employment of about 10 per cent of the American people in agriculture produces great surpluses.

DIGNITY FOR PEOPLE

What we do in the second half of this Century, the decisions we make, can bring dignity to a billion and a half people. For ourselves, it can mean survival. The Soviet has the political courage and craft, but it cannot deliver to the uncommitted and emerging nations a viable, workable and free economy. It lacks the economic statesmanship. We have that statesmanship. We can deliver! We will deliver!



There Are Two Christmas Stories

THERE ARE TWO CHRISTMAS STORIES was the season's message the Innkeeper published in *Time* and *Newsweek*, December, 1962.

Inspiration works in mysterious ways: while a seemingly profound design was being planned around Saint John's last Gospel—"the light shines in the darkness, and the darkness grasps it not"—the idea that there is *more* than one Christmas story haunted our minds.

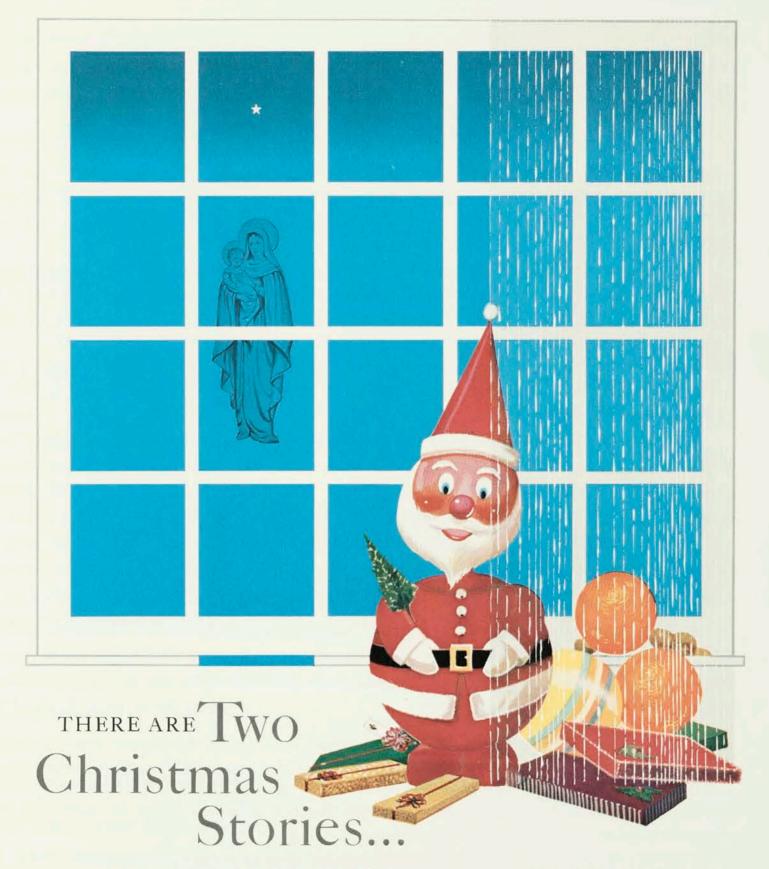
This given inspiration was developed as an afterthought, and two pieces of copy were submitted.

The first read in part, "There are two Christmas stories. One is about the 'tinselization' of Christmas; the other is about the *realization* of Christmas. One is a holiday; the other is a Holy Day. One is about business; the other is about a birthday. One was written by four Apostles; the other is written by many accountants."

The second version read: "There are two Christmas stories. The stories are different, but both are love stories—the love of a father for his children."

The Innkeeper chose the latter—the positive one. He reasoned that perhaps "They were the same story"—a love story for all children and all men of good will, with God's gift of eternal life as the greatest Christmas present of all.

*The body copy is set in Text type and the headline in Caslon.



• • THE STORIES ARE DIFFERENT, but both are love stories — the love of a father for his children. One is about a jolly fellow the youngsters call "Saint Nicholas." It is made of tinsel and toys and wrapped with ribbons. The other is a story of the birthday of a boy named "Jesus." It is filled with inspiration and tied with stars • • • The first story is about human love; the second about Divine love. Both stories are old and yet forever new. One was written by Charles Dickens, the other by Matthew, Mark, Luke and John. To really understand Christmas one reads both stories • • • But, perhaps, it is the same story—a love story—a story for you—for children—and for all men of goodwill. A story of God's promise of eternal life for each of us.

Divine Love and Human Love

LOVELY AND MEANINGFUL



"We were very pleased with your Christmas ad in the December Time Magazine, which very beautifully combined the 'Two Christmas Stories'—a lovely picture of Mary with the Christ Child, and the Star which can be seen so clearly through the window, and the cute Santy with the gifts. The 'story' with the picture was especially lovely and meaningful'.'

Louise Reynolds, Island Baptist Chapel, Anna Maria Island, Florida

I WILL LONG REMEMBER

"I want you and your organization to know that I enjoyed your Christmas message as advertised in the Time Magazine. The illustration was excellent...the copy wonderful, and I will long remember 'There are Two Christmas Stories'." R. A. Hult, Davenport, Iowa



KEY THEME IN SERMON

"A Priest in our Parish used this ad as the key theme in an eloquent Christmas sermon. He began by referring to the advertisement and reading every word of it and built his talks around it". Ed L. Mehmert, Norwood, Ohio

WE NEED TO BE REMINDED

"We, the public, should not need to be reminded of the real reason that we celebrate Christmas, but we do and aren't often enough". Mary Darst, Saint Louis, Missouri

GAVE CLARITY TO CHRISTMAS

"The ad in its simplicity attracted attention, and gave clarity to the Christmas we all know and love. It is good to know, in a world of unrest, that still men seek 'peace on earth', and through all of the advertising there comes the promise of eternal life."

Thomas E. Prosser, Pastor, Rosewood Avenue Presbyterian Church, Toledo, Ohio

MESSAGE OF HUMAN LOVE

"We all know the 'Two Christmas Stories' but today, especially, we need to be reminded constantly of the message of human love which the first story gives to us."

Mrs. Daniel F. Cassidy, Rockville Centre, New York

DELIGHTFUL EXPERIENCE

"The picture is most attractive and the contents so beautifully written. It is a delightful explanation to any inquisitive child."

Mrs. J. DeWitt, Lebanon, Pennsylvania

JOVIAL YET REVERENT

"As a very small voice I should like to commend you for the jovial yet reverent manner in which you presented the 'Two Christmas Stories'." James A. Dacus, Fort Worth, Texas

EXPLAINING SANTA CLAUS

"It comes at a time when we must explain Santa Claus in relation to the Nativity to two growing children. Having gone through this 'explanation' with our oldest already, I feel we will be able to do a far better job by a little plagiarism'."

Mrs. R. M. Green, Foxboro, Massachusetts



IT IS REFRESHING

"In this day when many historians write propaganda instead of history and some scientists major on speculation or imagination instead of science, it is refreshing to read a genuine Christian testimonial in a magazine like Time and know it will reach the eyes of millions and, we pray, their hearts during this Christmas Season. Telling that story has been my business now for more than fifty years."

Reverend S. G. Posey, B.A.;

Th.M.; D.D., The Southern Baptist General Convention of California, Fresno, California

THE TRUE MEANING

"I wish to congratulate you on the tasteful Christmas ad: 'There are Two Christmas Stories'.

It is a pleasure to see the true meaning of religion in our nation's hotel advertising'.

Dorothy F. Locke, New York, New York

A BEAUTIFUL STORY

"Congratulations on your beautiful message, 'Two Christmas Stories', in Time Magazine for Christmas. It is a beautiful story and a magnificent message to all men".

Brother Charles Austin, Manhattan College, New York, New York

THE TUG OF CHARITY

"Men of every conviction soften their hearts and feel the tug of charity at this time of year. Your ad, 'There are Two Christmas Stories', says this beautifully."

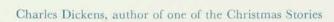
Jack M. Streb, Rochester, New York

PUTTING 'CHRIST' BACK INTO CHRISTMAS

"We have noticed with alarm, the growing trend toward commercialism of our national and religious holidays, and so it was with much delight that we read and re-read your lovely Christmas message in Time.

"Thank you for adding to the pleasure of our celebration by putting the 'Christ' back into Christmas."

Mrs. Audrey W. Bergner, Wayne, Pennsylvania



BROUGHT BACK TO SPIRITUAL REALITY

"Once again you have touched millions of hearts with your Christmas message in Time. Many people pay no attention to our Lord in this sophisticated, fast-moving age. It is a pleasure to be brought back to spiritual reality." Crowell Hadden, Time Magazine, New York, New York

HILTON HOTELS CORPORATION GAINS NEW STATURE

"It is a pleasure to see an organization advertise in the manner you did at Christmas time.

"The Hilton Hotels Corporation has gained new stature in my eyes as a result of your ad."

Robert F. Burns, Whittier, California

REAL HOPE OF THE WORLD

"I realize such advertising plans go through many hands and organizations. I also realize that it is your final decision that gets such a positive message of the real meaning of Christmas. You have presented such a fine picture of the real hope of the world, at that choice moment when not only is the need most urgent but that time of the year when men might seriously consider the claims of Christ."

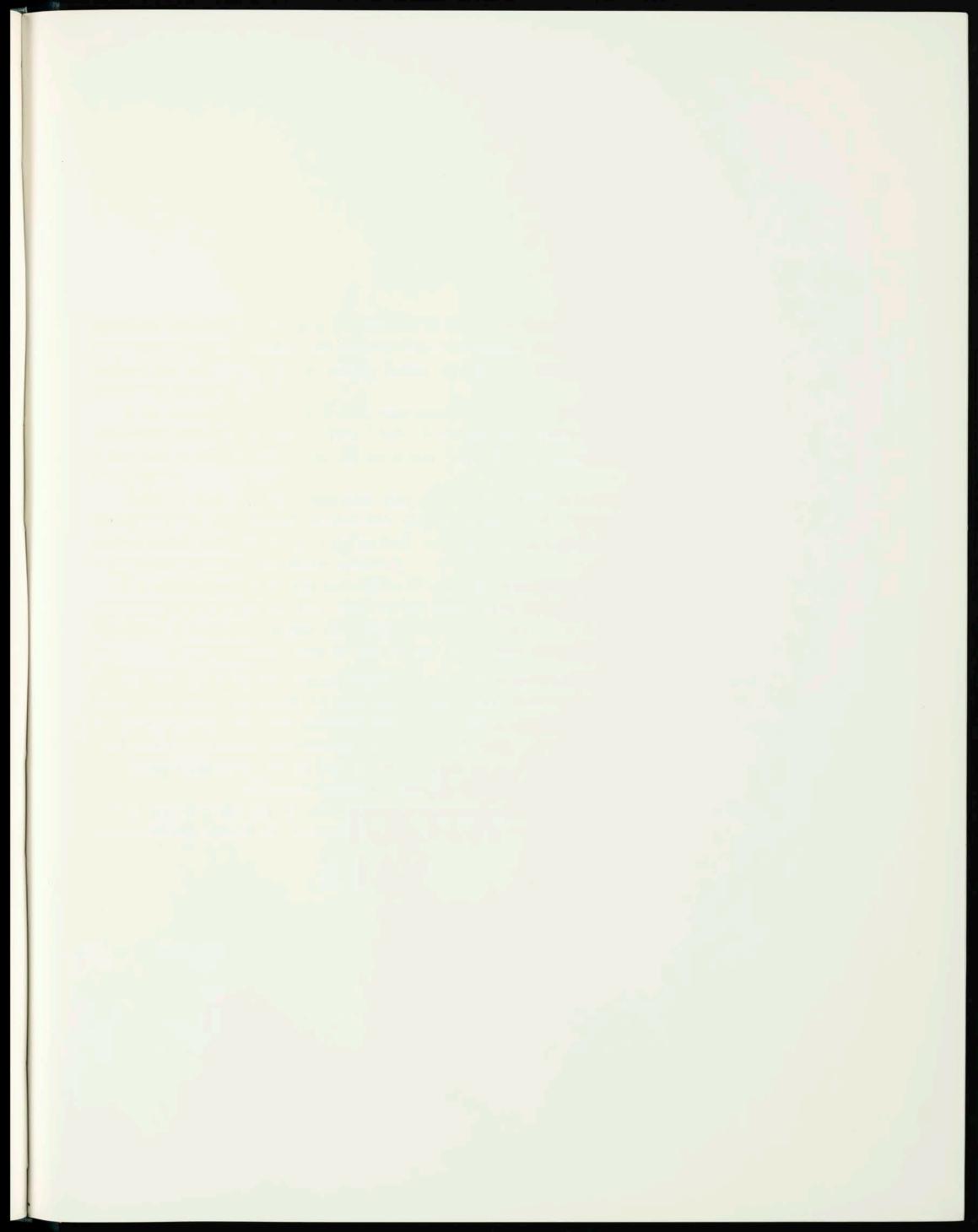
George E. Speake, Sermons from Science, Los Angeles, California

BUSINESS ORGANIZATION COMMENDED

"You are to be commended for promoting the true spirit of Christmas and setting a fine example of a way in which a business organization can make a very real contribution in the preservation of sound and enduring values in our day."

Mrs. S. C. Lipard, Grand Rapids, Michigan





AVE ATQUE VALE

The text of Inspirations of an Innheeper was set in Baskerville Monotype, and the display in Baskerville handset with Caslon initials. A limited edition of 312 copies was lithographed in two and four colors on white Colophon 80 lb. text paper. The covers were stamped in gold leaf on antique, dyed leather, with end papers hand-wrapped in Grotto Blue Moire silk. The book edges are gilt in gold leaf and the volume encased in a blue Milbank Linen box with a thumb dye-cut. * News photos for the montages were selected from the United Press International photo library and from Mr. Hilton's private files. * Marginal illustrations were drawn from material gathered from the artist's file, from the Innkeeper's scrapbooks, from the Bettmann Archive, and from reference libraries and out-of-print encyclopedias. * The entire work was researched, edited, illustrated, designed, printed, and bound in Los Angeles, California, U.S.A., lithography by Anderson, Ritchie & Simon.





