



'MISSISSIPPI MUST CHOOSE'
J. Edgar Hoover and Governor Johnson
Join in Opening an F.B.I. Office in Jackson
[See Page 2]



John Garrison of Garrison-Ramon Salons, New York and Chicago, uses color to personalize hair design

This world-famous hairdresser tells why...

why you should use a special colorfast shampoo if you color or lighten your hair

"Naturally, when you've found the hair color you're happiest with, you don't want to see it changed by shampooing," says John Garrison. "Using the right shampoo—colorfast shampoo—is especially important for the soft, muted colors most women prefer now. And *Clairol* is the colorfast shampoo—it won't change hair color." Very different from other leading shampoos, colorfast shampoo by Clairol was specifically created for women who color or lighten their hair. Two unique formulas: Clairol Blue for all light delicate blonde shades of lightened and toned hair. Clairol Green for all red, brown and black shades of tints and lasting rinses. At leading beauty salons and cosmetic counters.



CLAIROL® SHAMPOO
the colorfast shampoo

BLUE—for blondes and lightest tones GREEN—for red and lasting-rinse users

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Letters

NOT IN '44

TO THE EDITOR:

I was surprised to note the omission from Henry F. Graff's article on campaign slogans ("From Tippecanoe to Scranton, Too," July 5) of the famous slogan "Fifty-four Forty or Fight," which the Democrats used as a rallying cry during Polk's successful campaign against Clay in 1844.

ELEANOR LANGDON,
Philadelphia.

The author replies: "The most recent scholarship shows that this slogan was never used in the campaign of 1844 (as so many textbooks say) but arose in 1846 in connection with the Senate's wrestling with the Oregon question. Properly speaking, therefore, it did not belong in my article on election slogans."

'SAD STATE'

TO THE EDITOR:

When one realizes how many elections must have been swung by virtue of catchy slogans and not by mature and objective consideration of salient issues, one begins to doubt the correctness of Mr. Graff's defense of slogans, which asserts that "we are safer as a people when our elections are entertaining as well as merely informative."

One shudders to think of the effect of such superfluities as haircuts, dress, pet dogs, and, oh yes, slogans on the history of an elective democracy. It is a sad state of affairs indeed when, in order to win an election, glittering superficialities count more than sound arguments. ADRIAN B. DI CYAN,
Chicago, Ill.

'RELIGIOSITY'

TO THE EDITOR:

I was thrilled to discover Oliver Clausen's article about Hammarskjold's diary ("Clues to the Hammarskjold Riddle," June 28).

Last fall I read a short essay, containing some excerpts, that told of its existence, and had eagerly awaited more information about it.

I call you to task, however, for inviting an appraisal of a testament of faith by someone whose religious comprehension appears to be no bigger than a pinhole. I call him to task for pretending to paint the broad canvas of Mr. Hammarskjold's thoughts and then damning with faint praise. I call him to task for using loaded words like "obsessive" to describe what might have been a close and sturdy relationship with the God Hammarskjold, believed became Man.

Mr. Clausen does not have to be "religious," but he should be aware of the levels. Hammarskjold uses in the memoir technique, not always to be taken literally.

Mr. Clausen has read the entire diary. I have not, but my gorge rises that Mr. Hammarskjold's relationship with Christ must mean that he thinks if Christ were on earth he would be the Secretary General. That is American religiosity at its very worst and most phony — and not Dag Hammarskjold.

Mrs. PAUL MOORE Jr.
Washington, D. C.

The author replies: "I agree not all should be taken literally, but identification with Christ so pervaded his U.N. career that the conclusion is

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THE COVER—With the load of civil-rights cases rising in Mississippi, the F.B.I. has increased its force there to 153 agents, roughly ten times its normal strength. They will be directed from a new headquarters at Jackson. Here, F.B.I. director J. Edgar Hoover and Gov. Paul B. Johnson are shown at the dedication. For a report on Mississippi at a crucial time, see Page 8.

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