

Oil & gas discoveries in 1954:

- Buick Creek, BC



Editor's note: Error. Monroe was at the 1953 Doodlebug, not 1954. Apologies.

1954 Highlights:

- Ernest Hemingway wins the Nobel Prize for Literature
- First successful kidney transplant
- Sun Myung Moon founds the Unification Church introduced
- CRACKER BARREL® brand natural cheese, Swift Butterball Turkeys and M&M's are

Doodlebug Golf Tournament Returns

The Doodlebug Golf Tournament was held recently at the Banff Springs Hotel. Building on the success of last year's inaugural event, the tournament has grown to include 12 flights of 8 players each.

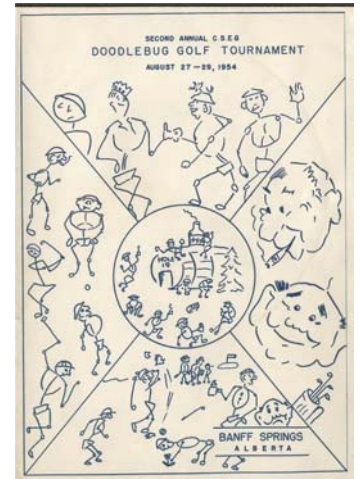
Headed up by Tournament Chairman and popular oil man / geophysicist Ted Rosza, the tournament saw some fierce competition at all levels of play. The winners, from low handicap to high, were:

- | | | | |
|----|--------------|-----|------------|
| 1. | K. Campbell | 8. | S. Claus |
| 2. | J. Setters | 9. | C. Gunn |
| 3. | M. Hyde | 10. | L. Stevens |
| 4. | H.V. Crowder | 11. | L. Luttes |
| 5. | O. Smith | 12. | P. Todesco |
| 6. | E. Roberts | | |
| 7. | W. Semkow | | |



The tournament was graced by bombshell Marilyn Monroe, in Banff filming "River of No Return" co-starring Robert Mitchum.

Laid up with a broken leg, the friendly and chatty actress spent time talking about babies with Lola Rozsa, and playing with '53 Chairman George Longphee's son Greg on her shapely knee.



Fast food is here!

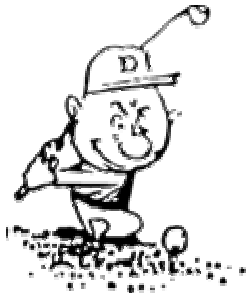
In early 1954 Ray Kroc drove to San Bernadino, CA to see what all the fuss was with a hamburger stand owned by Dick and Maurice (Mac) McDonald. Kroc, who sold Multimixers, wanted to know what the brothers were doing that they ordered so dang many of the things.

What Kroc discovered was a huge lunch line of ordinary people wanting a 15¢ burger (4¢ extra for cheese), a 5¢ coffee - and a third of them, a 20¢ milkshake! And all these people being served at a speedy 15 sec. apiece. You know, fast food!

The McDonald brothers had done for

hamburgers what Henry Ford had done for cars. Inside the small restaurant, 3 grillmen did nothing but flip burgers, while 2 guys did milkshakes and another 2 did french fries. Throw in some counter men and a packager and you have mass production!





Play-Doh is "invented" by Joe McVicker of Kutol Chemicals as an alternate use for a non-toxic wallpaper cleaner



Swanson TV dinners are invented to get rid of 520,000 pounds of unsold turkeys



July 5, 1954. Elvis records his breakthrough single "That's All Right" with "Blue Moon of Kentucky" on the B side – the first of 5 hits on the Sun label.

In Sports....

Roger Bannister breaks 4 minute mile (3:59:4)

Hammerin' Hank Aaron hits 1st of his 755 homers and Willie Mays does his famous over-the-shoulder catch of Vic Wertz' 460' drive

Cleveland Browns beat Detroit Lions 56-10 in NFL championship

Jaroslav Drobny and Maureen (Little Mo)

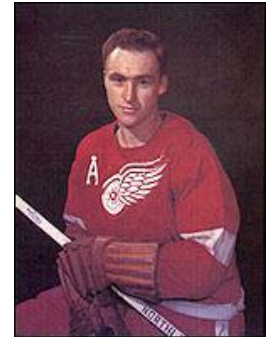
Connolly win at Wimbledon Sam Snead beats Ben Hogan to win his 3rd Masters tournament

May 10, 1954: Detroit's Red Kelly (pictured) is named the first winner of the Norris Trophy as the NHL's top defenseman.

In addition to the Norris, Kelly would also win the Lady Byng Trophy on four different occasions during

his Hall of Fame career.

The Red Wings win the Stanley Cup.



US explodes Atom Bomb!

A hydrogen (fusion) bomb is exposed to the radiation.

detonated March 1 on the Bikini Atoll in the Pacific.

The U.S. explodes a hydrogen bomb over the Bikini Atoll. The 1954 explosion, the most powerful manmade blast in history, is hundreds of times greater than expected. Clouds of radioactive coral dust fall on a Japanese fishing boat and several small islands of Micronesia. Thyroid cancer and leukemia plague those



Some average 1954 costs, in the U.S.

House: \$22,000

Average income: \$3,960

Ford car: \$1548-\$2415

Milk: \$.92

Gas: \$.21

Bread \$.17

Postage stamp: \$.03

Swiss Cheese: \$.69 lb.

U.S. Cheese: \$.55 lb.

T-Bone steak : \$.95 lb.

Del Monte Catsup (2) 14.oz bottles: \$.25

20 gal. water heater \$75.

Kenmore washer: 154.95

Other news

- J. R. R. Tolkien's Lord of the Rings is published
- Colonel Gamal Abdel Nasser seizes power in Egypt April 17
- Sports Illustrated is born
- Nash-Kelvinator and Hudson Motor Car Co. merge to form the American Motors Co.(AMC)
- IBM announces the development of an electronic brain for business use

