

Speaking of Doodlebuggers and finding oil, here are the big discoveries of 1957:

- Kaybob, Swan Hills and Virginia Hills discoveries
- First Swan Hills discoveries, Alberta
- Waterton Mississippian discovered
- First gas exported to US markets
- First gas exported to Eastern Canada by Trans Canada Pipelines



### 1957 Highlights:

- Treaty of Rome establishes European Economic Community (Common Market)
- At a Miami radio station, new employee Lawrence Harvey Zeiger abruptly adopts a stage name - Larry King - and begins broadcasting

## Doodlebug a huge success

With Canadian seismic activity running at an all time high, there was no more popular event than this year's "Doodlebug Golf Tournament". In only its fifth year, the tournament attracted a record 168 entrants. This is an indication of how active the Canadian search for oil is, as well as what an outstanding tournament the Doodlebug has become!

This year's Chairman Norm Klinck and his committee had more than just large

numbers to deal with. Along with the golf, the social side of the tournament has grown, with a full dinner and dance being held each night. After a full day out on the course, it's surprising to see how much energy these Doodlebuggers have left for the dance floor!

Walt Holden won the coveted Hawthorne Trophy for winning the Championship (lowest handicap) flight. The Electro-Tech Trophy for low net on the third day was won by J. Lawson.



*Hawthorne Trophy*

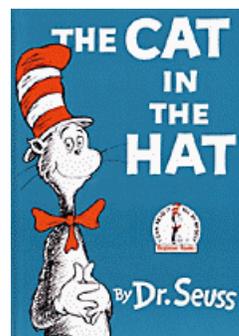
## What else happened this year?

- General Foods Corp. introduced TANG breakfast beverage crystals.
- Barry Gordy, Jr. invested \$700 to found "Motown Records."
- Velcro was patented by George de Mestral of Switzerland.
- Greyhound inaugurated the "It's such a comfort to take the bus and leave the driving to us" ad campaign.

## Dr. Seuss writes Cat in the Hat

Theodore Geisel has enjoyed some success as a cartoonist and humor writer. He wrote his first children's book in 1936 and it was promptly rejected by all 43 publishers he sent it to. A friend had to publish it for him.

But it was after the war when Geisel's publisher would notice an article in Life Magazine that said kids wouldn't read because the material was too boring. So



the publisher sent Geisel a list of 400 words, which he was then to pare down to 250, which was all the publisher figured a first grader could absorb.

Using 220 of the words, Geisel produced The Cat in the Hat. It was an instant success.





## In Sports....

Jackie Robinson, perhaps the finest athlete of the century, announces his retirement from baseball

Heavyweight Floyd Patterson KO's Hurricane Jackson, and a month later, Pete Rademacher

The Montreal Canadiens win their second Stanley Cup in a row.

Althea Gibson wins both the US Open and Wimbledon.

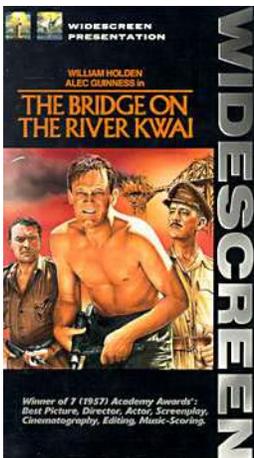
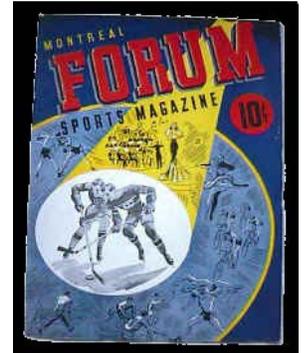
John Kelley, 1st American since 1945, wins Boston Marathon

Milwaukee Braves over NY Yankees in the World Series. It is New York's 25th World Series appearance.

Lionel Hebert wins PGA golf tournament

Doug Ford's 283 won the Masters.

In the NBA Finals it's Boston over the St. Louis Hawks



*"The Bridge on the River Kwai" captures Oscars for Best Picture, Best Actor (Alec Guinness)*

## Other news....

- US B-52 bombers begin full-time flying alert in case of USSR attack
- Ed Gein's killing and mutilation spree is over as he is arrested
- Britain's Queen Elizabeth & Prince Philip visit Dwight and Mamie Eisenhower at the White House
- Britain becomes the 3rd nation to join the "nuclear club" with the explosion of an atomic weapon
- The Soviets launch the first artificial satellite on October 4, 1957, marking the start of the "space race"
- 13-year-old Bobby Fisher becomes a chess champion



## Ford releases the Edsel

This is the EDSSEL! Introduced in the fall of '57 for the '58 season, the Edsel came into the world with a big fanfare and lots of hoopla. 2.5 million people rushed to showrooms to see it.

Trouble was, few of them

bought. It was too different, and the US was experiencing a recession.

After three model years and just 110,847 Edsels later, Ford Motor Company threw in the towel, and went about trying to forget about the whole ordeal.



*"Once you've seen it, you'll never forget it. Once you've owned it, you'll never want to change."*  
Edsel advertising slogan

