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THAT REALLY LAST. TEXTURE THAT
LETS YOU FEEL THE DIFFERENCE.
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WHAT GREAT BODY BUILDS
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IT'S THE BODY BUILDER FOR HAIR.
FROM CLAIROL



VOL. 68, NO. 2

LIFE

JANUARY 23, 1970

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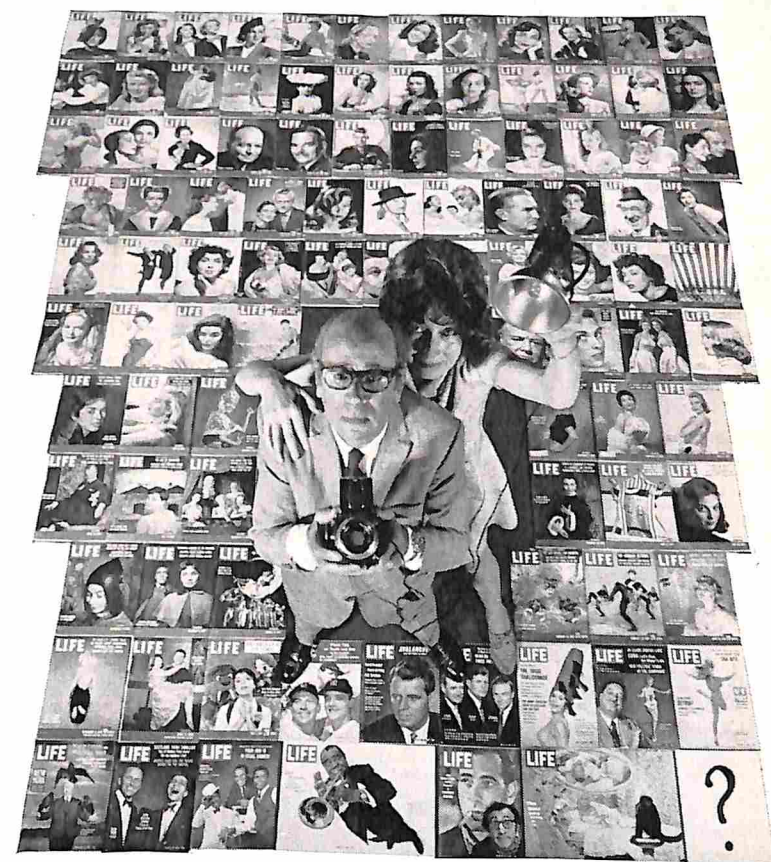
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PHILIPPE AND YVONNE HALSMAN AND THE FIRST 99

The King of Covers shoots his hundredth


Shortly before Christmas, Philippe Halsman gathered together the 99 covers which he has photographed for LIFE since 1942 and spread them out on the floor of his New York studio. Stationing himself and his wife Yvonne in the center, he asked the housekeeper to click the shutter for the above picture, thus producing the family's 1969 Christmas card. The question mark in the lower-right-hand corner represented Philippe's hoped-for 100th cover. We are happy to report that this week we have replaced the question mark with a Halsman portrait of Johnny Carson.

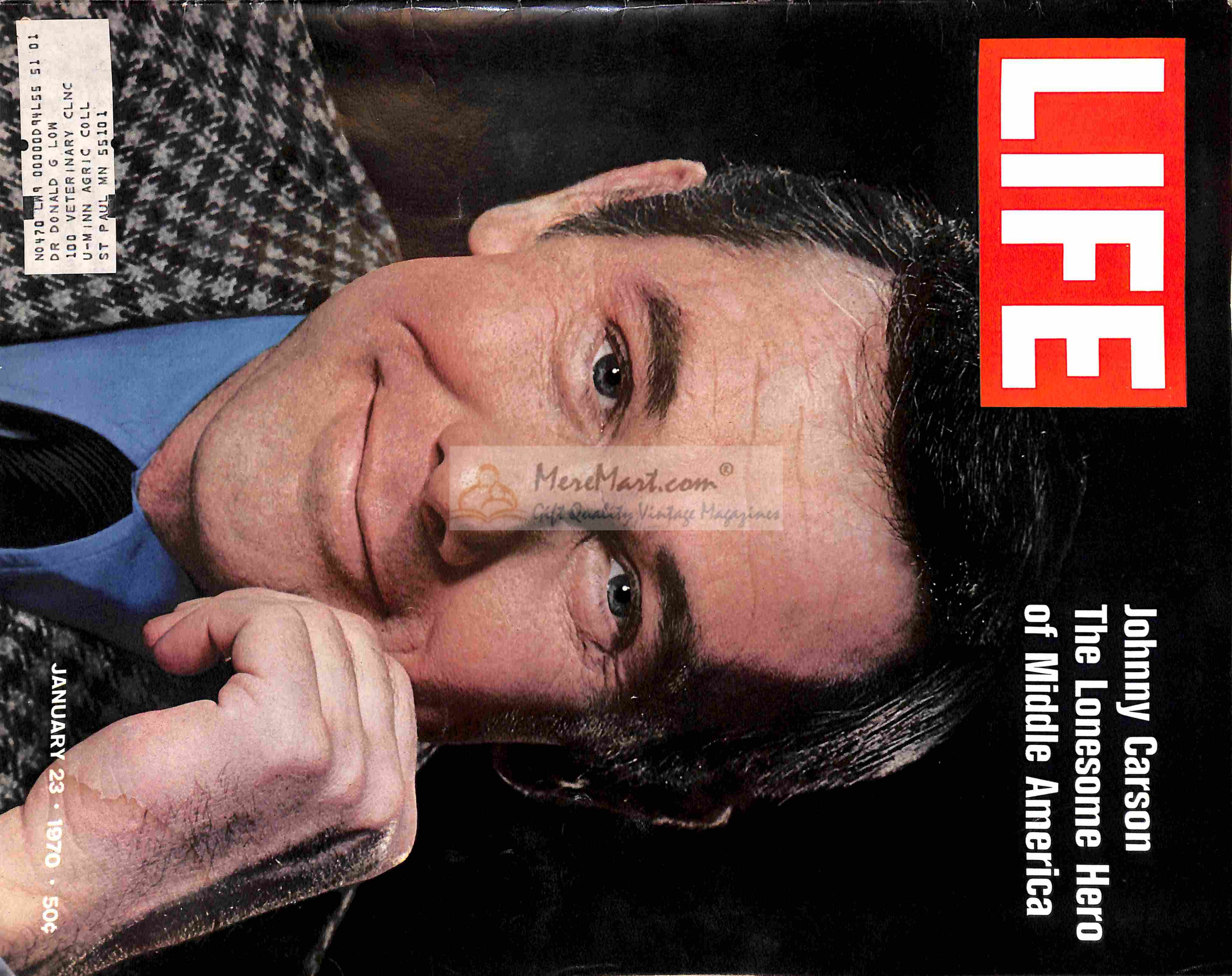
"This is the high point of my career," says Philippe. "It has taken me 27 years to achieve this record and I like to think of it as the equal of, maybe the superior of, Babe Ruth's. Luck, of course, has played a part. For all those years I was LIFE's free-lance specialist in feminine glamor, a favorite cover subject. And of the beautiful women I have photographed, I recall Marilyn Monroe most vividly. But I also photographed many famous men: Hitchcock, Louis Armstrong, Churchill—he was the toughest. Completely uncooperative. My pictures of Einstein and Stevenson had the widest currency of all when the government chose to put them on 5- and 8-cent stamps in 1966. My friends thought I could retire on that but, in fact, I don't even remember getting a free stamp."

Ralph Graves
RALPH GRAVES
Managing Editor

LIFE

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of Middle America**

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