

FIFTEEN CENTS

TIM

THE WEEKLY NEWS



ANNA ELEANOR ROOSEVELT

The scrambled world has superseded
(National Affairs)

VOLUME XXXIII

(REG. U. S. PAT. OFF.)



DO YOU KNOW YOUR CAR HAS **3** GRADES OF PERFORMANCE?

LET'S FOLLOW John Smith into his local automobile service shop: "I want my car tuned-up," he says to the service manager.

"Certainly, Mr. Smith. We'll tune it up to the best performance the gasoline in your tank permits," says the service man.

"What do you mean? What's gas got to do with a tune-up?"

"Plenty! If you use high anti-knock gas . . . we can tune the car up. With low-grade gas, cars often have to be tuned down."

"Why is that?"

"Here's why: Under the hood of any modern car is a device . . . the spark adjustment . . . that controls performance. The closer we advance your spark to the point of top performance, the more power and mileage you get. But if we advance it any farther than the anti-knock quality of the gasoline in the tank permits, the motor will 'knock'

or 'ping.' That wastes fuel and power as surely as a retarded spark."

"In other words—the better the gas, the better the tune-up."

"That's it! Different grades of gasoline give you different grades of performance. That chart at the right will help you make your choice!"

We bet John will have his car tuned-up, not down! How about having yours tuned-up, too?

Do you know what oil companies are doing to make cars run better?

Oil companies the world over are now using tetraethyl lead to improve the anti-knock quality of their gasolines. This enables car-owners to take advantage of the higher compression engines built by the automobile industry in recent years.

Tetraethyl lead is a liquid that completely mixes with and improves gasoline. It raises the anti-knock quality of any motor fuel. It is the active ingredient of the anti-knock fluids made exclusively by the Ethyl Gasoline Corporation, New York. **Buy "lead" gasoline.**



YOU HAVE THESE **3** CHOICES



BEST PERFORMANCE—with gasoline marked "Ethyl" on the pump or globe. It is highest in anti-knock and all-round quality. Contains enough tetraethyl lead so that your engine's spark can be advanced closest to the point of maximum power and economy without "knock" or "ping."



GOOD PERFORMANCE—with "regular" gasoline, which permits the spark to be considerably advanced without "knock" or "ping." Most "regular" gasolines now contain tetraethyl lead, as shown by the "Lead" signs on the pumps.



POOR PERFORMANCE—with low-grade gasoline, poor in anti-knock quality. With low-grade gasoline in a modern car, the engine's spark must be retarded—which means loss of power and economy.

Tune-in "TUNE-UP TIME" featuring Walter O'Keefe, Andre Kostelanetz Orchestra, Kay Thompson and Rhythm Singers, Thursdays, Columbia Broadcasting System, 10 p. m., E.S.T.

COPYRIGHT 1939, ETHYL GASOLINE CORPORATION

ETHYL GASOLINE CORPORATION, manufacturer of anti-knock fluids used by oil companies to improve gasoline

Plymouth Sets a New High in Value

BIGGEST OF "ALL THREE" IT'S THE YEAR'S BEST BUY!

BUYERS CALL PLYMOUTH
"MOST FOR LOW PRICE"
HERE'S WHY:

Of the leading low-priced cars, Plymouth is biggest—5 inches longer than one; 6 inches longer than the other!

Every Plymouth model has the big, 82-horsepower "L-head" engine—giving full power plus great economy.

The only one of "All Three" low-priced cars with the steering-post gearshift in De Luxe models at no extra cost.

Plymouth is the only low-priced car with coil springs as standard equipment on all models.

The only leading low-priced car with a Safety-Steel body completely rust-proofed.

The only low-priced car with a "safety signal" speedometer.



STANDARD ON "De Luxe" models at no extra cost—Perfect Remote Control Shifting with Auto-Mesh Transmission.



THE 1939 PLYMOUTH has Floating Power engine mountings and time-proven Hydraulic Brakes.

BEFORE YOU DECIDE on any low-priced car, see what each offers...in size, in comfort, in performance...in finer quality!

On every count, Plymouth gives you most!

Plymouth is easily the biggest of "All Three" low-priced cars—and all Plymouth models are full-powered yet famous for economy.

Only Plymouth has the marvelous smoothness of Amola Steel coil springs... the delightful handling ease of True-Steady steering.

Easy to own...your present car will probably represent a large proportion of Plymouth's low delivered price...with the balance in surprisingly low monthly instalments.

COUPES START AT \$645

SEDANS START AT \$685

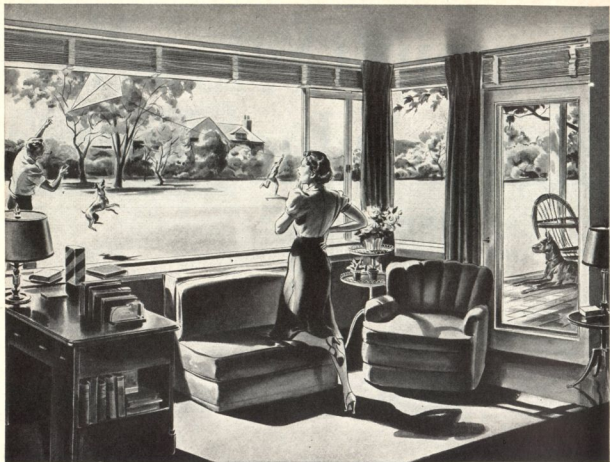
—DELIVERED IN DETROIT, including front and rear bumpers, bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray in front and rear, sun visor, safety glass and big trunk space (19.3 cu. ft.). Prices include all federal taxes. Transportation and state, local taxes, if any, not included. See your Plymouth dealer for local delivered prices. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

TUNE IN MAJOR BOWLES' AMATEUR HOUR, C. B. S. NETWORK, THURS., 9-10 P. M., E. S. T.

PLYMOUTH BUILDS GREAT CARS

THE "ROADKING"
THE "DE LUXE"





"Make my house a part of the Outdoors"

... SHE TOLD HER ARCHITECT

She wanted a house that opened out, not one that shut her in.

To her, a lawn is part of her living; her architect made it part of her living room. He designed a house for the kind of person she is, to meet her tastes and her interests—an individual house for an individual person.

This is the first service an architect renders—he makes a house *your* home, adapted to your needs and your pocketbook. His professional title is Architect, but you'll find that means a Doctor of Better Living.

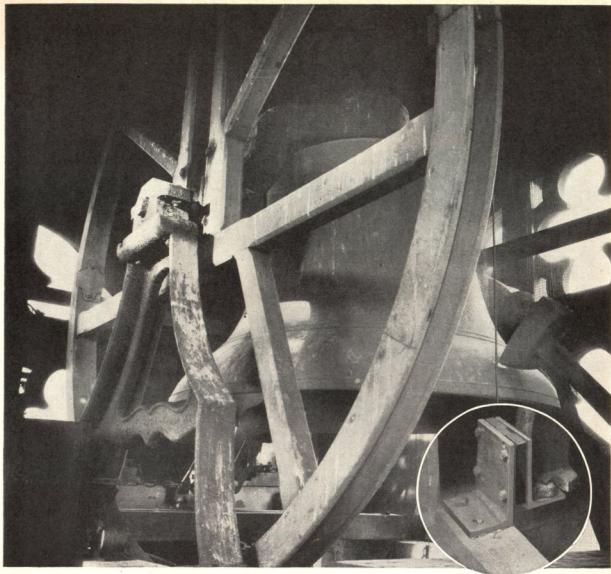
And better living is the keynote of Today's homes. Fresh architectural thinking, new materials

and new methods have made it so. Now Polished Plate Glass is used abundantly in Picture Windows—Mirrored Walls—Mirrored Doors. The double glazing of windows—"window conditioning" of the home—makes the use of glass in large window areas comfortable and economical. And brilliant, sanitary Vitrolite, the structural glass, adds beauty and sanitation to kitchen and bath.

As your first step in building, see an Architect. In even the most modest homes, his guidance will save you money. He'll help you select a reputable builder and certainly, he'll specify quality materials.

Libbey-Owens-Ford Glass Company, Toledo, Ohio.

LIBBEY · OWENS · FORD  **QUALITY GLASS**
LOOK FOR THE LABEL



Rubber keeps the bell in the belfry

A typical example of Goodrich development in rubber

CHURCH bells belong in belfries, not church yards. But a Virginia congregation, building a new church, hadn't planned a strong enough belfry to carry the weight plus the vibration of their old bell—so it was consigned to the yard.

But a parishioner had heard of Goodrich "Vibro-Insulators"—a new type of support in which the weight is suspended from rubber. One side is attached to the vibrating object and the other to the foundation, so that the rubber absorbs or "shuts off" the vibration.

The church architect decided the belfry could carry the weight if there

were no vibration. The bell was mounted on four standard Goodrich "Vibro-Insulators". . . there is not a quiver passed on to the belfry—and everyone concerned is happy.

You, too, may have the problem of vibration—in machines where it destroys accuracy—or you may have any of a thousand problems of the sort Goodrich research has solved for others. Typical Goodrich developments include transmission belts which flex five times longer, air hose which does not clog tools, tank linings which will not leak, abrasion-resistant rubber

which outwears manganese steel, hose which stands 20,000 pounds pressure.

Improvement of rubber and its products is almost a daily result of Goodrich research. Don't be satisfied with the life you are getting from belting, hose or anything made of rubber until you investigate the improvements Goodrich research has made in similar products. The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, O.

Goodrich
ALL products *problems* IN RUBBER



NEW EASY WAY TO USE SIMONIZ KLEENER



ON WET... OFF DRY!

See Directions Below

How to Make Your Car Look Just Like New Again:

Simoniz Kleener comes to you in the most economical form—as a paste. But, it's used like a liquid! Put a little Kleener on a wet cloth. Clean with easy strokes as in washing. Just let the Kleener dry white on the finish, and then wipe off with a dry cloth. Immaculately clean, bright, rich with color, your car looks NEW again! And now, to keep this sparkling splendor, apply Simoniz the easy, correct way (see directions in can). Simoniz protects and preserves the finish. Gives cars lifetime beauty! THE SIMONIZ COMPANY, CHICAGO, U.S.A.

What Happens to the Finish of Any Car

... IF NOT SIMONIZED

Weather, dirt, and ultra-violet rays break down the lacquer or enamel. Soon your car is dull, looks old. And washing will not correct this condition.



MOTORISTS WISE—

SIMONIZ



LETTERS

Gracious Thing

Sirs:

Here is an idea suggested by Vice President Garner's agreement with the President not to make any speeches during his term of office:

Would it not be a gracious thing for the President to do—a beautiful custom to originate—that the President resign a few weeks or months before the end of his term of office (say, on Christmas or New Year's day or even on Thanksgiving) so as to permit the Vice President to become President of the United States for the interim until January 20—when the newly-elected President would take office under Amendment XX to the Constitution?

Before Roosevelt I (as you call him) became President, he told the story of a woman who had two sons one of whom went to sea and the other became Vice President, "and neither was ever heard of again."

ELMER G. STILL

Livermore, Calif.

Another Shera

Sirs:

IN TIME Magazine March 27 my mother read me a letter by a little girl named Shera Anne Hardy. Whose great grandfather was named James Shera and he was my Grandfather's Godfather.

I am glad you like your name Shera Anne. I think it is nice too.

My Grandfather is James Shera Montgomery. Chaplain of the House of Representatives and I am named Shera for him.

I like to go to Washington to visit my Grandfather. And see him when he opens the House with prayer. I have rolled Ears eggs on the White House lawn and I am just nine years old.

LOUISE SHERA MONTGOMERY

Winnetka, Ill.

Billy Patterson (Cont'd)

Sirs:

Let omniscient TIME consider itself good-naturedly rebuked for ignoring a widely known version of "Who hit Billy Patterson" [TIME, April 3].

English lore has it that Billy Patterson was an ingenious boatman who earned his shillings in the vicinity of Oxford University. It is said that for years a feud had existed between the students and the river boatmen. A group of excitement craving sophomores managed to capture Patterson and bring him to "trial" before a jury of their peers. He was found "guilty" and "sentenced" to have his head amputated via the guillotine.

The "execution" was to take place forthwith, and so Billy's neck was forcibly put on the block; whereupon he was struck with a wet cord that had been chilled, very conveniently, to more or less the temperature of a steel blade. Billy's simpleminded brain reacted most realistically to this mock execu-

tion, and it telegraphed the rest of his body that he was "done for."

Poor Billy Patterson had gone to his reward, whatever it was, without knowing, without anyone knowing to this day, who hit him.

POMPILIO ROMERO

New Orleans, La.

Sirs:

... The Patterson story is told in *Life* and *Adventures of Ned Buntline* by Fred E. Pont (Will Wildwood).

... About the year 1848 the Medical Association convened at Richmond, Va., and [Dr. Alban S. Payne] attended as was his custom. One night ... the 125 or 301 members were returning from the late session. ... Upon reaching the foot of Capital Hill, the door of a well-known restaurant flew open, as the redoubtable Bill Patterson emerged therefrom. ... A very Hercules in size and strength, [he] appeared more formidable than usual, having indulged heavily ... and being in one of his worst moods.

"Pausing an instant to collect his energies, Billy Patterson dashed at the head of the column. ... Patterson had utterly routed the front, when 'Spicer' who was bringing up the rear ... prepared to meet the burly antagonist.

"As Patterson ... found only one man ... to confront him, he aimed a terrific blow at that individual; but to his great surprise this was readily parried, and the counter blow, à la Yankee Sullivan, fell upon his left eye with such force, that, followed by a second, the desperado was thrown heavily into the street. ...

That two policemen were on the lookout for the man who struck Billy Patterson. ... His distaste for legal proceedings caused him to lay the case before a friend at the hotel. ... This gentleman engaged two newsboys to traverse the streets of the city, asking every person old or young, 'Who struck Billy Patterson?' The policemen soon retired, but the question was caught up by hundreds of lips, and the query soon found a place in the daily journals, whence it spread with electric rapidity through all parts of the Union. ...

JOHN D. CAPRON

President

Glamorgan Pipe & Foundry Co.
Lynchburg, Va.

Salaried Doctors

Sirs:

These doctors who say that doctors would not render good medical care if they were salaried (TIME, March 27) may speak for themselves, but there is one big professional

* Dr. Payne was a Virginian, who became famous under the nom de plume of "Nicholas Spicer," writing on fishing and hunting.—J. D. C.

CURT, CLEAR, COMPLETE

—and the Subscription price is \$5 yearly

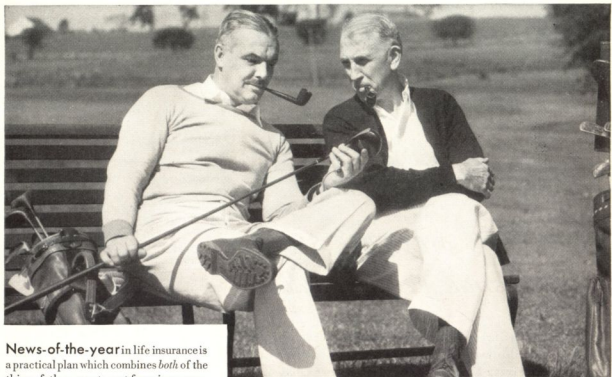
TIME, The Weekly Newsmagazine
330 E. 22nd Street, CHICAGO, ILL.

Please enter my subscription for TIME, for one year, and send me a bill (U. S. & Canada, \$5; Foreign, \$7).

NAME

ADDRESS

NEW PLAN LETS THOUSANDS HAVE REAL SOCIAL SECURITY—\$200 A MONTH



News-of-the-year in life insurance is a practical plan which combines *both* of the things fathers most want from insurance.

First, it guarantees you \$200 *every month for life*, starting at 60 or 65—so you can retire and forget your worries, spend happier days in sports, traveling, or just loafing if you want to! (*Above.*) Or if you die while they still need your care, the plan will give *your family \$200 every month for 20 years* to take the place of your pay-checks. After your youngsters are educated and have the start in life they deserve (*right*), there will still be left a generous annuity to take care of your wife alone as long as she lives.

The plan, appropriately called "COMPLETE PROTECTION," is offered by The Union Central Life—a \$300,000,000 institution founded in 1867. For the full story without obligation, send your name and address on a postcard to **Union Central Life Insurance Company**, Dept. T-84, Cincinnati, Ohio.



Copyright 1939 by The Union Central Life Insurance Co.

THE GREATEST FLORSHEIM VALUES IN 47 YEARS



Each Year A BETTER SHOE...
EACH SHOE A Better Value

"Best in the field" has never meant "good enough" to Florsheim. Instead, for 47 years we've aimed constantly to build each year a better shoe, each shoe a better value. And the Florsheim Shoe of 1939 peaks nearly a half-century pyramid of progressively finer Florsheims. Florsheim shoes are pace-setters in style, champions in comfort, give miracles in mileage. You get more satisfaction when you wear Florsheims . . . and more for your money when you buy them! Illustrated, The ECLIPSE, S-852, \$8.75; The EMBASSY, S-861, \$10; The GARFIELD, S-848, \$8.75.

\$8.75
SOME HIGHER

THE
Florsheim
SHOE

The Florsheim Shoe Company · Manufacturers · Chicago
Makers of Fine Shoes for Men and Women

group that would be shocked if its "patients" ever offered to pay individually for services. I refer to college professors (of which I am one) and other teachers.

Would classroom work be improved if the teacher charged his students \$2.50 per visit? Or if some students, unable to pay the bills, were too embarrassed to attend class and face the teacher, much as they needed his services? I suspect that even doctors are not so money-mad as some of their spokesmen appear to believe, and that most of them would render honest service in spite of a dependable stable income. Some of the most important contributions to medical science have been and are being made by salaried men and women.

PEVERIL MEIGS III

Baton Rouge, La.

Alimony Deductible?

Sirs:

IN TIME, Feb. 20, you quote Simon & Schuster's *Your Income Tax* [by Tax Consultant J. K. Lasser].

I want to inform you that one of the quotations regarding deductions I learned from a Federal man is wrong.

The article claims you can deduct alimony monies that you pay from your gross earnings.

I wish you would set me straight on this.

JACK BURKE

Phoenix, Ariz.

► Said TIME (darkly): From gross income you may exclude alimony. . . . TIME meant: if you are paid alimony—not if you pay it.—Ed.

Lambeth Walking

Sirs:

So the German army can't "Lambeth Walk." Perhaps if Germany did a little more "Lambeth Walking" it would do less "goose

TIME

THE WEEKLY NEWSMAGAZINE

EDITOR Henry R. Luce.
MANAGING EDITORS Manfred Gottfried, Frank Norris, T. S. Matthews.
ASSOCIATE EDITORS Carlton J. Balliett Jr., Noel F. Beach, Robert Cantwell, Laird S. Goldsborough, David W. Hulburd Jr., John Stuart Martin, Fanny Saul, Walter Stockley, Dana Tasker, Myron Weiss.
CONTRIBUTING EDITORS Roy Alexander, John F. Allen, Robert W. Boyd Jr., Roger Butterfield, Robert Fitzgerald, Calvin F. Fox, Walter Graebner, John Hersey, Sidney L. James, Pearl Kroll, Louis Kronenberger, Thomas M. Krug, John T. McManus, Peter Matthews, Allan A. Michie, Robert Neville, Russell Olsen, John Osborne, James Parton, Winthrop Sargeant, Robert Sherrod, Leon Svirsky, Felice Swados, Charles Wertenbaker.
EDITORIAL ASSISTANTS Ellen May Ash, Sheila Baker, Sylvia Beezer, Sonia Buzman, Elizabeth Budelman, Dorothy Collins, Elizabeth Farnsworth, Jean Ford, Edith Hind, Lois Heworth, Mary V. Johnson, Lillian Lerner, Katharine Lowe, Carolyn Marx, Mary Louise Mickey, Anna North, Mary Palmer, Constance Peckham, Elizabeth Sacarotti, Frances Stevenson, Lois Stover, Joan Thomas, Helen Vind, Eleanor Welch, Mary Welles.

Address all correspondence regarding subscription, index, binders, bound volumes, to the *Circulation Manager*, 350 East 22nd Street, Chicago, Illinois. Editorial and advertising offices, TIME & LIFE Building, Rockefeller Center, New York.
Subscription rates: One Year in the U. S. and Canada, \$5.00; Foreign, \$7.00.

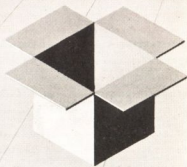
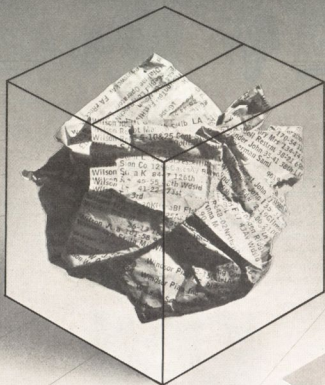
Change of address: Two weeks' notice required for change of address. When ordering a change please give both the new and the old address.

The Associated Press is exclusively entitled to the use for republication of the local, telegraphic and cable news published herein, originated by TIME. The Weekly Newsmagazine, or obtained from The Associated Press.

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED UNDER PAN AMERICAN COPYRIGHT CONVENTION. COPYRIGHT, 1939 BY TIME INC.

TIME, April 17, 1939

Robert Boyer

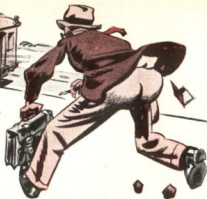


Destiny of an old Directory

Used paper of all kinds is reclaimed—
4,000,000 tons a year—as raw material
for America's giant paperboard industry!

CONTAINER CORPORATION OF AMERICA

TIME, April 17, 1939



2 cocktails for 25¢ or less
With proper sharing, you get 10 drinks from each CLUB COCKTAIL bottle. . . . At present prices, this is two drinks for a quarter, or less, depending upon variety.

LET FINE COCKTAILS HURRY A HUSBAND HOME TO DINNER!

The world's finest cocktails come ready-blended in bottles for you to serve quickly, without kitchen-mess or mixing-bother. These are Heublein's CLUB COCKTAILS. You ought to keep them handy if only to lure a husband home punctually for a pleasant "pick-up" before dinner. You'll find these bottled cocktails have extra-smoothness, extra-mellowness, and extra-flavor. . . . Like many rare champagnes and whiskies, they are blended and ingredients allowed to "marry" for some time before you enjoy them.

SELECT FROM THESE 7 VARIETIES

DRY MARTINI (71 proof). Milshire Dry Gin with two types imported Vermouth.
MARTINI (Medium Sweet) (60 proof). Milshire Dry Gin and imported sweet-type Vermouth.
MANHATTAN (65 proof). Rich, specially blended whiskey and Italian Vermouth.
OLD FASHIONED (80 proof). Made with blended whiskies rich in bouquet and flavor.
SIDE CAR (60 proof). Made with choice, imported cognac brandy and other flavoring ingredients, expertly blended.
DAIQUIRI (70 proof). Made with selected rum and lime cordial, skillfully blended.
BRONX (60 proof). Fine fruity-tasting cocktail with Milshire Dry Gin and imported Vermouth.
G. F. HEUBLEIN & BRO., Hartford, Conn.

To bolster your confidence in CLUB COCKTAIL quality — just remember these are the de luxe cocktails served on all America's "crack" trains.

Remember, too, CLUB COCKTAILS are unmatched in popularity. To date, Heublein has mixed and sold in bottles upwards of 200,000,000 of these delicious drinks to connoisseurs like you. (What isn't used from an opened bottle keeps indefinitely).



HEUBLEIN'S The CLUB COCKTAILS

NOTHING TO DO BUT *Ice & Serve*



THIS IS, WE BELIEVE, THE
THRIFTIEST "BUY" AMONG REALLY
DRY GINS OF QUALITY!

HEUBLEIN'S
MILSHIRE DISTILLED DRY GIN

90 proof — distilled from 100% grain neutral spirits by G. F. Heublein & Bro., Hartford, Conn.

Since HEUBLEIN of HARTFORD 1875



stepping." I should think Göring and Hitler would welcome anything to make them appear less like geese. Yours for Lambeth Walking.

CALDER B. VAUGHAN

Springfield, Ill.

Answer

Sirs:

Have you heard the German saying: "Hitler is God's answer to Versailles—now we wait for God's answer to Hitler"? . . .

PHILIP JANSEN

Paris, France

Go Fish

Sirs:

If we go back to the good old antebellum days grandpa used to hark back to so often, we find they had very little of the political and economical ailments with which we are so sorely afflicted. We will find, also, that they had no telephones, telegraph, airplanes, radios, television, automobiles, and such trains as they had would not run faster than 25 miles per hour. . . .

Look at the picture today! We are more familiar with Hitler's latest edict (made at 10 a. m. today) than we are with what our 14-year-old daughter, Jane, was doing out until 3 o'clock this morning. If we want to communicate with Neville Chamberlain concerning the Munich disagreement, we have a cablegram on the way before we have had time to think what we should say. . . .

You know a fellow can get into an awful lot of messes when he starts helping the other fellow with his troubles instead of minding his own business. If he has nothing else to do, he ought to go fishing. . . . So, instead of building faster airplanes, bigger battleships and a bigger army, let's build bigger and better lakes to fish in, and stock 'em with fish with bigger and better appetites. However, before we do all this, I think we should team up with England, France, Belgium and China and put Europe back on a *status quo* basis of about 1890.

J. J. JACKSON

Tulsa, Okla.

Creston

Sirs:

For some time I have considered myself southwest Iowa's strongest booster for TIME but I fear my thoughts will be unfavorably received now by other Crestonians who noted TIME's reference to "tiny Creston" in the otherwise splendid article on Crestonman Lewis H. Brown of Johns-Manville (TIME, April 31).

Creston's nearly 9,000 residents do not consider it "tiny." It's the second largest town in the entire southwestern quarter of Iowa (Council Bluffs the exception) and Crestonians are proud of its up-and-comingness. Crestonman Elmo Roper of FORTUNE Survey needs take no poll to know that. And you'll hear more about Creston if Crestonman Frank Phillips is successful in his present quest for a rich oil pool beneath the famous bluegrass (and corn) fields of this area. Creston even had three daily newspapers when Crestonman Gerald P. Nye was behind this very desk.

This the civic pride of a native Iowan, you think; but no, I'm from Missouri.

LEWIS C. DEBO
News Editor

Creston News Advertiser
Creston, Iowa

Miler

Sirs:

In the issue of March 20, TIME refers to Glen Cunningham as "the world's greatest miler." In view of the fact that Woodson of England holds the record which is recog-

"WE LIKE TO *Live* IN DALLAS !"

"YES, we like to *live* in Dallas . . . and that means we want a car that's *alive*, like that stunning new Chrysler!

"How that Chrysler loves to GO . . . and how thrilling it is to make it go! Without half trying, you're first away at the traffic lights and flashing down the street!

"You're even more conscious of Chrysler's extra power out in the country, because it seems to have enormous reserves in store for any emergency. When you want to pass another car, you simply zip past. That's the safe way. When you're in a tight place, tap the throttle and you leap ahead to safety!

"It's astonishingly smooth and quiet. Frank says that's because of Floating Power and Superfinished Parts . . . an engineering combination you can only get from Chrysler. I don't understand these engineering terms, but I do know the wonderful qualities of this engine.

"We have to drive long distances in Texas, but I can drive all day without getting tired . . . the Chrysler handles so lightly and rides so comfortably. Shifting gears, braking and parking require so little effort.

"We're both proud of the tapered styling of our beautiful Chrysler . . . and of its handsome, roomy interior. But we're still more proud of its ability to GO—GO—GO! We like to *live* in Dallas . . . and life, to us, means action!"

★ ★ ★
1939 CHRYSLER ROYAL . . . 100 horsepower, 119-inch wheelbase.

1939 CHRYSLER IMPERIAL . . . 135 horsepower, 125-inch wheelbase.

Also Chrysler's famous Custom Imperial in five and seven passenger sedans and limousines . . . with Chrysler's amazing new transmission advancement, the Fluid Drive.

★ Tune in on Major Bowes, Columbia Network, Every Thursday, 9 to 10 P. M., Eastern Standard Time.

The Girl . . . wears a striking sports costume from Neiman-Marcus Company, Dallas. The sweaters, striped in the colors of the necklaces, is worn with a green crepe skirt.

The Car . . . is a smart Chrysler Royal Sedan.



BE HAPPY

Buy Chrysler!



SOMETHING TO BE PROUD OF!

Let good judgment be your boast
Let good whiskey be your toast;
Let your friends from coast to coast
Rise and say, "The Perfect Host!"

America takes pride in drinking wisely !



"YES, TOM, TODAY'S TREND toward lighter, blended whiskey is a wise drinking custom. And I can see why, as this trend grows, the call everywhere is more and more for smooth, mellow blends like Calvert."



"I TAKE PRIDE in knowing my whiskey, Ed. I pick Calvert not only because it's more pleasing to the taste, but because it is in every way a most desirable type of whiskey. Take my hint—Call for Calvert!"



Call for **Calvert** *America's First Choice Whiskey*

BLENDED FOR BETTER TASTE

Calvert's "Reserve" BLENDED WHISKEY—90 Proof—65% Grain Neutral Spirits . . . Calvert's "Special" BLENDED WHISKEY—90 Proof—72% Grain Neutral Spirits. Copr. 1934 Calvert Distillers Corp., N. Y. C.

ON YOUR NEXT TRIP TO

Europe



One of the delights of a Southern Route crossing... the picturesque Mediterranean port seen from the sunny decks of your great Italian liner.

... ENJOY 1000 EXTRA MILES
IN THE GLORIOUS

Mediterranean

AT NO ADDED COST

IT'S a thrilling experience... the Mediterranean part of your Lido crossing to Europe... a unique "extra" in transatlantic travel.

Thrilling, too, the voyage on your luxurious, open-air Italian liner... delighting you with sun-warmed play decks, beach comfort... brilliant evenings under the stars. And fellow travelers you'll like instinctively at sight.

On your next transatlantic crossing add the warmth, the luxury, the worth-while friendships... the glamorous Mediterranean... on a mild and sunny Southern Route to Europe!

A word about TOURIST CLASS

In Tourist Class aboard Italian liners—on only slightly less elaborate scale than in First Class—you can enjoy the famous "outdoor-life-at-sea"... tiled pool, roomy sports decks... gay evenings with congenial shipmates... beautiful lounges, comfortable state-room accommodations.

Choose the REX or gyro-stabilized CONTE DI SAVOIA for speed... or, for a more leisurely crossing, select the ROMA, SATURNIA or VULCANIA. Consult your TRAVEL AGENT or Italian Line, 604 Fifth Ave., N.Y. Offices in Philadelphia, Boston, Cleveland, Chicago, Los Angeles, San Francisco, New Orleans, Montreal, Toronto,

DINE AT THE
ITALIAN LINE
RESTAURANT
N.Y. WORLD'S FAIR

ITALIAN LINE



pronunciation have been calling "Gardenia" (TIME, April 3).

HARVEY DAWSON

Washington, D. C.

It is the ill fortune of Poland's Gdynia to be pronounced Ga-din-ya, almost to rhyme with Abyssinia.—Ed.

Safe in San Francisco

Sirs:

Being the grandson of a '49er, and a Native Son I feel impelled to go to the aid of that local lady who fears her Eastern kin may fear to visit Frisco because she is living in the "toughest part of town" (TIME, March 13). I'll calm her fears right off the reel. Neither she nor her relatives need fear any toughness in this city. There ain't no such thing any more. This town is as tame now as a long tailed lamb. All its toughness was rubbed out long ago along with all its romance and color by the Scizzorbill and Carpetbaggers who scrambled in here after the big Quake and Fire... No, the little lady can assure her relatives back East that they'll be perfectly safe in S. F. especially in the neighborhood where she lives since the Pastor of that church, she refers to, is one of the leaders in the League of Decency organized to send this town to the "cleaners" for fair. No sir, her fears are groundless. Her folks will be just as safe here as they would be in Oshkosh, Wis., Waukegan, Ill., or Erie, Pa.

JOHN G. LAWLOR

San Francisco, Calif.

Sirs:

I have been following with a great deal of interest the recent series of letters written to you by irate readers on what part or parts of San Francisco might possibly be called "tough."

I have been moved to have my say, however, by the letter written by Chief Quinn, of the San Francisco police (TIME, April 3). One gathers that he is holding the town up as a model for others to follow by inferring that it is a crimeless city—a "white-spot" as he quotes.

It seems odd to me to see those statements expressed by a man in position to avail himself of the facts more than his letter indicates that he has. Perhaps Chief Quinn has forgotten the clean-up that San Francisco was scheduled to have a year or so ago, when most of the prostitutes, etc. were arrested... a number of Quinn's own policemen were discovered to have... bank accounts which they found anywhere ranging from "wood-piles" to being lucky in the stock-market—while the rest of the country was at the same time going broke in the same place. Nothing has ever been done about these and many similar cases which occurred during the same investigation (made by a former G-man). What this Coast needs is a man like New York's Dewey, with about just as much intestinal fortitude.

HOWARD P. RELFE

Oakland, Calif.

Family Disagreement

Sirs:

James Roosevelt en route to London for the premiere of "Uncle Sam's" latest flickie—*Wuthering Heights*—consented to an exclusive interview over KOB, the 10,000 watt NBC outlet in Albuquerque.

When asked point blank about the Elliott Roosevelt-Boettiger argument relative to 1940 candidates (TIME, April 3), Jimmy cleared his throat, gulped and said: "On a family disagreement of this kind—Two's company, three's a crowd."

WM. S. FOULIS

Albuquerque, N. Mex.

* For news of Waukegan see p. 20.

† See p. 49.

TIME, April 17, 1939

FIFTIETH
ANNIVERSARY
1889-1939



THE NEW YORK TRUST COMPANY

100 BROADWAY

40th St. & Madison Ave.

Fifth Ave. & 57th St.

European Representative's Office: 8 King William St., London, E.C. 4

CONDENSED STATEMENT OF CONDITION

At the close of business, March 31, 1939

ASSETS	
Cash on Hand, and in Federal Reserve and Other Banks . . .	\$129,941,108.33
Exchanges, Collections and Other Cash Items	26,770,252.89
United States Government Obligations — Direct and Guaranteed	156,230,880.98
Other Bonds and Securities	17,287,910.35
Loans, Discounts and Bankers' Acceptances	87,762,680.06
Interest Receivable, Accounts Receivable and Other Assets	3,294,271.16
Real Estate Bonds and Mortgages	4,940,980.42
Customers' Liability for Acceptances	3,862,456.28
Equities in Real Estate	1,083,453.20
Banking Premises — Equity and Leasehold	2,789,412.20
	<u>\$433,963,405.87</u>

LIABILITIES	
Deposits	\$372,537,991.16
Outstanding and Certified Checks	13,236,768.90
Dividend Payable April 1, 1939	625,000.00
Accounts Payable and Other Liabilities	2,227,994.99
Acceptances	3,935,188.88
Reserve for Contingencies	1,000,000.00
Capital	12,500,000.00
Surplus	25,000,000.00
Undivided Profits	2,900,461.94
	<u>\$433,963,405.87</u>

United States Government obligations are carried at amortized cost. Government obligations and other securities amounting to \$26,826,891.00 in the above statement are deposited to secure public and trust deposits and for other purposes required by law.

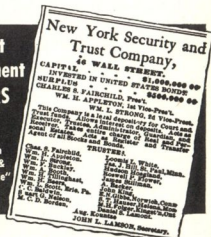
Trustees

MALCOLM P. ALDRICH New York	FRANCIS B. DAVIS, JR. President United States Rubber Company	ROBERT A. LOVETT Brown Brothers Harriman & Co. New York
ARTHUR M. ANDERSON J. P. Morgan & Company	HARRY P. DAVISON J. P. Morgan & Company	HOWARD W. MAXWELL New York
MORTIMER N. BUCKNER Chairman of the Board	RUSSELL H. DONHAM Chairman of the Board Hercules Powder Company	HARRY T. PETERS New York
JAMES C. COLGATE James B. Colgate & Company	SAMUEL H. FISHER Litchfield, Conn.	DEAN SAGE Sage, Gray, Todd & Stone New York
ALFRED A. COOK Cook, Nathan, Latham & Greenman	ARTEMUS L. GATES President	LOUIS STEWART, SR. New York
WILLIAM F. CUTLER Vice-President American Brake Shoe & Fdy. Co.	B. BREWSTER JENNINGS Simpson & Mason (N.Y.) Co., Inc.	VANDERBILT WEBB Curtis, Bellamy & Webb Guggenheim Bros.
	MEDLEY G. B. WHELFLEY Guggenheim Bros.	

Member of the Federal Deposit Insurance Corporation

Our First
Advertisement
50 YEARS
AGO

Reproduced from
"The Commercial &
Financial Chronicle"
June 1, 1889



Metropolitan reports to its policyholders—

HIGHLIGHTS OF 1938

The Metropolitan Life Insurance Company is a mutual company. It is operated solely for the benefit of its 29 million policyholders, whose life insurance with

this Company totaled over \$22,612,000,000 at the end of the past year.

In 1938, more than \$566,300,000 was paid to policyholders and beneficiaries, and \$176,000,000 was added to statutory reserves for payment of obligations which will accrue in future years under present policies. Dividends paid in 1938 amounted to \$103,940,000. A still larger sum—\$118,042,000—has been set aside for dividend payments in 1939.

Metropolitan has paid, since 1927, more than \$5,000,000,000 to policyholders and beneficiaries.

More than \$1,800,000,000 of life insurance protection was provided by the 3,330,151 new policies issued during the past year.

Assets held for the benefit of policyholders and beneficiaries—which include more than 100,000 carefully selected, diversified investments—amount to more than \$4,900,000,000.

As part of its welfare program in 1938, Metropolitan distributed 68 million health booklets—an average of 1 every half-second—and published monthly health-education advertisements in magazines whose combined circulation for the year was over 300 million copies.

Metropolitan welcomes every opportunity to provide its policyholders with information that will enable them to have a clearer understanding of how the Company operates. To help accomplish this, the Company is publishing a series of educational advertisements in magazines, and seeks in various other ways to keep its policyholders informed. A booklet, soon to be available, contains a detailed account of Metropolitan's progress in 1938. We shall be glad to send you a copy on request.

Metropolitan's Business Report for the year ending December 31, 1938. (In accordance with the Annual Statement filed with the New York State Insurance Department.)

ASSETS		LIABILITIES	
Government Securities	\$933,919,346.89	Statutory Policy Reserves	\$4,317,868,342.00
U. S. Government	\$868,608,893.16	Amount which, with interest and future premiums, will assure payment of policy claims.	
Canadian Government	65,310,453.73		
Other Bonds	1,768,541,971.29	Dividends to Policyholders	118,042,832.00
U. S. State and Municipal	117,430,070.53	Set aside for payment for the year 1939.	
Canadian Provincial and Municipal	104,610,612.32	Reserve for Future Payments on Supplementary Contracts	90,504,443.44
Railroad	590,984,033.71		
Public Utilities	589,927,007.34	Held for Claims	21,155,521.99
Industrial and Miscellaneous	365,590,247.39	Including claims awaiting completion of proof and estimated amount of unreported claims.	
Stocks	88,452,477.37	Other Policy Obligations	38,480,722.21
All but \$24,588.78 are Preferred or Guaranteed.		Including reserves for Accident and Health Insurance, dividends left with Company, premiums paid in advance, etc.	
Mortgage Loans on Real Estate	979,562,124.03	Miscellaneous Liabilities	43,457,484.19
Farms	\$73,800,886.26	Liabilities not included above.	
Other property	905,761,237.77	Surplus and General Voluntary Reserve	313,391,071.15
Loans on Policies	526,263,387.92	This serves as a margin of safety—a cushion against contingencies which cannot be foreseen.	
Real Estate Owned	392,187,370.22	TOTAL	\$4,942,900,416.98
Includes real estate for Company use.			
Cash	108,817,444.71		
Premiums outstanding and deferred	84,974,718.06		
Interest due and accrued, etc.	60,181,576.49		
TOTAL	\$4,942,900,416.98		
Total Life Insurance in Force		Payments to Beneficiaries and Policyholders	
Ordinary	\$11,556,261,130	Ordinary	\$241,946,643.12
Industrial	7,550,316,755	Industrial	260,990,746.69
Group	3,505,825,709	Group Life, Health, and Annuities	60,703,229.57
TOTAL	\$22,612,403,594	Personal Accident and Health	2,715,671.05
Accident and Health Insurance		TOTAL	\$566,356,290.43
Weekly benefits	\$18,500,602		
Principal sum benefits	\$1,449,927,200	Number of new life policies issued	3,330,151

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

FREDERICK H. ECKER, Chairman of the Board

LEROY A. LINCOLN, President

1 Madison Avenue, New York, N. Y.





THE WORLD'S HEAVIEST 8-POUND BUNDLE

NOT long ago, back at the hospital, this new baby seemed only a delightful novelty to his young mother and father.

With doctors and nurses as the baby's ever-present guardians, parenthood seemed a carefree and joyous state.

Now, the hospital has handed over supervision of this tiny bundle to his parents. For the first time, they find themselves in sole charge of his fragile life—and the responsibility is weighing heavily upon them.

It has come to them suddenly that the business of being masters of a baby's destiny is a complex and serious one, something for which they are none too well prepared.

Fortunately for them, they don't have to face it alone. For the doctor stands ready to give them the benefit of his training and experience in meeting those troublesome day-to-day problems to which new parents are heir.

The doctor understands new babies—and new parents, too. Under his direction, burdens and problems that seemed mountains melt away into molehills. And the help and advice he gives is based on sound medical knowledge and not old-wives' tales.

Particularly during the baby's first year of life, he should be inspected by the doctor at regular intervals. These regular visits will enable your doctor to check the baby's diet, and schedule his

habits of eating, sleeping, and elimination. They will permit the physician to start an immunization program which will close the nursery door to such diseases as smallpox and diphtheria.

And—vitally important in the years to come—they will make it possible for him to detect forerunners of future trouble, and take corrective steps at once.

Copyright, 1939, Parke, Davis & Co.

PARKE, DAVIS & COMPANY
Detroit, Michigan

The World's Largest Makers of
Pharmaceutical and Biological Products

SEE YOUR DOCTOR

FOOD'S THEIR HOBBY



Commercial artist and world-traveler Margaret Jervis, collects cook-books and recipes of all nations. She says wherever you go—to the Leeward Islands, Switzerland, Alaska—you can always find Heinz Tomato Ketchup and the familiar keystone label that spells good eating. "I love the rich color as well as the taste of Heinz Tomato Ketchup," she explains enthusiastically. "That glowing scarlet sauce makes many a dish taste twice as good."



With her two husky young sons, her house in the country and her garden, Mrs. Paul Vestal of Woodbridge, Connecticut, has her hands full. Both she and her husband (a rising young doctor) are great cooks and even the boys take a lively interest in things culinary. "I shouldn't reveal family secrets," Mrs. Vestal said, "but years ago we discovered that Heinz Tomato Ketchup does things for a mere stew or goulash. Just a dash or two adds a whole cupboardful of seasoning."



Recently a committee of epicures named Jimmy McCaughey (aged 14) as the best boy-cook in Manhattan. "Any kid knows that hamburgers are no good without Heinz Tomato Ketchup," he told reporters. "So, I mix the chopped meat with ketchup before I cook the hamburgers. Then I put on some more ketchup before I eat them. It's a fine idea. *Believe me*, Heinz makes the best ketchup going."



Because he really loves fine victuals, Bill Adams, former Shakespearean actor, is known as one of radio's most hunger-provoking food commentators. Ask him about Heinz Tomato Ketchup and his rich voice booms with appetite appeal. "Just give me a plate of country sausage, all freckled—gold and brown—add a little pool of Heinz—the ketchup that pours out of the bottle slow-and-sweet as a southern drawl. Man, oh man—that's food!"

Food Hobbyists order Heinz Tomato Ketchup—two by two—one bottle for the table, one to lend distinction to their cooking. Another international favorite, Heinz Chili Sauce, is also made of "aristocrat" tomatoes, purest of cane sugar and rare imported spices. More of the 57 zest-makers are Heinz Beefsteak Sauce, Heinz Worcestershire, Heinz Mustard (brown and yellow)—and Heinz Horse-radish. Keep them handy to give your meals *flair*!



NATIONAL AFFAIRS

THE PRESIDENCY

Spirit of Warm Springs

Franklin Roosevelt lays great store by what he calls "the spirit of Warm Springs." This spirit is a very tangible, carefully cultivated attitude of cheerfulness, confidence, determination. It is designed to fortify the resort's paralysis patients, put heart into their fight for recovery. When he goes to Warm Springs, Franklin Roosevelt steep himself in this spirit quite as purposefully as he exercises in its waters. Easter afternoon, when he went to the train which was to take him back to Washington after a ten-day rest, his smile and bearing clearly reflected the spirit of Warm Springs.

At the station the President shook hands with his friend Fred Botts, "dean" of the Warm Springs Foundation. "I'll be back for Thanksgiving," he said, "with provisos." He went up the ramp to the platform of his private car. The send-off crowd hushed itself, to hear his words of farewell. Franklin Roosevelt grinned his broadest and said: "I'll be back in the fall—if we don't have a war."

The crowd waited motionless, expecting more. No more came. The President, still smiling, turned away and entered his car on the arm of Military Aide "Pa" Watson. On the face of a smiling Marine captain, holding his small son aloft to wave good-by, the smile froze.

While the country waited to hear an elaboration of the most ominous remark yet by its Chief Executive, Congress pondered that word: War. The conduct of foreign relations is a duty solemnly imposed upon the President by the Constitution. The power to declare war rests solely with the Congress, but the conduct of foreign relations, the thinking and acting that preserves peace or leads up to war, are the President's lawful and awful responsibility. Last week the senior house of Congress began discussion of that specific legal harness for the President which is called the Neutrality Act: whether to extend, revise, or scrap it (see p. 18). But everyone knew that, Neutrality Act or not Neutrality Act, the nation's predominant emotions and judgment would in the end determine its international course. By last week two opposed bodies of thought and emotion, both based on the premise that "no one wants war," were discernible in the U. S. Franklin Roosevelt was, of course, leader of one of them.

Ever since his "quarantine the aggressor nations" speech at Chicago in 1937, Frank-

lin Roosevelt has openly led the party which believes not only that the totalitarian dictators deny the democratic U. S. way of life but that they threaten it, that something must be done to curb them. Doing something about things that look wrong to him is a prime characteristic of Franklin Roosevelt and, fortified by the



SQUIRE OF WARM SPRINGS
"I'll be back in the fall—if . . ."

Warm Springs spirit, the tougher the going gets the better he likes it.

In his message to Congress last January, and subsequently, Mr. Roosevelt developed his thinking about defense of the democracies to a point just short of economic intervention. His announcement of tariff penalties to be imposed upon German imports after April 22 was a first step in actual economic punishment. Last week at Warm Springs, after much long-distance telephoning to Secretary of State Hull and his ambassadors abroad, the President prepared his following to take another, longer step. On Mussolini's Albanian

grab (see p. 29), instead of just bitterly deploring and vaguely warning, this time the official statement said:

"The inevitable effect of this incident . . . is further to destroy confidence and to undermine economic stability in every country in the world, thus affecting our own welfare." The seizure of tiny Albania, to which the U. S. sold only \$275,180 worth of goods in 1938, obviously dealt no great blow to U. S. economy. But U. S. investors knew instantly what Franklin Roosevelt meant. In Manhattan, the stockmarket slumped sickeningly on the news from Brindisi and Durazzo.

While Secretary Hull gave out the formal statement in Washington, "a source close to the President" at Warm Springs followed up this new line of unpopularizing the Dictators, and preparing the U. S. people to curb them, with a long exposition which said in effect:

Each small nation that the Dictators swallow up is a bite out of U. S. prosperity. Economic domination, by barter trade, is the intended aftermath of the Dictators' military marches. Unless the U. S. is to retire behind a "Chinese wall" of tariffs and surrender world markets to the Dictators, it must prepare to compete in one of two ways: 1) cut wages and lengthen hours to bring down U. S. export prices, or 2) subsidize exports and pay the subsidies out of jacked-up taxes.

United against the President in any effort he may make to put a spoke into the aggression of the Dictator countries, are not only those who fear foreign entanglements but those who fear and distrust Franklin Roosevelt. Herbert Hoover, who may fairly be called, even ahead of Senators Borah and Johnson, the leader of those who would have the U. S. sit tight and save civilization by tending its own home business, last week spoke for all such:

"No war can be won by economic methods, and once we are in the controversy, we have to win, and only military force will win. . . . If the American people are to keep out, the Congress had better take such a course of action as will prevent us [i.e. Franklin Roosevelt] engaging in European power politics or engaging in any warlike acts of the economic type, without the approval of Congress. Otherwise the Congress may wake up to find that its sole power to take the United States into war has become a mere formality.

"What this country needs is not war but a united effort to get 12,000,000 unemployed men back to work."

In *Liberty*, Herbert Hoover further

INDEX

Animals	59	Miscellaneous	85
Art	60	Music	53
Books	87	People	81
Business	73	Press	67
Cinema	49	Radio	62
Education	70	Religion	40
Letters	4	Science	56
Medicine	36	Sport	44
Milestones	64	Transport	51

THE CONGRESS

said: 1) Britain and France can take care of themselves; 2) Germany (and Russia) will collapse without pushing by the U. S.

► The President celebrated Army Day by eating beans with his Marine Guard in their Warm Springs mess hall.

► Secretary Hull boarded the President's train as soon as it halted in Washington's Union Station, motored with his chief to the White House. There Franklin Roosevelt's first act was to go out to the south portico with his wife, set off their seventh annual Easter Monday egg-roll. To thousands of cheering children, he said: "It is a wonderful day. . . I wish I could be down there with you."

► Next day, Senator James Byrnes of South Carolina hatched a handy little plan which even arch-isolationists were said to have approved and which the State Department immediately endorsed. "Within the next few days," said Senator Byrnes, the State Department would open negotiations for barter trade with Great Britain, Holland, and Belgium, swapping raw materials such as U. S. surplus cotton (TIME, April 10) to lay in "emergency stocks" of strategic materials (rubber, tin) in which those nations hold the world monopoly.

THE CABINET

Inscrutable Design

A suite on the second floor of Washington's Mayflower Hotel constitutes the legation of the Kingdom of Albania. The drawing room is dominated by a talking-machine with a Gargantuan, old-fashioned, master's-voice horn. Presiding there since 1926 has been cultured, convivial Faik (pronounced "fah-eeek") Konitz, a sixtyish bachelor who reads 13 languages, has an earned M. A. from Harvard University and numbers among his friends beauteous Ann Corio, famed Italianate stripteaseuse.

Last week, as the voice of his fugitive master, King Zog I, dwindled away behind the mountains of Greece, drowned out by the cannon of Mussolini, Minister Konitz betook himself to the State Department to protest his country's rape and to announce that he, like Minister Hurban of Czechoslovakia (TIME, March 27), would not yield his legation to his country's conquerors. Should he hear from King Zog that all was lost he would, he said, burn all his papers: the Italians should never have them.

To the press, Minister Konitz made the following statement: "The Italians have many admirable qualities and are a great nation, but God Almighty, in His inscrutable design, has deprived them of all sense of chivalry. Just when our Queen gave birth to a child, the Italians dealt this blow."

"A prize-fighter, willing to impress the world with his strength, does not knock down a child, but challenges another prize-fighter."

Work Done

The House:

► Passed a \$46,915,207 District of Columbia supply bill, sent it to the Senate.

The Senate:

► Debated the House's \$100,000,000 Relief appropriation.

► Amended, and returned to the House, the Administration bill authorizing reciprocal taxation of State and Federal Government employees, providing an estimated \$16,000,000 additional Federal revenue, a slightly larger amount to the States.

► Confirmed the nomination of William Orville Douglas to the Supreme Court, 62-40-4.

Extend? Revise? Junk?

George Washington in his last, pastoral years at Mount Vernon, Thomas Jefferson at Monticello, founded a U. S. tradition: that public men, having held the highest offices, continued to serve afterward as Elder Statesmen. Presumably but sometimes not actually remote from politics, they were supposed to possess a degree



MINISTER KONITZ

"The Italians are a great nation, but . . ." (See Column 1)

and kind of wisdom not given to their partisan juniors.

Last man to hold and deserve this emeritus distinction was Elihu Root, who was Secretary of War under McKinley and Roosevelt. I, then the latter's Secretary of State and died (aged 91) in 1937. Now, as in no other period of U. S. history, there is a dearth of Elders. Chief Justice Charles Evans Hughes's job disqualifies him. Ex-President Herbert Hoover remains too closely identified with his wing of the Republican Party to seem Olympian when he sounds off. His Cabinet as a whole are out of public sight and mind.

A notable exception is Herbert Hoover's Secretary of State. Last week Col. Henry Lewis Stimson, 71, suddenly reappeared in the public eye in a way which clearly rated him the one real Elder Statesman now on the U. S. scene.

His was no resurrection, for he had not been buried. Thanks partly to his patron and law partner, the late Elder Statesman Root, Colonel Stimson had been in & out of appointive office (as Taft's Secretary of War, Coolidge's Governor General of the Philippines) long before he went in & out with Herbert Hoover. People born in the late 19th Century remember him as a baggy, slightly fuzzy graduate of Yale and Harvard Law School in the fuzzy role which Secretaries of State occupied during years when U. S. foreign policy consisted of having almost no policy. Secretary Stimson, rigid legalist that he is, in fact had a policy. When Japan in 1931 revived undeclared war as an international black-jack, he proposed to resist aggressors by all peaceful means. But in a war-shy, depression-hit world, Britain's statesmen would not back him up. He could do little more in public than denounce treaty-smashers as pungently as diplomatic usage permitted. Before leaving office he visited Franklin Roosevelt at Hyde Park, indelibly impressed him. In the past six years, Colonel Stimson and Cordell Hull have become great cronies behind the scenes.

Last week, just 22 years after the U. S. last declared war, Colonel Stimson had the honor of being called as witness No. 1 before the Senate Foreign Relations Committee, sitting to consider extension, revision or junking of the present so-called Neutrality Act, important provisions of which expire May 1. To hear the Elder Statesman all but two of the 23 committeemen turned out.* Also present, though no committeeman, was North Dakota's Senator Gerald P. ("Neutrality") Nye, who took copious notes.

Extension was the treatment the Senators were least likely to give to a law which requires the President of the U. S. to embargo war goods to combatants between whom he discerns a "state of war," and to put all other exports to them on a cash & carry basis.

Revision was the treatment recommended by Elder Statesman Stimson. He urged the Senators to make the President identify "aggressors," then punish them by embargoes and other economic sanctions. British statesmen of today, well knowing their nation is not soon likely to seem "aggressive" in U. S. eyes, and with trouble much nearer home than Manchuria, rejoiced to read these consistent Stimsonisms, which were delivered with more force and sparkle than Colonel Stimson exhibited while in office:

► "I am a Republican and the present Administration is Democratic, but I have

* Absent: Indiana's Van Nuys (Ill), Illinois' Lewis (traveling). Four days later, Lewis was dead (see p. 64).

NATIONAL AFFAIRS

always tried to limit my partisanship in the zone of foreign affairs. . . . I am not impressed with the fear that in that zone Presidential discretion will be abused."

► "I weigh my words when I say that I believe that our present Caucasian civilization is threatened by the gravest danger with which it has been confronted for four centuries."

► "In the former world . . . we could entirely disregard the question of aggression,

hemisphere, then the whole argument for now waging economic war weakens." He would not even make war-selling a crime, but an affair strictly at the seller's peril. This policy could be achieved by simply repealing the present Neutrality Act, enacting nothing new, putting U. S. exporters on notice by simple executive warning as occasion may arise.

Franklin Roosevelt is for junking Neutrality, too, but in a different way and for

pected to buck C. I. O. direction. Places for Vice Presidents Wyndham Mortimer on the board and Ed Hall at national headquarters were also arranged. Thus the feudists who all but gutted the union are still within fighting distance of each other.

Two other events sharpened the lesson that C. I. O.'s U. A. W. has got to quit fussing or die: 1) Seceding President Homer Martin announced that he would confer this week with William Green on A. F. of L. affiliation for his minority. 2) General Motors Corp. announced that in plants where both C. I. O.'s and Homer Martin's U. A. W. claim bargaining rights, big G. M. will bargain with neither. In the circumstances C. I. O.'s renewed plans to organize Ford Motor Co. were more of an exercise in optimism than a threat to Henry Ford.

TAXATION

Attitude

Taxpayers of Westchester County, N. Y. held a mass meeting last week in White Plains to protest the cost of their State Government. One speaker suggested that the Republican Legislature adopt a greatly reduced budget, let Democratic Governor Lehman veto it if he dare. State Senator Pliny W. Williamson (Republican) expostulated: "You wouldn't want the courts and State institutions and offices closed for lack of funds, would you?"

"YESS!" roared the taxpayers.
"Well," stammered the Senator, "if that's your attitude, I'm all for it."

STATES & CITIES

De-Balkanizing

Last week the theory that a pun can be the highest form of propaganda was again tried out on the U. S. people. A little-known but potent organization called the Council of State Governments adopted and broadcast *Balkanization*. Intent: to convey the idea that trade fences erected by & between the 48 hitherto United States are becoming as dangerous to U. S. economy as Balkan feuds have long been to the life of Europe.

The rostrum for three days of earnest punning at Chicago's Stevens Hotel was a national Conference on Interstate Trade Barriers. At the Council's instance, seven Governors and the representatives of 37 States dabbled in Constitutional history, gazed gravely at charts depicting some of the most astonishing phenomena of current life in the U. S. Among facts related, deplored:

- Rhode Island once put red dye into 5,000 quarts of Vermont milk.
- In North Carolina and Georgia, the only eggs legally fresh are eggs laid in North Carolina and Georgia, respectively.
- Kansas has 66 "ports of entry." California 11, Oklahoma 58 where out-of-State trucks are inspected and loaded with fees. To operate a five-ton commercial



Associated Press

ELDER STATESMAN STIMSON
His words weighed out four centuries.



Associated Press

FINANCIER BARUCH
"Come and get it!"

sion and treat both sides with perfect impartiality without trying to make any inquiry into the rights and wrongs. . . . But today the fact of systematized aggression stares us in the face and we know only too well who the aggressors are. . . . We only have to read about some of the occurrences to the South of us to realize that even we are within the zone of their orbit."

► "Shall we be content to sit idly . . . or shall we use [our] great advantages carefully, moderately but firmly and above all intelligently to help protect the world, which includes ourselves, from its imminent and continuing danger?"

► "For myself, I agree with the President that there are methods which are 'short of war but stronger and more effective than mere words'. . . . Economic action [by embargo] . . . has the possibility of most effective restraint. . . ."

Junking. After Elder Stimson, Chairman Pittman next called Financier Bernard Mannes Baruch, who served 21 years ago as chairman of the War Industries Board. His terse war sales formula has long been: "Come and get it." To Mr. Stimson's suggestion of discriminatory, perhaps embroiling embargoes, he answered: "If our economic war fails, we will be in military war. . . . If we make economic war, that conclusion is inevitable. . . . If we believe we can defend this

different reasons than Witness Baruch. The President wants a hand entirely free to wage economic war on the Dictators. In this desire he has the backing of such politically opposed authorities as the *Baltimore Sun* and *New York Herald Tribune*. But for political convenience, the President is willing to accept simple extension of the cash & carry clause, so long as he is not straitjacketed by any clauses making his actions mandatory.

LABOR

Feud-in-Waiting

When C. I. O.'s Philip Murray, Sidney Hillman and two score sub-lieutenants went to Cleveland last fortnight to minister to the feud-fuddled United Automobile Workers of America, they hoped to apply not a cure but a poultice. To that end they had the delegates elect conservative, cooperative Roland Jay Thomas to the presidency and abolish the jobs of four quarrelsome vice presidents (*TIME*, April 10). Last week, to the dismay of Physicians Murray & Hillman, the delegates in winding up their convention wound the poultice into a knot.

To the new U. A. W. executive board (which collectively outranks President Thomas) the delegates elected Vice President Richard Frankenstein and a majority composed of other men who may be ex-

truck between Alabama and South Carolina costs its owner \$1,100 annually in registration fees, special taxes.

► For benefit of dairymen, 24 States tax oleomargarine. Some are thinking of banning each other's milk, butter, cheese. Meantime, while the per capita consumption of milk stays so low for public health, Southern States whose cottonseed goes into margarine threaten to forbid or restrict imports of dairy products.

► Michigan taxes domestic wines 4¢ a gallon, out-of-state wine 50¢. Many other States war on each other with preferential taxes on liquor, beer, wine.

Any intelligent schoolboy knows that all this kind of thing makes all the people poorer than they need be and is sheer economic nonsense. One thing to do is to view with alarm, and this was ably done in Chicago last week by two potent Governors—Cochran of Nebraska and Stark of Missouri (see p. 21)—who discerned and decried a menace to "free America."

U. S. Solicitor General Robert Houghwout Jackson, with the blessing of his beloved President, announced: "... The Federal authority must and will uphold the Constitutional mandate that commerce among these United States be free."

By giving Congress sole power to levy tariffs and otherwise regulate commerce between the States, the Founding Fathers thought to insure free trade within the U. S. and prevent in future the economic horrors of the Revolutionary Confederation. But modern States have the express power to restrict liquor imports (granted by the 21st Amendment, on the mistaken assumption that only dry States would use it), to tax liquor for revenue, police their own citizens and commerce for the public good. In self-defense, in response to pressure-groups, and, most of all, in blind efforts to combat Depression, the States have stretched and perverted these powers to impose taxes, trucking fees, quarantines, which in actual if not legal fact are tariffs between the States. Since most of the devices are technically constitutional, only the Legislatures which created them can remove them.

The conference last week was staged to dramatize *Balkanization* and get citizens interested in making their Legislatures take curative action. For that, the Council is well equipped. It was formed by a determined Denver lawyer and legislator named Henry Wolcott Toll (TIME, April 27, 1936). Henry Toll turned it to fostering Commissions on Interstate Cooperation, which exchange information between Legislatures and promote interstate compacts on water pollution, fisheries control, etc. etc. Founder Toll helped plan the conference, left the running of it to the Council's Director Frank Bane, who until last year was executive director of the Social Security Board. Director Bane in turn left the dramatization of interstate trade barriers to Dr. Frederick Eugene Melder, an economist from

Clark University who plays with toy trains and works at demolishing trade fences. Offhand, Dr. Melder called to mind 409 restrictive State trade laws, said there are perhaps 600 more to be abolished if the U. S. is again to become "the world's greatest single free-trade area."

CRIME

Waukegan Wisecracker

Born to a Waukegan, Ill. clothing merchant on St. Valentine's Day 45 years ago, Benjamin Kubelsky was thrown out of his school orchestra, where he played the violin, for making a wisecrack about the conductor. At 16, he was expelled from Waukegan High School for making one wisecrack too many about the principal. In vaudeville and on the radio wisecrack-



JACK BENNY
He suffered prolonged criticism.

ing Benjamin Kubelsky, renamed Jack Benny, fared better. In 1937 Waukegan planted beside its city hall a Jack Benny Elm. This year Jack Benny's radio program, outranked in popularity only by that of wooden Charlie McCarthy, will gross him some \$390,000.

Last week Waukegan's gift to the U. S. stood in a Federal courtroom in Manhattan. It was guilty by its own admission of cheating the Government of \$700, in duty on trinkets for its wife which had been smuggled into the U. S. by notorious Albert N. Chaperau (TIME, Dec. 19, *et seq.*). Before pronouncing sentence, Federal Judge Vincent Leibell remarked:

"You must feel very much ashamed of yourself, Mr. Benny, standing here as you do today."

"I do," murmured Benjamin Kubelsky, flushing.

"I think," continued Judge Leibell, "it was a very poor return from you to the Government and the citizens of this country who have made so much of you and so

much for you, to do something like this." Then as the speechless prisoner paled, reddened, kneaded his fingers, the judge proceeded in the same vein to give him such a tongue-lashing as modern courtrooms seldom hear. Not until half an hour later did Judge Leibell conclude: "It was mighty small of you, and I think you were letting down your country."

Then he fined Benjamin Kubelsky \$10,000, imposed a suspended sentence of a year and a day, let him slink from the courtroom.

Waukegan Brewer

Johnny Torrio, tough, buttoneyed little dean of the Prohibition criminal era, was on trial in Manhattan last week for the same offense that undid his pupil Al Capone: cheating on his income taxes. Slit-eyed, impassive sat Johnny as 34 of the Government's 75 witnesses told on him. Then one morning his high-powered lawyer, Max D. Steuer, did not appear in court. Johnny Torrio and two of his four co-defendants pleaded guilty to conspiring to defraud the Government of \$86,000 in taxes between 1933 and 1935. The Last of the Big Shots, who once spent seven months in a Waukegan, Ill. jail for running a brewery, looked forward to a much longer sentence.

ILLINOIS

Green's 43%

The Chicago edition of Thomas Edmund Dewey is Dwight Green, 42, stocky, grey, energetic. He helped jail Al Capone and tried Old Sam Insull. Last week, Dwight Green got more votes for Mayor (638,068) than any Republican candidate in history.

That was not enough to blow down 62-year-old Edward Joseph Kelly, six-year Mayor of Chicago and co-Boss of the Democratic machine. Without once using the word "Green" during his entire campaign, Ed Kelly collected 822,469 votes, which were more than anyone of any party had ever polled in a Chicago mayoralty election.

Chief significance of the election was to test the efficiency of the Chicago Democratic machine, the Horatius that has kept downstate Illinoisans from pushing the third most populous State in the U. S. over the bridge to its "normal" Republicanism. In 1932 the machine held Herbert Hoover down to 41% of the Chicago vote. In 1936 Alf Landon was shaved to 34%. Last week Republicans got 43.7%. That augured Republican victory in 1940 and made Dwight Green the leading Republican candidate for Governor of Illinois.

CORRUPTION

Bigger Than Hines

Last week, Attorney General Frank Murphy, accompanied by Chief J. Edgar Hoover of the FBI, suddenly appeared in Kansas City, Mo. This was but one stop

for them, they said, on a whirlwind, 48-hour "inspection trip" to five big Midwest cities. Mr. Murphy explained that his mission was to tell his U. S. District Attorneys to snap into their work, clean up their dockets, above all not to cringe and flinch before any political overlords.

Newshawks knew that income tax evasion charges against William R. Skidmore, politically potent Chicago gambling tycoon, was one of the cases on Mr. Murphy's mind. They also knew that similar charges, of great magnitude, were being pressed in Kansas City against an even greater overlord than Tammany's Jimmy Hines. Three days after Mr. Murphy's visit, the Kansas City sensation was sprung: U. S. District Attorney Maurice M. Milligan obtained the indictment of Thomas J. Pendergast, a senior U. S. Democratic boss. Charge: Cheating the U. S. of income taxes on \$315,000.

Ordinarily, FBI operatives do not enter income tax cases until the Treasury's T-men (internal revenue secret agents) have finished their work. Supposition was that the FBI stepped in early on Boss Pendergast's case because he is not only old (66) but sick. The Administration had to hurry, to be sure and match Tom Dewey's Hines sensation with an even greater prosecution of its own.

Credit for tipping President Roosevelt off personally on the case against Boss

Pendergast in 1937 over the reappointment of R. Emmet O'Malley, State superintendent of insurance. All Missouri had wondered about a great insurance rate fight, which Mr. O'Malley settled in 1935. Insurance companies had jacked up their rates on fire and windstorms. Some \$9,500,000 in increased premium collections were impounded by the courts when the policyholders protested. Mr. O'Malley's settlement returned 20% of the money to policyholders, 50% to the companies; the other 30% was to defray litigation costs. What the grand jury believed last week when it indicted Boss Pendergast and Mr. O'Malley, was that a \$447,000 slush fund handed out for the insurance companies by a man named Street in Chicago, was split between Pendergast, O'Malley and a few others. Messrs. Pendergast & O'Malley posted \$10,000 bail each. Said Boss Pendergast: "There's nothing the matter with me."

For Maurice Milligan it was sweet revenge, because Boss Pendergast tried to block his reappointment as U. S. District Attorney last year. For everyone ever connected with Boss Pendergast it was a stinker. The indictment blackened some clouds already hanging dark over the Boss ever since Missouri Circuit Judge Allen C. Southern began to root out gambling and vice in Pendergastland (TIME, Feb. 6). The Boss had known the blow-off was coming: last month his nephew Jim Pendergast and Police Chief Otto Higgins tramped up & down Washington trying to find some one to call off Maurice Milligan. The day the indictments came down, Culprit O'Malley attended a three-hour mass in Baltimore. But as righteous Attorney-General Murphy announced last week, "no power on earth" was big enough to block Murphy justice, not even prayer.

WOMEN

Oracle

[See Cover]

People who believe that U. S. foreign policy is determined at the State Department or in full-dress hearings of the Senate Foreign Relations Committee, kept their eyes last week on Washington (see p. 28). People who believe that the mass attitudes of the U. S. are really controlling, looked instead at forces which help shape those attitudes.

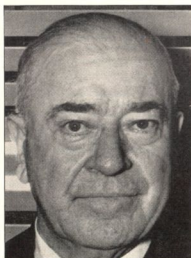
On Good Friday morning, a gracious, energetic, long-legged lady swept into an office on Manhattan's Fifth Avenue to finger two swatches of sheer blue woolen cloth and exclaim to a cackling bevy of fashion reporters: "Isn't it nice that we chose shades which look so well together!"

Strangely enough these words had fundamental relation to U. S. foreign policy. For the long-legged lady was Anna Eleanor Roosevelt Roosevelt and the swatches were materials for dresses, presented by the wool-raisers of Britain and the U. S., which Mrs. Roosevelt and Britain's Queen Elizabeth will wear if they

meet as scheduled in the U. S. in June. Mrs. Roosevelt's patient swatch-fingering was an innocent little act cooked up by the U. S. wool-growers' publicists. (Commodore Robert B. Irving of the *Queen Mary* acted as special courier to take Her Majesty's material to London.) Mrs. Roosevelt put statesmanlike point upon the act by saying: "We [herself and Queen Elizabeth] are both glad to emphasize the value of good wool in the trade of both countries."

What both ladies emphasized besides wool's trade value was that the Queen's country stood at the forefront of, and Mrs. Roosevelt's country stood at the brink of joining, a mobilization of what Mrs. Roosevelt's indomitable uncle, Roosevelt I, would have called the forces of Righteousness. Week by week, day by day, other forces were operating in a way which might prevent the two ladies meeting in June and divert both their countries' wool production away from ladies' dresses and into socks, sweaters, breeches, belly-bands for soldiers.

Should affairs come to that pass, the interest of Mrs. Roosevelt's people in Queen Elizabeth's people would be critical if not decisive in world history. Mrs. Roosevelt, just back from a transcontinental lecture tour punctuated by stops in a score of States and the birth of a new grandson ("Little John" Boettiger) in Seattle, had seen and been seen by people all



Wide World

KANSAS CITY'S PENDERGAST

"There's nothing the matter with me."

Pendergast was given to Missouri's Governor Lloyd C. Stark, handsome, 53-year-old Democrat of military background and bearing, famed for the apples ("Stark's Delicious") which his father raised before him. For alert Governor Stark a Presidential trial balloon promptly went up last week in the famed "Washington Merry-Go-Round" (syndicated column by Drew Pearson & Robert S. Allen).

Governor Stark quarreled with Boss



Townsend Godey

MISSOURI'S STARK

For a tip-off, a trial balloon?

(See Column 2)

the way from peon pecan-shelliers to her son Jimmy's boss, Samuel Goldwyn. On this trip, she said, she had encountered less Isolationist sentiment than ever before. Said she: "There are still people who think that we can cut ourselves off from the rest of the world, but more people are less secure in this belief."

If Mrs. Roosevelt and Queen Elizabeth do meet, one will be looking at the world's

NATIONAL AFFAIRS

most symbolically important lady, the other at the world's foremost female political force, Britain's Queen, whoever she may be, will remain superlative so long as the British Commonwealth retains throne & crown. The present First Lady of the U. S., on the other hand, is superlative in her own personal right. She is also a woman of unequalled influence in the world, but unlike Cleopatra, the great

touching subjects on which six, even three, years ago she would have ventured only polite platitudes. In three years the distribution of her column "My Day" has increased from 20 newspapers to 68, with 4,500,000 total circulation.

She used to write in safe, rounded phrases, using plenty of "however's," noting exceptions, admitting alternatives, offering consolations. She was gracious

never as a fundamental answer. . . . These are stop-gaps. We bought ourselves time to think. . . . There is no use kidding ourselves. We have got to face this problem. . . . This goes down to the roots of whether civilization goes on or civilization dies."

If that is a far cry from Mrs. Harding, Mrs. Coolidge and Mrs. Hoover, in the forum of foreign relations Mrs. Roose-



MRS. HELM & MRS. ROOSEVELT
Only modern China . . .

Associated Press



MRS. ROOSEVELT & MISS THOMPSON
. . . can show a modest counterpart.

Thos. D. McAvoy

Elizabeth, Pompadour, or Catherine of Russia, her power is not that of a ruler. She is the wife of a ruler but her power comes from her influence not on him but on public opinion. It is a self-made influence, and save for a modest counterpart in modern China, unique for any woman to hold. Yet it rests upon thousands of small activities, none of which greatly exceeds in dramatic content Eleanor Roosevelt's swatch-fingering of last week.

Six years ago the tall, restless character who moved into the White House with Franklin Roosevelt was viewed by large portions of the U. S. public with some degree of derision if not alarm. They caricatured her, joked about her, called her "Eleanor Everywhere." They couldn't believe that one woman could sincerely embrace the multiplicity of interests which she added to being a wife, mother and White House hostess.

Today enough people have met Mrs. Roosevelt, talked with her at close range, checked up on her, to accept her for what she is: the prodigious niece of prodigious, omnivorous Roosevelt I. Everything she does, she does, and is transparently motivated. Sophisticates who used to scoff, now listen to her. They read with measurable respect her books, magazine articles, daily column. And as her hold on her audience has grown, so has her skill and temerity in

but wary in expressing her urge to get-something-done-about everything from social justice to the rape of Ethiopia. She made sallies like, "It's a great life if you never get tired," and described her family's Sunday evening scrambled egg feasts.

Today she still gives her readers a candid, cheery running account of her life's incredibly varied minutiae. She reports plays, pictures, people seen, babies patted, books read, weather experienced, letters received, etc. But in the past six months she has also "come out" unqualifiedly on a wide variety of controversial issues. As the ruling topic of her thoughts, the scrambled world has succeeded her family's Sunday evening scrambled egg feasts. She has plumped for:

- Soil erosion control as an "investment."
- An end to "this rift in Labor."
- Wages & Hours for farm labor and domestic servants.
- Tom Mooney's freedom.
- Negro Marian Anderson against the D. A. R.
- Her husband's trick explanation about how the national debt (public plus private) has not grown since 1929.
- Bigger WPA appropriations.

Most arresting was her extemporaneous speech challenging the entire U. S. economic system (TIME, March 6). Excerpt: "I believe in the Social Security Act . . . in the National Youth Administration,

velt has been even more vocal. She openly:

- Sided against Franco in Spain.
- Lamented Czecho-Slovakia's lost freedom.
- Wrote scathingly about Hitler and Goebbels.
- Retorted to Herbert Hoover in defense of her husband's Stop-Hitler policy.

All these expressions doubtless echoed the sentiments of most of Mrs. Roosevelt's audience, which (judging by her mail) is 75% feminine. Her writings are important not so much for fortifying those sentiments, as inclining an already sympathetic democracy to side more strongly with its sisters. More important is the degree of action with which Mrs. Roosevelt would back up her sympathies, the amount of martial iron she instills into her women's blood.

Mrs. Roosevelt is no warmonger. For years she has talked and worked for peace. Four years ago she argued that "the war idea is obsolete." Three years ago she still hoped Hitler would work out his destiny through the League. A year ago she expressed the hopeful wish that some day there would not be armies, but just a world police force. But by last February she had to conclude that "moral rearmament," as proposed by the Oxford Movement, for example, would not be enough. "I mean," she wrote, "that, much as we may dislike to do it, it may be necessary to use the forces

NATIONAL AFFAIRS

of this world in the hope of keeping civilization going until spiritual forces gain sufficient strength everywhere to make an acceptance of disarmament possible. . . ."

She vigorously opposes the war referendum amendment proposed by Indiana's Representative Ludlow. She further says: "I wonder whether we have decided to hide behind neutrality? It is safe, perhaps, but I am not sure that it is always right to be safe."

In short, Mrs. Roosevelt, oracle to millions of housewives, would bring them face to face with Right and Wrong as a world issue. "Not to do so," she says, "would be, for me, not to live, but to have a sort of oyster-like existence." If nothing else will preserve Right, she would approve war.

Few weeks ago, one of Mussolini's newspapers complained: "Mrs. Roosevelt writes too much . . . is a bad influence." From Italy's viewpoint, she surely is, for she cultivates vast areas of political soil plowed and sowed by her husband. Yet in saying, "I have taken no part in politics since Franklin's election" she is not wholly inaccurate. She operates quite apart from the President, behind and beneath what is commonly called "politics." Stories that she influences his policies and appointments are as untrue as stories that he tries to edit her conduct. She is a one-woman show in herself, requiring the full-time services of three able assistants to stage everything she feels she must.

Mrs. James M. Helm, an old friend who was with the first Mrs. Wilson at the White House, is her social secretary: arranges formal functions, seating lists, invitations, decorations. The King & Queen's visit will crown her career.

Mrs. Henry Nesbitt, a Hyde Park neighbor who became proficient at catering, is the White Housekeeper: orders meals for the President (he loves game, sea food), the boys (steaks, chops), exotic visitors (an Abyssinian Coptic who ate no flesh was a problem), hires & fires servants (for economy the Roosevelts cut the Hoovers' 32 down to 23). Already she has drafted tentative menus for Their Majesties: for lunch, sweetbreads; for dinner, capon.

Bearer of the lecturing, traveling, interviewing, letter-writing and literary brunt is Miss Malvina ("Tommy") Thompson. She has been Mrs. Roosevelt's private secretary for 17 years. A sagacious, worldly-wise grass widow (until her 1938 divorce, Mrs. Scheider), Mrs. Thompson declares that never has she known Mrs. Roosevelt to do or say anything insincere. She thinks her ability to do and say so much results from Eleanor Roosevelt's being what is really meant by the word Christian.

Untrammelled life-long health (except for six babies and an attack of typhoid) is superadded to Eleanor Roosevelt's other capacities. She is out of bed at dawn's crack, doing setting-up exercises, swimming, or riding her old mare Dot. She eats like an ostrich: anything, everything. After breakfast she answers mail, dictates her

column, which has not once been tardy through fault of hers. A somewhat shrill yet mellow chortle is the tune of her whole day. (She has been taking voice lessons to improve on the radio.)

Since developing from a painfully shy, homely gosling and an inhibited, inferior-feeling wife and daughter-in-law, into a self-confident swan of a woman with the nation for her pond, she has learned to sail through life with serenity. In the rarefied top stratum of official existence, where one can see anything, learn anything, go anywhere, get almost anything done, she wastes no chance to compensate for long years of being (by her own account) a cloistered nobody.

A lady Democrat asked her last month: "What do you consider the greatest dangers to democracy? Do you think propaganda, exaggeration and misrepresentation. . . ?"

Extrovert Eleanor Roosevelt replied: "The greatest dangers to democracy seem to me to be apathy, a lack of personal responsibility and ability to look courageously at the world. . . ."

POLITICAL NOTES

Diana of Iowa

If Harry Lloyd Hopkins ever becomes Iowa's favorite son, Iowa can thank his daughter. He announced last week that he would presently re-establish himself as a resident of Grinnell, Ia., which he left 27



DIANA HOPKINS

Her father wants her to have friends.

years ago after graduating from the college there. A Hopkins from Iowa would be much more available politically in 1940 than a Hopkins from the District of Columbia or New York, but his friends swore that his stated reason for replanting his roots in corn country was the true one: to give his daughter Diana, aged 6, a permanent home, permanent friends. If Mr.

Hopkins goes on working in Washington, transplanted Diana will be fatherless most of the time as well as motherless.

► John Nance Garner's Presidential boom was advanced last week by friends who made much of a letter he wrote his partners in the cheap-house business at Uvalde, Tex. Emphasized excerpt: "I suggest that you consider the amount of indebtedness you are accumulating. . . . It is not wise to bite off too much in the beginning."

► Thomas Edmund Dewey made headlines with vote-appeal for Labor last week by arresting 14 bully-boys employed by private detective agencies as guards and strikebreakers in contravention of a year-old State law prohibiting such agencies from hiring help with police records.

Anderson Affair

On Washington's sunny Easter afternoon, at the base of the Lincoln Memorial, Negro Contralto Marian Anderson sang *America, Ave Maria, My Soul Is Anchored in the Lord* for a crowd of 75,000, including Harold LeClair Ickes, Henry Morgenthau, many another Capital bigwig. Singer Anderson had waived her \$1,750 fee, nobody paid admission, her program was considerably below her artistic par. This was all because, by last week, the Anderson Affair had become more a matter of politics than of Art or even of Race. After the D. A. R. kept Miss Anderson out of Constitution Hall and Eleanor Roosevelt quit the Daughters in protest (TIME, March 6, *et seq.*), a Marian Anderson Citizens' Committee went to work to rebuke Negrophobes. In so doing, it put on the spot many a politico to whom the U. S. Negro vote will be important in 1940.

Democrat John Nance Garner, Republican Henry Cabot Lodge Jr. ignored or declined invitations to sponsor her appearance. So did Supreme Court Justice Felix Frankfurter, presumably because he thinks Justices should shun partisan controversy. But Chief Justice & Mrs. Charles Evans Hughes accepted with pleasure, as did Associate Justice Hugo ("Klan") Black. For all who did not, New Dealer Ickes as Secretary of the Interior made things doubly uncomfortable by proffering the Emancipator for a backdrop.

Perhaps the most uncomfortable of all was able, amiable Marian Anderson. Neither seeking nor needing the publicity, she perforce did the bidding of Manager Sol Hurok. In her great singing, there was no politics.

This week Eleanor Roosevelt announced that when King George & Queen Elizabeth visit the U. S. in June, Marian Anderson "probably" will sing for them at the White House.

"Unfortunately"

Sailing for England on the *Queen Mary* on movie business, Son James Roosevelt last week flatly announced: "I can't be in both business and politics. I have to make a living, unfortunately."

FOREIGN NEWS

INTERNATIONAL

"Madmen and Fools"

Benito Mussolini's growing Roman Empire last week grew a very little more. On Good Friday it absorbed the very little Balkan Kingdom of Albania. Only that and nothing more. Il Duce's coup was neither more nor less cynical and cold-blooded than those of Adolf Hitler. But added to all that has taken place in recent months, this small plus quantity of aggression all but upset the *status quo* in



GERMANY'S KEITEL
At Innsbruck, in old Austria . . .

Europe. The brink of war, already almost worn out with Europe's trembling, was trembled on once more.

No European government seriously considered jumping in to save Albania's independence, nor did the protests against the Rome-Berlin axis aggression seem any louder than those that accompanied the German seizure of Czechoslovakia last month. Clearly Albania itself was not worth fighting over.

As a forerunner of bigger & better grabs, however, the Albanian coup served as an unmistakable warning to all small countries which lie in the path of the Nazi-Fascist eastbound steam roller, the very countries which Britain has tried to persuade to join up with her. To belatedly aroused Britain and France, Italy's action was possibly more serious than Herr Hitler's recent challenges. In pushing boldly into the Balkan Peninsula, traditional spawning ground of wars, the Fascist military machine had come perilously close to clashing with the "vital interests" of the British and French Empires. Greek naval bases used by the British Navy are next door to Albania; beyond the Balkans are the rich oil fields, the coveted markets of the Near East.

Parallel? To nervous Europeans behind

their taut frontiers, last week's events seemed as world-shaking as those of the fateful summer of 1914. No ordinary diligence caused Premier Edouard Daladier to call a meeting of the French Council of National Defense on Easter Sunday. Nor did any ordinary crisis cause Prime Minister Neville Chamberlain to break a well-earned fishing holiday in Aberdeenshire to hurry back to London and summon for the first time since the World War a full Cabinet session for Easter Monday. Parliament was also convened in special session.



ITALY'S PARIANI
... the Dictators' generals met.

Scattered British warships hastily steamed out of Mediterranean ports for unnamed stations and the British fleet at Malta was warned to be ready for instant duty. Leaves were cut short. Admittedly a French-British "naval demonstration" in the Mediterranean was under way and blunt notice was expected to be served on Italy that any attempt to attack Greece and especially to take Corfu, the Greek island at the Adriatic's mouth, would mean war. In 1923 Dictator Mussolini himself seized Corfu, led only after extensive diplomatic maneuvering by Britain and France.

At Innsbruck, in old Austria, General Wilhelm Keitel, chief of the high command of the German Army, and Undersecretary for War General Alberto Pariani, Italy's chief of Army staff, conferred on "common military problems." Field Marshal Hermann Göring was in Italian Libya as the guest of Governor Air Marshal Italo Balbo. German Propaganda Minister Dr. Paul Joseph Goebbels, after a brief and none-too-cordial reception in Egypt, arrived at the Italian island of Rhodes, in the Eastern Mediterranean, where 45,000 Italian troops were reported as having landed. On the neighboring Dodecanese Islands, strongly fortified Ital-

ian naval base at the mouth of the Aegean Sea, 15,000 troops awaited orders. Albania was being made a strong Italian military base. In Italy more reservists were called to the colors until 950,000 were under arms. British warships making scheduled trips to Italian ports suddenly left.

Home from Paris went Britain's top soldier, General Viscount Gort, who had "visited" French Chief of Staff General Maurice Gamelin; while in London French Air Minister Guy La Chambre paid his respects to British Air Secretary Sir Kingsley Wood. Early July 1914 saw no events more ominous.

Visiting Faith. The neat notion that Dictator Mussolini could be bought or wooed away from his alliance with Adolf Hitler all but vanished last week, and with it went the last shreds of trust in Il Duce's words. Of all Prime Minister Chamberlain's dubious achievements in foreign policy, he was proudest of the Anglo-Italian Treaty "guaranteeing" the *status quo* of the Mediterranean. In January Dictator Mussolini had personally promised Mr. Chamberlain that he had no intention of changing that *status quo*. Last week Italian Foreign Minister Count Galeazzo Ciano gravely assured British Ambassador Lord Perth that Italy did not intend to take "drastic action" in Albania. Just three days later Italian warships raced across the Adriatic, Italian legionnaires landed under protective gunfire at four Albanian ports, Italian aviators bombed Albanian towns.

Italian explanations of why it had become "necessary" to take over Albania were more grimly humorous than usual. Mountainous Albania, about the size of Vermont, was already an Italian economic dependency. With its population of only 1,000,000, with few industries, no railroads, precious little natural wealth, Albania could not plausibly be pictured as a menace to powerful Fascist Italy, but some attempt was made to do so. Even more ludicrous were the Fascist press claims that: 1) Italians were showing their undying love for the Albanians; 2) King Zog, heretofore an unusually obliging Italian puppet, had recently shown ingratitude; 3) King Zog had been hoarding Italian loans meant to develop the country for his own private uses; 4) Prominent Albanians had pleaded with Dictator Mussolini to come over and straighten things out. Of all the Italian explanations, the best was that Rome had a "sacred right" there because Albania was subdued by Romans in 229 B.C. So, for that matter, was Britain in 43 B.C.

Cheap. For months Dictator Mussolini has eyed well-armed French Tunisia, has made passes at French Somaliland, has shouted for a share in the Suez Canal. He got nowhere while Partner Hitler snatched territory right & left. In Albania he got a cheap victory; he also gave a ringing answer to Britain's anti-aggression moves

and served notice that Rome and Berlin were still on the offensive.

The move also served to tighten the Fascist-Nazi pincers on Yugoslavia. That nation is now surrounded on three sides, with Nazi Austria on the north, Fascist Albania on the south, and an Italian sea, the Adriatic, on the west. To make the picture complete, dissatisfied little Bulgaria, most defeated of Germany's World War allies, lies on the east. When Britain hastily suggested that Yugoslavia join the anti-aggression pact there came only stony silence from Belgrade. The Yugoslav Gov-

ernment, Marshal Philippe Pétain, as Ambassador to Burgos to deal gently and well with the Spanish soldier-dictator. Moreover, the Spanish War was now over and not only had Il Duce not withdrawn his troops from Spain (as he so many times promised), but there were rumors in Paris and London that more had been recently landed.

Unfriendly? Polish Foreign Minister Colonel Josef Beck returned to Warsaw from London carrying the outline of a Polish-British Treaty of alliance in which not only Britain promised to go to war if

GREAT BRITAIN

Masquerade

To a cozy office in St. Martin's Lane, London, once saucy Nell Gwynn's bedroom, trooped sober-faced British corporation executives last week. Anxious to comply with the forthcoming Civil Defense Bill, which will require camouflage for factories and public utility works, they came to consult Mr. Frederic Stafford, art director of Stoll Theatres Corp., Ltd. Mr. Stafford heads a group of noted stage designers whose new business is to fool enemy bombers into thinking that a power plant is a church, or an airfield a picturesque village.

Two years ago Designer Stafford tried to interest the Defense Ministry in civilian camouflage but met indifference. Later, the Government perked up its ears. Since September Mr. Stafford and his artists have busied themselves developing techniques for "painting out" vulnerable buildings. Their first step is to obtain aerial photographs of all aspects of a building and to study the surrounding countryside. Then the expert camouflagers build and camouflage a scale model before the actual building is tackled.

A specially developed sand paint prevents reflection of sunlight from windows (which would catch the eye of an enemy aviator), but permits light to pass through them. The paint jobs are executed by C. & T. Painters, Ltd., who have circulated a handsome brochure with "before and after" color photographs. The price: around 18½ per square yard of masquerade (but the British Government foots half the bill).

Early inquirers of the Stafford camouflage method were executives of Imperial Chemical Industries, Ltd. Biggest recent job is the great Short Bros. aircraft works, 30 miles east of London, where Imperial Airways flying boats are built. London's \$25,000,000 drainage plant will soon look like a village of criss-crossed highways, farm buildings, fields and forests. Easiest to camouflage, says Mr. Stafford, is a flat-roofed building in wooded countryside, over which a continuation of the woods may be painted; hardest is a tall building by a river, especially one with a big smokestack. Impossible to make look like something else are the Gothic-towered Houses of Parliament.

Trouble is Brewing

Sir James Richard Stanhope, 7th Earl Stanhope, now First Lord of the Admiralty, is noted for his outspokenness, rashness, indiscretion. Once in 1915 he went straight from Flanders and without changing from his muddy kit appeared in the House of Lords to tell publicly just what was wrong with the ammunition supply system serving the troops in France and Belgium. Former Prime Minister Stanley Baldwin (now Earl Baldwin) called him "that good man Jim Stanhope" and took



Wide World

BRITAIN'S GORT, FRANCE'S GAMELIN
Early July 1914 saw no events more ominous.

ernment dared do nothing to offend its powerful neighbors.

Nicolas Socrates Politis, the Greek minister to France, reported that a "state of gravest anxiety" had descended on Greece, but Greek Dictator John Metaxas had no inclination to be the first to stick his neck out at the onrushing aggressors. Dictator Mussolini might next decide that Greece constituted a "grave menace" to Italian rights. Instead, Dictator Metaxas jubilantly announced that Greece "independence and integrity are absolutely assured," but failed to say whether Britain or Italy had assured them. Dictator Metaxas hinted that he would not oppose British occupation of Corfu, but that he would not go so far as to invite Britain to take the island over.

Signer. Even in western Europe it was aggressors' week. At Burgos it was announced that Generalissimo Francisco Franco had definitely thrown in his lot with the Dictators: had signed up with Germany, Italy, Hungary and Japan in the anti-Comintern Pact. For the French Government this was a severe defeat. Before recognizing Franco's Government France had tried to get a promise that Spain would not sign the anti-Comintern Pact. Failing that, France had sent her most distin-

Poland were attacked but Poland agreed to reciprocate. The alliance was expected to be signed this week.

Even as the Foreign Minister traveled through Germany on his way back, an anti-Polish Nazi diplomatic and press barrage was going full blast. A Polish-British treaty, said Herr Hitler's diplomats and newspapers, would be considered an unfriendly act against the Third Reich. Furthermore, the signing of such a treaty was likely to so incense the Führer that, instead of asking merely for the return of the Free City of Danzig and a road across the Polish Corridor as he is now doing, Aggrandizement Hitler would raise the ante and want Polish Silesia, a slice of the Polish Ukraine, the Corridor *in toto*.

With Aggressors Hitler and Mussolini still at large, with the small European countries fearing invasion almost any hour, with France and Britain only lately awake to the perils of the hour, many a man-in-the-street would agree with Albania's exiled King Zog's estimate of European conditions as given to a United Press correspondent in Florina, Greece: "There are in Europe two madmen who are disturbing the entire world—Hitler and Mussolini. There are in Europe two damn fools who sleep—Chamberlain and Daladier."

FOREIGN NEWS

him under his political wing, but Lord Baldwin also saw to it that important statements made by Friend Jim (who was then First Commissioner of Works) were written in advance and carefully checked for impetuosity.

Last week, on one of those days when international alarms flew thick & fast, the First Lord had occasion to speak extemporaneously. The First Lord was spending a social evening on His Majesty's aircraft carrier *Ark Royal*, anchored off Portsmouth. There was nothing unusual about the gathering except that there were present fewer officers than usual, more empty seats. Chief entertainment was a new British cinema, *Trouble Is Brewing*. The picture over, Lord Stanhope stepped to a platform in front of a curtain on which was painted a likeness of Dopey, Dwarf No. 7 in Walt Disney's *Snow White and the Seven Dwarfs*. From one angle it even looked as if Dopey were whispering into Lord Stanhope's right ear (see cut). Prompted or not, the First Lord proceeded to explain the empty seats:

"Shortly before I left the Admiralty it became necessary to give orders to man anti-aircraft guns of the fleet so as to be ready for anything that might happen. Long before guests came aboard this ship 16 anti-aircraft guns could have given a warm welcome to anyone who happened to come this way."

The news was flashed to every newspaper in London. No editor could fail to grasp its meaning: the Navy was acutely fearful of being bombed. Leader articles were quickly written. Appearing soon in London were such headlines as "All Anti-Aircraft Guns in Fleet Manned." Then over tickers in every Fleet Street news office came a notice:

"Private and confidential memo to editor. We are asked by the Admiralty to issue the following 'D' notice: In the national interests the speech of Lord Stanhope, First Lord of the Admiralty, in the *Ark Royal* tonight should not be published."

Censorship? To every British editor an Admiralty "D" notice is something he must obey or risk prosecution under the Official Secrets Act. Hangover from the World War, the "D" notice is often used on news of warship movements, and was prominently used in 1935 during the Ethiopian crisis, when newspapers were ordered not to print the departure of the British fleet to the Mediterranean. No "D" or any other kind of order, however, has ever been issued forbidding the report of a responsible Cabinet Minister's speech; in fact, such an order seemed a clear infringement of freedom of the press.

The *Times* and *Telegraph & Morning Post* obediently printed no word of the speech. The *Daily Express* carried the speech for one edition, then wavered and cut it out altogether in a second, in a third merely hinted at it. The *Daily Mail* first quoted Lord Stanhope's words, then withdrew the quotes but not the story. Only

the *Liberal News Chronicle* decided to publish story and quotes. The news was a shock to the public, an alarming indication of how close the Government believed war might be and how unheralded its arrival.

Next day Lord Stanhope appeared early at No. 10 Downing Street for a 40-minute interview with Prime Minister Neville Chamberlain. Later both went to Parliament. In the House of Commons Opposition members emphatically wanted to know: 1) what Lord Stanhope's revelations meant; 2) how the Government could justify such a censorship of the



Associated Press

NOBLE FRIEND STANOPE

Mr. Chamberlain apologized handsomely.

press. Deputy Labor Leader Arthur Greenwood pointedly asked Mr. Chamberlain if he thought Lord Stanhope was a "fit person to hold an important office."

"Regrets." From Mr. Chamberlain came handsome apologies. His "noble friend's" words, the Prime Minister conceded, were "not very happily chosen." The fleet is always ready for emergencies, particularly in times of tension. In a mood reminiscent of Stanley Baldwin, who was never happier than when confessing to errors, Mr. Chamberlain himself took full blame for sending out the "D" order, admitted it was a mistake caused by a desire to "spare the public unnecessary agitation."

Blunder or not, the noble friend's slip confirmed other developments. Although most of the fleet was anchored for the Easter holiday off British bases, other warships have already quietly taken up patrol duty in the North Sea. At military airports there was great activity. Sea approaches to Britain have again been mined, as they were last September.

Lightning. More specific reason for the manning of naval anti-aircraft came in another official leak. INS Correspondent H. R. Knickerbocker reported that the British Admiralty apparently had learned of Nazi plans for a "demonstration" bomb-

ing flight of 500 German planes just to give Britons some idea of what might be in store for them later. The Admiralty was evidently convinced that German military leaders would try out the Douhet "lightning stroke air attack" theory of war and that the first stroke would be an attempt to immobilize the British Home Fleet.

Night attack from the air while warships are at sea is not very feasible. But where ships lie close together in harbor the chances of hits from the air are much greater. Even a bomb exploding in the water 50 ft. from a ship acts as a depth charge and may do serious damage.

ARP. No more reassuring was the Government's own ARP (Air Raids Precaution) work last week. At the Admiralty, War Office, Home Office, Works Department and Scotland Yard, men worked three eight-hour shifts. Basements were reconstructed as living quarters, electric kitchens installed, stores of food laid in. Every doorway has been gasproofed and rooms and passages have been equipped with bulkhead doors.

Enrolled in the civilian ARP now are 1,850,000 air-raid wardens, decontamination squads, auxiliary firemen, first-aid workers. Machinery is ready to evacuate 2,500,000 children and 500,000 accompanying adults from big cities in 36 hours. Some 50,000 special evacuation trains have been earmarked. School children from five to 15, each carrying an identification label, are ready to march in groups of 50 with their teachers to the trains. Those under five will go with their mothers. Hospital equipment, staffs and patients will be moved to country hospitals, and London's hospitals will become only first-aid centres immediately war starts. In London about 500 anti-aircraft guns are ready. In British parks are some 1,000 trenches covered with steel or reinforced concrete.

Punch-drunk? The public in Britain was far calmer last week than during September. Crowds waited in Downing Street but no mass hysteria developed. Mr. Chamberlain waved at London's Easter visitors as if nothing at all was occurring. But to foreigners it also seemed that the British people had become punch-drunk with alarms and long tension. Most Britons had at last come to believe that war could not be put off much longer. In that belief they deliberately set out to enjoy their regular four-day Easter holiday, since they might not soon have another one so carefree.

ALBANIA

Birth & Death

One morning last week, two hours before dawn, the boom of a gun broke the almost rural silence of Tirana, the small capital perched in the mountains of the tiny Kingdom of Albania. Boom followed boom until 101 had shaken the sleeping town. A son and heir had just been born to King Zog I and his Hungarian-American consort, Queen Geraldine. The man-child

TIME, April 17, 1939

THE MAN WHO BUYS *THIS* MILE-EATING BEAUTY BUYS THE FINEST THERE IS!



HERE'S WHAT MAKES THE DIFFERENCE

ORDINARY CORD—consists of millions of tiny filaments twisted together, thus an inch long twisted together, forming a tough, thick, lumpy cord.

RAYOTWIST CORD—composed of smooth, slender, continuous rayon filaments—lighter, stronger and cooler-running because they cause less friction on filaments.



It's the new Double Eagle Airwheel—*the very cream of ten years of scientific study—new in principle, new in material, new in lively soft-rolling long-distance action—today's wonder-tire, built with RAYOTWIST!*

If you like to be out front, a little ahead of the crowd when it comes to something special, take a look at the tire pictured here.

In simple honesty we must tell you it is a better tire than you probably require.

We deliberately built it to be that, planned it for that limited public in America that wants luxurious service and is willing to pay for it.

It has been ten years in the making, ten years on the work sheet of laboratory and shop, and its performance now makes the investment of time and money magnificently worth while.

Handsome as this new Goodyear Double Eagle Airwheel is, in its clean-cut modern styling, its most sensational feature is concealed inside that beauty.

Its foundation is a new basic material—a feather-light, amazingly tough satin-like rayon cord, called RAYOTWIST—spun from cotton cellulose and like carbohydrates.

Our engineers perfected Rayotwist, after a ten-year hunt, proving it first on high-speed truck-tire runs that broke down and burned up all tires built the standard way.

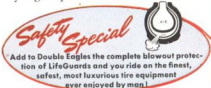
You get some idea of the astonishing utility of this material when we tell you a 4-ply Double Eagle has vastly

more strength, endurance and resistance to fatigue than a 6-ply tire built of conventional cord!

So we repeat, if you want to be out front with something special, just try the new Goodyear Double Eagle Airwheel.

It's de luxe; a little more expensive to buy; but it's the most decisive step-up in soft-rolling comfort, ease of steering, and dependable luxurious performance in the last twenty-five years.

On Rayotwist's great strength-with-lightness we can put the longest-wearing tread ever compounded, and yet give you a flexible featherbed-



riding tire utterly free from road-fighting stiffness.

And the pay-off is, this nimble beauty rolls so smoothly on pavement or highway that tests prove it actually cuts down gas consumption while multiplying tire mileage to new long-distance records!



READ YOUR GOOD FORTUNE IN THE STARS

Among the new and improved products we have developed in commemoration of the Hundredth Anniversary of Charles Goodyear's Discovery of the Vulcanization of Rubber, we especially call your attention to the following:

- ★ The new Goodyear Centennial "G-100" tire—the latest development for passenger cars, lighter, more durable, quieter, smoother-running, with 33% longer tread wear.
- ★ The new Double Eagle* tire—built with Rayotwist—revolutionary in design, material and performance, the finest luxury tire money can buy.
- ★ The new YKL* truck and bus tire—built with Rayotwist for high-speed, long-distance, any-hard-duty—phenomenal in its long-mileage, high-durability performance.
- ★ The LifeGuard*—an inner reserve air-container which takes the place of the conventional inner tube and makes the most violent blowout as harmless as a slow leak. You can't get better protection to save your life.
- ★ The new Goodyear "G-3" All-Weather* tire—favorite of millions; gives you full center traction—blowout protection in every ply—tough, long-wearing tread—at new low price.
- ★ The new Pathfinder* tire—sets a new standard of Quality with Economy—bumpy, durable, good-looking; a tough, sturdy performer in the lowest price class.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

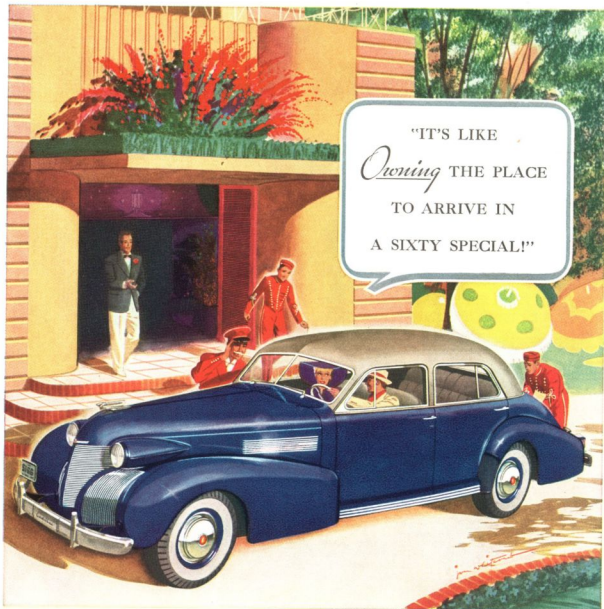


THE GREATEST NAME

IN RUBBER

GOODYEAR

*Trade-marks of The Goodyear Tire & Rubber Company



A GENERAL MOTORS VALUE

THERE are no prouder motorists in America than that discriminating group who travel in Cadillac Sixty Specials.

This is true for the simple reason that no other group of motorists has so much of which to be proud!

First of all, they have the smartest and most individual car in the world—bar none. One look at a Cadillac Sixty Special—coming, going, or standing still—and you grant its right to the Number One spot in the style parade.

It's the finest-riding car in America,

too—and the easiest to drive. Never before has there been such a fine balance of all the elements which make for perfect roadability.

Some owners have gone so far as to say that you don't *ride at all* in a Sixty Special—you *float*! Certainly, to say the least, it's a type of travel you have never experienced in any other car.

Furthermore, you feel so *safe* in a Cadillac Sixty Special. The car has marvelous balance on turns and curves. It settles down securely on any and all

types of roads. And it has the finest visibility ever offered in *any* closed car. You can *see* perfectly!

And, of course, wherever you go in a Sixty Special you have the respect that is always paid to individuality and good taste. Truly, it's like "owning the place" to arrive in a Sixty Special.

A demonstration will prove all this to your complete satisfaction. Your Cadillac dealer has the car—and wants very much to place it at your disposal. Why not see him today?

THE NEW

CADILLAC

Sixty

SPECIAL

Also, see the new Cadillac Sixty-One—the lowest-priced car in the Cadillac line. There are four body types, each a worthy companion car to the famous Sixty Special

FOREIGN NEWS

was named Skander after the great Albanian patriot who in the 15th Century stood off the Turks during some 30 years of hard fighting.

Less than 50 miles across the narrow Straits of Otranto, at the Italian ports of Brindisi and Bari, gun crews were also active at the same hour. There, while warships, scores of other vessels, made ready to sail, heavy guns and men were loaded on transports. Three hundred and eighty-four warplanes stood by at airports.

Forty-eight hours later the bed-ridden Queen lying in Tirana's temporary Royal Palace could hear the roar of whole flights of planes overhead—planes that could not possibly be Albania's, since the country had only two. They dropped no bombs but leaflets fluttered down in the spring breeze announcing that "friendly" Italian troops were arriving that day to take over the country and "re-establish order, peace and justice." At four Albanian seaports, the nearest one (Durazzo) only 25 miles from Tirana, warships soon went into sight, began bombarding. Troops were landed. A skirmish or so developed. The little Albanian army of 13,000 was quickly mobilized, and hardy mountaineer fighters brought out their ancient rifles, pistols, carved daggers.

But in a day's time heavily-armed Fascist legionnaires had overcome this petty resistance and pushed their way up the steep mountain grades to the Capital. In two days they had occupied all the important points of the country, with casualties of only 21 killed, 97 wounded. The Albanian Army vanished into the fastnesses of Albania's Dinaric Alps where, unless the Sons of the Eagle (as the Albanians call themselves) have changed since the Turks dealt with them for five centuries, they can be expected to put up a guerrilla warfare until Kingdom Come.

Foreign Minister Count Galeazzo Ciano, who was best man at Zog's wedding last year, arrived to form a "provisional Albanian Government" and Il Duce, as quickly as he could spare the time from his Palazzo Venezia desk, was scheduled to announce in Tirana just what he intended to do with his new possession. Best guess was that it would become a protectorate under the sovereignty of His Imperial Majesty King Vittorio Emanuele III of Italy.

Flight. Meanwhile, at the first approach of danger, 43-year-old King Zog loaded his 23-year-old wife and newly born son into an Albanian automobile converted into an ambulance and sent them, with escort, over a 160-mile stretch of rough road into neighboring Greece. Lodging in a primitive little inn at Florina, across the frontier, Her Majesty through her Hungarian grandmother, Countess D'Estrelle D'Ekena, released an appeal to the world: "I left my husband leading his troops—his poor insignificant little Army—into battle. What could Albania do

against such armed might as that which ground down on us?"

Meanwhile King Zog switched his capital to Elbasan, a town 25 miles southeast of Tirana. King Zog did not long continue leading his "insignificant little Army" into battle. Only one day after the Queen's arrival, he joined her at Florina. With him went 115 of his court followers and ten heavy cases of valuables. Going first to Salonika and then to the seaside resort of Volos, the Albanian Royal Family soon received a hint that Greece, fearing for its own hide, could not offer them a permanent asylum. As soon as the Queen recovered from a fever they were expected to move on to Egypt, a Moslem land, which is cordial to titled visitors. Also expected to move soon to a less troubled neighborhood were Banker J. P. Morgan and his guest, the Archbishop of Canterbury, who, expecting no excitement, arrived at Athens on the Morgan yacht *Corsair*.

Pawn. Most primitive and out-of-the-way spot in Europe, more Oriental than Western, two-thirds of its 1,000,000 inhabitants of the Moslem faith, Albania

does not add much developed wealth to Dictator Mussolini's Roman Empire. Principal exports (largely to Italy) are hides, cheese and tobacco. Albanian oil is at best of second-rate importance, probably not capable of supplying more than a tenth of Italy's peace-time needs.

Moreover, in King Zog II Duce already had as obliging a King as any normal dictator could want. A member of the Albanian Mati tribe, son of the hereditary chieftain of the Mati Valley, Achmed Zogu underwent the typical vicissitudes of a Balkan politician whose country must forever remain the pawn of power politics. Once before he was forced to flee the country. But he came back, was named President and then took the crown in 1928.

As to his kingship, opinions differ. Italians claimed he had been a tyrant, had misappropriated the State's funds. To others he seemed a reasonably well-educated man (he went to school at Constantinople) who—in a country with a peasant economy where the people are largely illiterate and have had independence for



British IN INSPIRATION



...BUT WORN THE WIDE WORLD OVER

The Burberry Overcoat for "heavy" weather and the Burberry Topcoat for Spring and Fall have long been traditionally and universally regarded as the pre-eminent over-apparel by men of standing.

Smart, yet staunch...warm but not "weighty"...garments by Burberry achieve a quiet note of distinctive tailoring definitely and perennially in good form and good taste.

Your attention is cordially called to the new importations at accredited agencies.



BURBERRYS

of London

For the convenience of Burberry patrons, selected dealers are located in the principal cities of the United States and Canada. An inquiry to Burberrys Ltd., 10 East 38th Street, New York will bring prompt response of location and address.

only 27 years—has done his best at reform. He had tried particularly to abolish the blood feud, one of the deep-rooted traditions of the country.

Back to Roost. If Prime Minister Neville Chamberlain is now alarmed over Italy's grab, he can have none but his own country in general to blame, and in particular his own half-brother, the late Sir Austen. In 1926 Il Duce was pressing for extended Ethiopian interests. To divert his attention British Foreign Secretary Sir Austen Chamberlain hinted that Albania was a more convenient outlet for Italian



KING ZOG, COUNT CIANO
Last year they were bridegroom and best man. . .

expansion and one, incidentally, less likely to interfere with British plans.

Il Duce leaped at the suggestion, immediately sent a note to Albania insisting upon becoming the guarantor of Albania's independence. Once before when the Italians presented demands President Zogu appealed to Britain, got immediate results. This time, however, the British Minister at Tirana informed the President that "London expected Albania to reach an amicable agreement with Italy without undue delay." Sir Austen and Il Duce met on a yacht off Livorno to consummate the deal. The Treaty of Tirana, which made Albania a virtual Italian economic protectorate, was duly signed on Nov. 27, 1926.

That the chickens of post-War political deals have a habit of coming home to roost was evident not only in what happened in Albania but also in the fate of Ethiopia three years ago. Last week Albania suddenly assumed importance. Across southern Albania, from Durazzo toward Salonika, lies the ancient overland route from Rome to Byzantium (now Istanbul). Italian forces could again advance along the old imperial highway, last used in the World War during the Salonika campaign, now partly supplemented by railroads, and could cut the last practical route by which the British and French might send assistance to an imperiled Yugoslavia.

SOUTH AFRICA

458 Delilahs

In the Bible, Samson was brought low by one wily woman. It took 458 women to undo mighty Sampson Nkbinde of Verulam, South Africa. Last week, in the biggest trial in South Africa's history, all 458 were tried for murder.

Recently tall, husky Sampson Nkbinde tried to collect a bad debt from Chief Shembe of the native sect of Nazareth Baptists, who pride themselves on never smoking, never drinking, never getting angry. Chief Shembe would not pay. Then Sampson rose in his wrath and slew four Nazareth Baptists. Still Chief Shembe would not pay. Sampson said, in effect, Pay—or else.

In spite of their amiable creed 458 female Nazareth Baptists went out, cornered Sampson, tied him with ropes, marched him to a tree-bordered square in Verulam called The Place of Dancing. Chanting and dancing, they hacked Sampson with sticks, hoes, axes, poles, stones. Then they buried what was left of him under a ton of debris.

Last week the 458 women were brought to trial on an old tennis court. The judge sat under a shade tree and the ascetic defendants stood in the sun, dressed in chaste white robes. Chief Shembe gave his followers a good character. "We never have fights," he said, "not even quarrels." But the 458 female Nazareth Baptists were found guilty of manslaughter. Punishment was spread thin over the entire group. Sentence: for eleven leaders, six months in jail; for the others, three months with sentence suspended after a promise to behave.

AUSTRALIA

Death of Honest Joe

In Sydney last week Australia's Prime Minister Joseph Aloysius Lyons, 59, contracted a chill in the damp autumn weather; two days later he lay dead of a heart attack. His death ended his administration at seven years, three months—just two weeks short of the record made by Prime Minister William Morris Hughes in 1915-23.

Simple, clear-thinking Joe Lyons, who was endowed with all the homely virtues, left a record of accomplishment that might have been envied by what many Australians considered more brilliant predecessors. "Honest Joe" abandoned teaching school for a political career at the age of 30; energy and courage made him a Labor Premier in ultra-conservative, mountainous Tasmania, smallest and loveliest of the Australian States.

In 1931, straightforward Joe Lyons broke with his party and resigned from Australia's Labor Cabinet, when inflation and debt repudiation, which he thought dishonest, were proposed as the way out of Australia's financial crisis. Taunted for betraying his party, he replied that he would rather desert his party than his country. The Labor Cabinet fell, and he became Prime Minister as leader of a Conservative Coalition. Ruthless slaying

of expenses, increases in taxes and refunding of the debt at lower interest rates prepared the way for a real recovery from Depression.

Honest Joe had never left Australia until he represented his country at the Royal Jubilee in 1935, where he was so awed when he first saw Queen Mary that he could but exclaim: "Magnificent! Magnificent!" Last week he left his country for good, leaving behind his wife, whom he called "his right-hand man," and his "cricket team": eleven children.

IRAQ

Young King

The Arab State of Iraq is as juicy with oil as an olive. So far it has hung on the British economic tree, but last week Britain, experienced as it is in handling olive branches, began to be afraid the Iraq olive would fall off.

Thousands of Iraqi crowded Baghdad's dirty streets, weeping and beating their breasts over the sudden death of 27-year-old King Ghazi I. Iraq's council of ministers announced that the next King would be Ghazi's three-year-old baby boy, Feisal II. For 14 years, until Feisal comes of age, Iraq will be ruled by a regent chosen from among royal uncles and cousins, who may easily fall prey to Iraq's Anglophobe trouble-makers. How successful the British may be in educating Feisal to love England remains to be seen, but they will cer-



Iraqi Army in Pictures

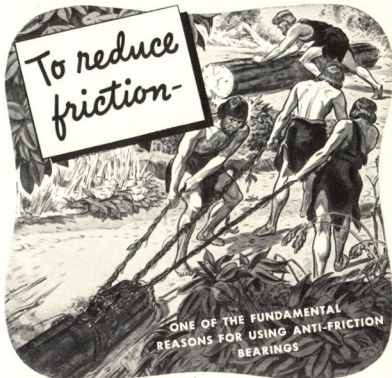
FEISAL II

His next 14 years worry Britain.

tainly try not to make the mistake they made in educating his father.

That mistake was to cater to Ghazi's love of speed. As a child he rode Arab racing stallions. Sent to be educated at England's Harrow, he learned how to dismantle a high-compression engine before he learned to speak good English. Far too young (12) for a British driving license, he got special permission to roar around Brooklands racing track all by himself. Back in Iraq, he bought one flashy car after another—among others a super-charged, 150-horsepower Auburn

WHY ANTI-FRICTION BEARINGS?



WHEN MAN found that loads could be moved easier by *rolling* instead of *dragging*, he discovered the first principle of the anti-friction bearing.

Later...when he learned to produce steel balls, he had the basis for the *ideal* anti-friction bearing. For a ball has no ends—carries loads from any direction—requires no guidance other than its grooved path. And...rolling between steel race rings, has less friction than any other form.

To reduce friction! That is one fundamental reason for using anti-friction bearings...for using *ball* bearings...for using New Departure ball bearings.

For interesting brochure, T1, "Friction was a Racketeer," write to New Departure, Division General Motors Sales Corp., Bristol, Conn.

Demonstrating the evolution of basic bearing types



Push a book on desk—*Most friction*



Put pencils under book—*Less friction*



Put balls under book and—*Least friction*

Nothing Rolls Like a Ball!

NEW DEPARTURE



BALL BEARINGS

Nothing Rolls Like a Ball



NEW DEPARTURE...PIONEERS FOR FIFTY YEARS

Has
your girl
turned
into a
refrig-
erator?



Don Herald Says:

If her air is
Arctic, try Mum

There are a number of reasons why a girl will give a feller the freeze.

Maybe he's just the wrong feller.

But a lot of right fellers get the icy adieu because they neglect one thing.

You can't expect a girl to be anything but Arctic if you come 'round with the aura of a Polar Bear.

You may bathe like clockwork and fairly scrub the hide off, but baths take care only of the past—not of very much of the future. You may start to wig-wag perspiration signals about as soon as your bath is over. You can't ask a girl to take that.

There is one dead-sure insurance against this danger to an otherwise beautiful friendship. Use Mum. Thousands of real men now apply dabs under each arm after every bath, and again before evenings out. (Many also use touches to the feet to keep hose and shoe linings fresh.) Mum is a pleasant cream (harmless to skin and clothing) which kills perspiration odor for hours without stopping perspiration itself.

Do you blush at the idea! Oh, come on, be brave! Plunge in today by sending your name on the margin of this page—for a free sample—to Bristol-Myers Company, Dept. N-49, 630-A Fifth Ave., New York City.



**MUM TAKES
THE ODOR OUT OF
PERSPIRATION**

with three-inch royal crowns on its doors, a Mercedes done in phosphorescent paint. Before long his craving for speed got him into the air, where he loved to stunt. He took delivery last month on a 200-m.p.h. British plane.

Last week speed cost England dearly. Late one night, a few days after his return from Kut, where he had officially dedicated a 1,615-foot dam which will irrigate the now-dreary site of the Garden of Eden, Ghazi set out from the royal palace in Baghdad in an open sports car. He was on his way to Harthiyah Palace, a few miles from town. As he zoomed past a crossing, he lost control of the car, shot off the road smack into an electric light pole. His skull was crushed and he died within an hour. It took only twelve hours for anti-British trouble to break out.

In Mosul, an oil centre and political hotspot 260 miles up the Tigris from Baghdad, natives were told by agitators that the British had done away with their King. At high noon, an angry mob of Iraqi rushed the city's British Consulate, dragged out 52-year-old Consul George E.A.C. Monck-Mason, a trim, clipped civil servant whose 30-year consular career had taken him to most Near East trouble spots. Then they set fire to the building, and killed George Monck-Mason in the slow, brutal way in which Oriental mobs have for centuries disposed of those they hated; they knocked him down, and standing round as he lay writhing in the dust, stoned him until his body was a bloody pulp.

FRANCE

Test Vote

Tom, Dick and Harry may, if they wish, declare themselves candidates for the Presidency of France. Last week, on the eve of election day, a perennial named Lop popped up with an infallible secret formula for peace, which he refused to reveal unless elected. A druggist from the small fishing port of Honfleur arrived at Versailles covered with medals, brandishing a pistol, demanding admittance to the Palace to make a speech on his qualifications. A third was an old-timer with sweeping grey mustaches, fiery eyes and the extraordinary name of Monsieur Cochon.

But Tom, Dick and Harry are never elected. Electors are not the French people but the politically sophisticated National Assembly (Senate and Chamber of Deputies). Last week, after Albert Lebrun agreed to run for a second seven-year term—pressed to do so as a gesture of French solidarity against the dictators—the result was a foregone conclusion. Surprising, however, was the amount of opposition which developed.

M. Lebrun received 506 of 904 votes. The opposition was not so much to popular President Lebrun as to Premier Edouard Daladier's policies. Principal opposition came from Communists and Socialists, who scattered their votes—in order to express their lively joy in the game of politics—among various minor candidates and even among some who were not candidates at all, such as ancient (82) Marshal Philippe Pétain, recently ap-

pointed French Ambassador to Franco Spain (19 votes).

When the result was announced before the Assembly, members remained seated on Left benches and shouted with gusto "Resign! Resign!" The Right answered with cries of "Go home to Moscow!" Finally strains of *La Marseillaise* broke out, and soon everyone was singing the anthem, enjoying a patriotic thrill in that unity against aggressors which President Lebrun represents.

No French President has ever completed a second seven-year term. The only one who has ever tried served two years. Last week President Lebrun indicated that he would stay in office only so long as the present international crisis lasts. Gallic wits predicted that in that case he would have to serve his full term.

SPAIN

Dr. Vidal's Tale

Last week, as post-war recriminations in Spain became more & more bitter, a physician named Jímoro Vidal swore to a blood-curdling story:

Early in February Catalonia was collapsing like a punctured balloon. One day Colonel Enrique Lister, one of the com-



Associated Press

ENRIQUE LISTER

Enemies wanted him for murder.

manders who led the Loyalists in their last-ditch stand, ordered him to evacuate his Girona hospital of its sick and wounded. Dr. Vidal protested that many of the patients were too frail to be moved. Thereupon Colonel Lister got so very angry that he ordered shot down not Dr. Vidal, but Dr. Vidal's 28-year-old wife and 24 doctors, nurses and attendants.

On the strength of this strange tale of Dr. Vidal, the Spanish Government last week asked France to hand over Colonel Lister. French authorities said they would have to decide whether Colonel Lister's alleged act was political or criminal. They were also reported to be pondering whether to exchange Colonel Lister for a French Communist Deputy who had been imprisoned at Alicante. If France either

*You can't blame youth
for wanting action!*



**Tests Prove Royal Masters
Stop 4 to 223 Feet Quicker
than Conventional New Tires!**



The instant you touch the brakes, hundreds of sharp, flexible, gripping edges emerge from the patented Royal Master Tread...bite through water, slush, mud...grip the road...bring your car to a quicker, straighter stop!

**...BUT YOU CAN PROTECT THEM WITH THE
TIRE THAT STOPS 4 TO 223 FEET QUICKER!**

ALERT...ALIVE...with the vitality of youth, as they are, we would hardly want our sons and daughters any different than this glorious younger generation of today! But, against those times when they are apt to be too exuberant, there's one way we can guard them from unnecessary hazard. We can make sure the cars they drive are equipped with tires that can *stop quickly!*

Records of safety officials indicate that 75% of last year's accidents might have been avoided if the cars could have stopped in time! Quick stopping is not a matter of *brakes alone!* Brakes are designed to stop the *wheels!* It's the tires that actually stop the car!

Tests show, and millions of emergency stops prove, that Royal Masters stop a car from 4



to 223 feet quicker than conventional new tires...control skids on the slipperiest of wet pavements! That's why safety officials in 714 cities and hundreds of thousands of motorists protect themselves with quicker-stopping

U. S. Royal Master Tires!

Prove to your own satisfaction the extra stopping power of U. S. Royal Masters. A simple one minute demonstration will do it! Ask your U. S. Tire Dealer today!

TUNE IN: Raymond Paige, 99 Men And A Girl, Every Wednesday Evening, C. B. S. Network, 10 P. M., E. S. T.



United States Rubber Company

U. S. Tire Dealers Corp., 1700 E. 4th St., N. Y. C.
In Canada: Dominion Rubber Company, Ltd.

U. S. ROYAL MASTER



You have a date at DEL MONTE

Three gorgeous hours south from San Francisco's Treasure Island, you will find Del Monte's endless miles of bridle path... edging four famed championship golf courses—rimming the Pacific's Monterey Peninsula!



And to the varied sport of 20,000 thrilling acres, debonair Hotel Del Monte adds a rare life after dark!



Write today for a free Del Monte book and illustrated map of this historic one-time Spanish land. Address Carl S. Stanley, Manager, Room 21, Del Monte, California.

HOTEL DEL MONTE
AND DEL MONTE LODGE
AT PEBBLE BEACH



extradites or exchanges Colonel Lister, it was taken for granted that the Loyalist hero's next last-ditch stand would be before a firing squad.

BERMUDA

Parting Shot

Bermuda, lying carelessly like a torn green leaf on a sunswept turquoise tile, is a warm and romantic group of islands where many a U. S. toiler escapes from traffic lights, Klaxons and carbon monoxide to bicycles and horse-drawn buggies. Bermuda is also the place where Governor Lieut. General Sir Reginald John Thornton Hildyard's feet hurt.

For three and one-half years Sir Reginald has tried hard to persuade his Assembly to exempt him (as the Army and garbage are now exempt) from Bermuda's ban on the use of automobiles. The Assembly has always refused; the Governor could get about perfectly well, like everyone else, by foot, bicycle, buggy, train, motorboat, ferry or sailboat.

Last week Sir Reginald resigned from his \$20,000 job and had the last word in the argument. "His Excellency," he wrote, "takes this opportunity to state that both he and Lady Hildyard have enjoyed very much their sojourn in Bermuda and that he would not have asked to be allowed to resign had the difficulties of transport not been so great."

ARGENTINA

Nazi Bungle

There is scarcely a stranger spot for Nazi expansion than Argentina's windy, frigid Patagonia, which stretches 1,000 miles down the Atlantic coast almost to Cape Horn. Seeing how their Führer grabs off huge bites of Europe, Nazi agents on other continents are prone to have big ideas over the possibilities of getting some *Lebensraum* ("living room") in less populated areas of the world. Last week Argentines had a case of Hitler jitters when it was asserted by *Noticias Gráficas*, sensational Buenos Aires newspaper, that ambitious Nazi agents had presented their Government with a plan for annexing Patagonia.

Herr Heinrich Jürges, who claims once to have been Dr. Joseph Goebbels' secretary, exposed the scheme "to avenge the death of his wife and her mother at the hands of the Gestapo." He produced a letter addressed to the Reich's Colonial Organization which declared that Patagonia is "nobody's land and we can annex it," and which told exactly how it could be done. The signatures on the letter were identified as those of a German Embassy secretary and Nazi Leader Alfred Müller. Result: police arrested Leader Müller, raided Nazi Party offices. The German Chargé d'Affaires protested that the letter was a "gross forgery," and Argentine Foreign Minister José María Cantilo made a conciliatory reply, although continuing to investigate. Most delighted were British and American traders who believed that the German genius for losing friends would weaken the Nazis' position in the tight, three-cornered fight for Argentine business.

"Don't believe them, son...
they don't mean it"



My dear Son:

Your plaint dated March 24 was received, and read with interest and sympathy. And, if you'll pardon me, with a trace of amusement.

I suppose it does seem queer that you should have so much trouble with receptionists. After you've spent four years in college specializing in life insurance and allied tax and investment subjects, and followed that with a good practical course in life underwriting, no wonder you think that men who need life insurance, and need your help in planning it, should be waiting for you in their reception rooms when you get off the elevator.

However, it's sad but true that even if men believe thoroughly in life insurance, and need and want more, it's still extremely painful for them to write checks for it. So they take refuge in the darkest corners of their offices, and call you hard names.

Don't believe them, son - they don't mean it. When you've been in this business as long as I have, you will have seen boys and girls go through college on the accumulations of life insurance, and you will have seen older men and women retire and enjoy themselves on the proceeds of their policies. Still more important, you will know several widows who have been able to bring up their children because of their husband's life insurance. Every man you call on knows the truth of these things, and down in his heart he wants you to make him buy the insurance he should have.

My boy, from the vantage point of my years, I've come to believe that very few men in the pursuit of their everyday business are able to do other people as much lasting good as a life underwriter. Keep that in your heart, for your own comfort. But remember - to succeed at your work, to make men buy the insurance they'll some day thank Heaven they own, you have to keep after them. For it's human nature for people to put off doing the thing they know they should do, and the most important part of your job is to keep them from putting it off until it's too late.

Affectionately,

Your Father

Northwestern National Life Insurance Company

STRONG

O. I. ARNOLD, President
MINNEAPOLIS, MINNESOTA

LIBERAL

NWNL agents are equipped and trained to analyze your true life insurance needs, and to determine the most economical methods of meeting them. Moreover, the Company they represent is recognized as one of America's soundest, strongest life insurance companies.

TIME, April 17, 1939

MEDICINE

Compare first then choose!

Compare Ancient Age to fine bottled in bond whiskies and you will see that it is identical in age with 4-year-old bonded brands, comes at the milder and pleasing 90 proof, costs 50c a fifth less.*

STRAIGHT WHISKY
AVAILABLE IN
BOURBON OR RYE

The All Around Whisky



*The price of Ancient Age is 50c a fifth less than the average cost of 6 nationally advertised 4-year-old bottled in bond brands. Copr. 1937, Schenley Distillers Corp., N.Y.C.



Give your face that cool, "air-conditioned" feeling!

Nothing stimulates, cools and freshens your skin like a dash of Aqua Velva after shaving. This mild, astringent lotion closes pores, helps fight off sore spots, leaves your face smoother, cleaner. Indulge yourself in one of life's most pleasant little luxuries—use Aqua Velva after every shave.

LET US TREAT YOU to a FREE bottle of cool, refreshing Aqua Velva. Just write: The J. R. Williams Co., Dept. T-23, Glastonbury, Conn., U.S.A.



Emotions and Teeth

If a child gnaws on his rattle or chews his doll, if he crams his mouth with building blocks or paper, don't let him choke, but otherwise leave him alone. The mouth is an "important organ of investigation." Such was the advice Psychiatrist Alexander Reid Martin gave to dentists and public health specialists at a meeting on child dentistry in Manhattan last week. Parents who keep snatching things from their children's mouths not only prevent infants from exercising their jaws, but also cramp the development of personality, for a child's first "satisfactions and pleasures, his first hungers and frustrations" are centered around his mouth.

Said Dr. Martin, warming to his subject, a mother's emotions have great influence upon her child's teeth, even before the baby is born. A woman who is anxious, apprehensive or resentful during pregnancy may not bother to eat tooth-forming foods (calcium, phosphorus and vitamins). After the child is born, she must be the thermostat to the "emotional climate of the home." A mother who pampers her child never lets him get his teeth into anything. Consider the Eskimos, said Dr. Martin. They "use their teeth for everything, including softening frozen leather," and Eskimos rarely suffer from tooth decay.

But if children are treated harshly by their parents, they may become tense and nervous, clench their jaws, grind their teeth. Such habits may cause dental trouble. Often children who are lonely or unwanted have an insatiable craving for sweets, "as if they were trying to make up for the absence of sweetness in their lives."

Brainman

To physicians 40 years ago, the living brain was a jungle of tangled nerve fibres, a mass of corrugated grey tissue. A few brave men dared to perform brain operations, but most of their patients died. In 1905 young Surgeon Harvey Williams Cushing penetrated this wilderness, and in 28 years, almost single-handed, he perfected the technique of brain and nerve operations. Today, thanks to Dr. Cushing, an operation for brain tumor is no more dangerous than a stomach operation.

Six years ago wiry, bright-eyed Dr. Cushing laid down his scalpel. But neither his patients nor his students have forgotten him. In 1932, a group of former students and associates formed the Harvey Cushing Society, for the exchange of information on neurology.* Last week, at Yale University, most of the 46 members

* Among Dr. Cushing's well-known students and protégés: Dr. Walter Edward Dandy of Johns Hopkins; Dr. Gilbert Horrax of Boston; Dr. Leo Max Davidoff of Brooklyn; Dr. Elliott Carr Cutler, of Peter Bent Brigham Hospital, Boston; Dr. William John German of New Haven; Dr. Howard Christian Naffziger of the University of California.

of the Society, together with a large group of physicians from Vancouver to Boston, met to celebrate the 70th birthday of the world's greatest neurologist. For two and a half days the scientists presented brief reports on their latest accomplishments. On April 8, they capped the celebration by surprising Dr. Cushing with a birthday bibliography of all his writings. Said Dr. Cushing, overwhelmed: "I am deeply gratified and touched."

Baseball to Tumors. Dr. Cushing's extraordinary career is a record of one of the most single-minded men in the history of medicine. At Yale young Harvey Cush-



Geo. B. Kelley

DR. HARVEY CUSHING

... came out of a coming-out.

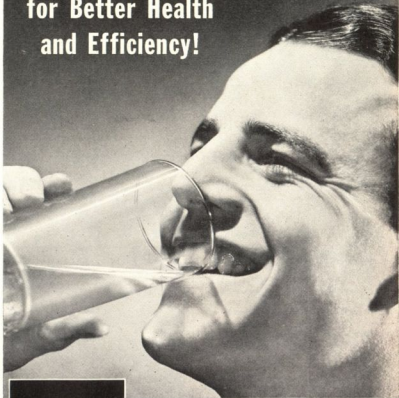
ing played right field on the baseball team, and became a first-rate gymnast. Following family tradition (three generations), he decided to become a doctor, went through Harvard Medical School. Afterwards he went to Johns Hopkins Hospital and studied abroad. In Switzerland he was inspired by great Surgeon Theodor Kocher to enter the field of neurology. His inspiration burned with icy clarity.

One of Dr. Cushing's great contributions to surgery was his operation for removal of tumors rooted in the nerve of hearing. Turning down a flap of muscles at the back of the neck, the surgeon cuts out a piece of bone at the base of the skull, gently pushes aside the soft cerebellum in order to bare the acoustic nerve. After removing the tumor he resettles the cerebellum, tightly stitches down the tough flap of neck muscle. The bone is not replaced, for the muscle-patch is strong enough to protect the patient from injury. The entire operation is performed under a local anesthetic, which deadens only the scalp nerves. Strangely enough, gentle manipulation of a bare brain produces no pain at all.

Dr. Cushing, reticent and aloof, made few friends. He lived for medicine. But at the Hopkins he forged a lifelong bond with Hopkins Founders William Stewart Halsted and William Osler, both much older than he. After Sir William Osler's death, in 1919, Lady Osler persuaded Dr.

DRINK UP!

**for Better Health
and Efficiency!**



**As little as 2 cents a day
operates sensational new Frigidaire
Water Cooler**

• The smallest office can now enjoy the comfort and convenience of a Frigidaire Water Cooler. For one of the outstanding coolers of the new 1939 Frigidaire line of office and industrial Water Coolers is a sensational low-cost model powered by the world-famous Meter-Miser mechanism. 15 cents a day buys... as little as 2 cents a day runs this amazing new Frigidaire Cooler. Available for either bottled water or city pressure connection, it makes cool, refreshing water always available—for better health, greater efficiency, especially in hot weather. Act now to install a Frigidaire Water Cooler in your office. See "Water Coolers" section of your Classified Phone Directory for location of your nearest Frigidaire Commercial Dealer. Or write: Frigidaire Commercial Division, General Motors Sales Corporation, Dayton, Ohio.

*Also Water Coolers and Water Cooling
systems for industrial plants, factories.*



FRIGIDAIRE WATER COOLERS

Made Only By General Motors



YOU made Hydraulic Brakes unanimous!

YOUR new car, doubtless, has hydraulic brakes with permanently equalized pressure and freedom from lubrication problems. Lockheed Hydraulic Brakes are the surest, safest, smoothest auto brakes ever devised.

In 1924, Lockheed pioneered the hydraulic 4-wheel brake in America, on one make of car. By 1929, 40 per cent of all makes had hydraulic brakes. Now the roll-call is virtually unanimous.

Your preference, reinforcing the judgment of the industry's engineers, caused this swing. The engineers *knew* the Lockheed Hydraulic principle was sound. You knew Lockheed Hydraulic performance was what you wanted . . . your car purchases proved it.

Perhaps it is only coincidence, but from 1935 to 1938 America's traffic accident rate was reduced 33½ per cent. We believe Hydraulic Brake Safety had something to do with it.

Your Lockheed Hydraulic Brakes are safety insurance. Use them and take care of them.

HYDRAULIC BRAKE COMPANY
(Subsidiary of Bendix Aviation Corporation)
Detroit, Michigan

LOCKHEED HYDRAULIC BRAKES

Introduced to America in 1924 . . .
Dominant Everywhere in 1939

Lockheed Hydraulic Brakes are serviced
throughout the United States by Wagner
Electric Corporation Service Stations

Cushing to write her husband's biography. Dr. Cushing reluctantly set to work, appropriated an enormous laundry table from the cellar, piled it high with boxes full of notes, set about retrieving Dr. Osler's myriad postcards (he rarely wrote letters). Much to the surprise of Dr. Cushing and his family, who doubted his literary ability, the scholarly two-volume *Life of Sir William Osler** won the Pulitzer Prize (1926).

Harvard Years. In 1912 Dr. Cushing became Professor of Surgery at Harvard, and head of the famous Peter Bent Brigham Hospital. His labors were phenomenal. He would rise shortly after seven, eat a light breakfast, work on his medical articles, then go to the hospital. One operation sometimes took him eight hours. He performed three or four such long operations each week.

Only a few lucky physicians would be invited to view each operation. Dr. Cushing always dressed in grey, made few remarks. Only sign when he struck an un-



THE LATE SIR WILLIAM OSLER

. . . brought to life on a laundry table.

expected problem: he would lightly rub his hands together, or dip them quickly in the bowl of antiseptic solution which stood near the operating table.

After operating, Dr. Cushing would retire to the dressing room, dictate all his surgical notes, make his own sketches for hospital records. In his 20 years at Harvard, Dr. Cushing collected some 2,000 brain tumors, which he stored in bottles. Many of these are pituitary tumors, for Dr. Cushing has done pioneer work in diseases of this master gland. These specimens, with their corresponding case histories, form the most remarkable neurological collection in the world.

In his teaching also Dr. Cushing was hard, factual. He never spiced his lectures with humor, never unbent. During his entire career, he taught about 2,500 men from all over the world. To many of them he seemed a cold, reticent perfectionist.

The War. In the bloody operating rooms of France during the War, Dr. Cushing led a life of scientific asceticism.

* Oxford University Press (\$12.50).

to California by Sea

(or California to New York)

17-day "Cruise-Voyages" over the 5000-mile Sunshine Route. Stops at Baltimore,* the Panama Canal and Acapulco, Mexico, Los Angeles and San Francisco. Six comfortable liners. All outside staterooms. Air-conditioned dining rooms. Broad, sunny sports decks. Outdoor pools. Saturday sailings from New York. 10% round trip reductions.

*Eastbound ships call at Havana; omit Baltimore and Acapulco.

\$160 UP
Rates slightly higher at some seasons.



Ask your Travel Agent for details

Panama Pacific Line

UNITED STATES STEAMSHIP CO., Gen. Agents
One Broadway, N. Y. Offices in principal cities.

Cruise ASHORE!



THIS is your "ship" ashore!

Here at the Hotel Traymore you're relaxed in the atmosphere of a "luxury liner". Not on the sea, but by it. Here, too, are the shore's diversions—golf on summer grass greens, horseback riding by the ocean's edge. Rates are from \$5 European, with meals \$8. May we expect you?

and you can say you stayed at the

TRAYMORE

on the Boardwalk,
ATLANTIC CITY
Bennett E. Toustley, General Manager

In spite of grueling works (he often performed as many as six operations in one day) he faithfully jotted down his scientific observations. He also found time to keep a detailed journal. As remarkable for its restraint as for its scientific and military detail, the journal tells in vivid doctor's language of Dr. Cushing's siege of *Polyneuritis ambulatoria*, a crippling inflammation of nerve trunks, which caused the muscles in his soles and palms to waste away. After the Armistice, Dr. Cushing regained control of his hands, but for many years he limped. He is now completely recovered.

Active Retirement: In 1933 Dr. Cushing returned to Yale, and in 1937 he retired. But retirement, to Harvey Cushing, did not mean rest. He hates vacations, spends his day at the New Haven Hospital. In the evenings he plays backgammon with kindly, sociable Mrs. Cushing. His greatest relaxation is playing with his two little granddaughters, Sarah Delano (age seven) and Kate (age three), the children of his charming, blue-eyed daughter Betsey (Mrs. James Roosevelt). Social affairs he has always detested. Mrs. Cushing tells a story of how she once tricked him into going to a coming-out party. As they drove up to the hotel, he saw what he was in for, marched into the revolving doors, marched around, marched out, drove back home to his work.

"Rubber Phantom"

Only careful dissection of cadavers can give medical students a practical knowledge of anatomy. But the dynamics of muscle stretching and joint bending can never be learned from dead men. Last week at the Boston meeting of the American Association of Anatomists, Drs. Gustave J. Noback and Irving Rehman of New York University told of an artificial corpse they are now molding from rubber.

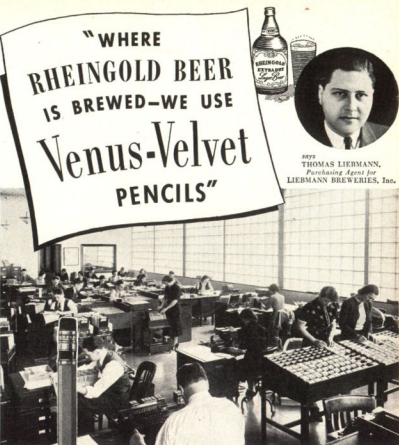
Spongy rubber organs are cast in molds made by spraying liquid rubber "like whitewash" on human organs. Bundles of rubber bands are used for muscle fibres. Supple rubber phantoms, said the scientists, "might prove better than anything we have now."


Sulfanilamide for TB

Newest member of the rapidly growing sulfanilamide family is a little number called N¹ dodecanoylsulfanilamide. It is a combination of the parent drug with part of a fat. Last week at the Baltimore meeting of the American Chemical Society (see p. 57) Dr. Moses Leverock Crossley, director of Calco Chemical Co. at Bound Brook, N. J., announced that the new drug had successfully checked the growth of tuberculosis in guinea pigs.

Animals inoculated first with human tuberculosis germs and then with the new drug developed only mild infections at the site of the injections. All those inoculated with germs but not the drug died of tuberculosis. The sulfanilamide compound, said Dr. Crossley, does not cure advanced tuberculosis, nor do the animal tests "permit any conclusion . . . as to [the drug's] efficacy in the treatment of this disease in man."

**"WHERE
RHEINGOLD BEER
IS BREWED—WE USE
Venus-Velvet
PENCILS"**




BY
THOMAS LIEBMANN,
Purchasing Agent for
LIEBMANN BREWERIES, Inc.


"I've found that the best way to test pencils is to put them in the hands of employees and see how they stand up under actual working conditions. So, if there were any complaints about Venus-Velvet, I'd hear about them mighty quickly. But the fact is I don't."

"As for breakage—which would soon show up—I can tell you there's very little of that . . . All in all, Venus-Velvet performs well and are a fine buy."

Put Venus-Velvet to the test in your organization. You'll discover how smooth colloidal lead, "pressure-proofed" for extra strength, leads to greater economy and faster work. You'll also discover how much better Venus-Velvet's 5 shades of black meet the requirements of any and every type of office work . . . executive, clerical, bookkeeping, stenographic.

To win new friends, we'll gladly send FREE an introductory trial kit containing the 5 Venus-Velvet Commercial degrees. Simply write on your business letterhead, stating pencils now used and name of supplier. No obligation.

For architects, draftsmen, artists—
VENUS DRAWING
The world's most famous pencil—
PRECISELY GRADED



VENUS-VELVET *Pencils*

LOOK FOR THE BLUE BAND

AMERICAN PENCIL COMPANY • 499 WILLOW AVENUE • HOBOKEN • NEW JERSEY

Colloidal Process and Pressure-Proofing—U.S. Pat. Nos. 1,738,888 and 1,985,894

© 1939, A. L. P. Co.

Speaking of
World's Fairs
LONGINES
WATCHES
have won
10 WORLD FAIR GRAND
PRIZES—28 GOLD MEDALS



Rarely more than once in a decade is a fair. Yet, since 1866, Longines Watches have won 10 World's Fair Grand Prizes and 28 Gold Medals. Honors such as these make Longines—THE WORLD'S MOST HONORED WATCH. Longines Watches priced \$40 to \$4000 are sold only by authorized Longines Jeweler Agencies.

At N.Y. World's Fair
visit the great
LONGINES—WITZNAUER
"Time & Space"
Building
exhibiting the thrilling
spectacle, "Time and
Space," created by the
AMERICAN MUSEUM
OF NATURAL HISTORY



LONGINES
The World's Most Honored Watch
WINNER OF 10 WORLD FAIR
GRAND PRIZES—28 GOLD MEDALS

RELIGION

Holy Show

In Manhattan's vast Radio City Music Hall (movie palace), elaborate stage shows are put on by its super-goose-stepping Rockettes (chorus girls). Last week for the sixth year in a row the Music Hall staged a special Easter spectacle.

Light from blue-&-red stained-glass windows shone on a flower-banked altar. A yellowish glow lit a dozen show-girl Madonnas, each in a vast brocaded mantle, each in prayerful attitude before a golden sunburst resembling a sacred monstrance. Bearing candles, a procession of choristers in blue-&-white robes of ecclesiastical cut took their stand along the walls, and burst into song. One of the Madonnas, picked out by a spotlight, sang a contralto solo. Then the beautifully trained Rockettes—coiffed like nuns, wearing satiny white habits, carrying bunches of lilies—deployed across the cathedral-like set, lined up finally in the form of a cross. Easter week's ordinary movie-goers applauded and applauded in pious admiration.

For China

In 1934, China's Generalissimo Chiang Kai-shek "observed a schoolboy behaving in an unbecoming manner in the street." Shortly thereafter the Generalissimo founded a New Life Movement to puritanize and clean up the Chinese, to fight superstition, ignorance and corruption, even to curb such Chinese habits as spitting in public. Chiang turned over the actual running of this movement, obviously Christian in its origin, to his Christian wife. Since then Mme Chiang has been advised, in the New Life Movement and in other matters, by a Congregational missionary, Rev. George W. Shepherd of Auburndale, Mass.

Next to William Henry Donald, onetime Australian newsman (TIME, Dec. 23, 1936), Missionary Shepherd is today the closest white collaborator of Mme Chiang Kai-shek. Last week he was in the U. S., on a speaking tour. In a precise, controlled voice, Mr. Shepherd spoke part of his piece on the radio last week at a New York Advertising Club luncheon. Its gist: "Left to themselves, the Japanese will never subjugate China. With the assistance of America [i.e. with U. S. scrap iron, other war materials], I sometimes fear that Japan will temporarily win this war. I find it difficult to decide whether I am needed more in America than in China."

Although the U. S. is almost 100% in favor of China against Japan, contributions to China relief agencies are relatively as scarce as news of Chinese victories—today scarce indeed. U. S. sympathizers contributed more than \$2,000,000 to Spain during its late war, but they have given much less to China; to the Church Committee for China Relief, only \$268,700 since its founding last summer. John R. Mott, vice chairman of the Committee, declares that in China is "the greatest area



THE GALECLOTH COACHER
By ALLIGATOR

★ A storm and sport version of the London Coaching Club Coat—with a sweep of 85 inches. Cut with all the snap of the smartest topcoat—tailored for free-and-easy droop! Its Galecloth fabric is water-repellent, wind-proof and dustproof! An Alligator . . . \$18.50 exclusive! At better dealers . . . \$21.50

ALLIGATOR Raincoats • \$1.75 to \$21.50
Galecloth by Alligator • \$15.75 to \$21.50
THE ALLIGATOR COMPANY, St. Louis
ALLIGATOR
Raincoats

Atlas Corporation

Dividend No. 11
on 6% Preferred Stock

NOTICE IS HEREBY GIVEN that a dividend of 75¢ per share for the quarter ending May 31, 1939, has been declared on the 6% Preferred Stock of Atlas Corporation, payable June 1, 1939 to holders of such stock of record at the close of business May 19, 1939.

WALTER A. PETERSON, Treasurer
April 6, 1939.

Tell Your Friends before They Tell You

See the Fair in May or June before the rush, unbarred, unswayed, resplendent in its newness. Outside Tower rooms from \$2.50 minutes to Fair. Walk to all midtown. Reserve NOW, Booklet A.

BEEKMAN TOWER
East 49th St. at East River • New York

COMPARE THIS PIPE WITH ANY OTHER PIPE AT ANY PRICE



and volume of relatively unrelieved human suffering of modern times"—30,000,000 people in need of the barest sustenance.

In China such sustenance is among the cheapest in the world: one U. S. dollar will



Associated Press

MISSIONARY SHEPHERD, MME CHIANG
Chiang observed a schoolboy.

keep a man alive for a month. The Church Committee now sends about \$10,000 a week to China, to be disbursed by Protestants and Roman Catholics as well.

Manners in Church

How to behave in church is something which has to be learned. Not only outsiders but often confirmed believers are appallingly ignorant of church etiquette. It is common practice among Anglicans and Episcopalians to "kneel" by simply bending their heads. Noisiest, least well-behaved of all Catholic churchgoers are those in Eastern Orthodox nations. For U. S. Catholics, and for such of their friends as might be interested, two useful guides to church behavior were circulated last week.

► In Pittsburgh, Rev. Thomas Francis Coakley of swank, well-publicized Sacred Heart Church (which acquired an electrically-heated baptismal font last year) issued a pamphlet, *Church Manners*. Price: 10¢. The pamphlet tells when to sit, stand, kneel, genuflect (drop briefly on the right knee) during services. Some other observations:

When receiving Holy Communion—Keep your eyes downcast or closed. After receiving Holy Communion, close your mouth slowly—do not snap it shut.

For Women only—Please walk the aisles quietly, without accenting your hard heels; if you are not too fat, tiptoe it.

Feet off kneelers [kneeling bench in the pews].

No lady or gentleman will chew gum in Church.

Do not rush to the Communion rail. . . .

Do not pray in solo: keep in unison with the others who are answering the prayers.

Do not rattle beads, or play with your gloves or purse during the Sermon.

► Published with the approving Nihil

TIME, April 17, 1939



But what are you doing about **YOUR EYES?**

• The one all-important appointment of your busy life may be the one which you have delayed so long. It's about your eyes—the most precious of your senses—the life-spark of your features.

Keen, rested eyes are vital to your good-looks, your comfort. So why not have your eyes examined now—every year if you wear glasses?

You may be sensitive to glare—over-brightness—uncomfortable

light. If so, *Soft-Lite Lenses* may be prescribed. For they provide relaxed, restful vision—have been worn with satisfaction by millions since their introduction over 30 years ago. *Soft-Lite Lenses* blend beautifully with the tones of the complexion, are marvelously inconspicuous.

Published in the interest of more comfortable vision by the Soft-Lite Lens Co.,
New York Toronto London.



PREScribed FOR COMFORT...AND SO GOOD-LOOKING

See the brand
new, clean cut
HAGEN
Woods and Irons
I personally
designed for you



Without question the most sensational woods and irons of 1939 are the new Hagen models. Personally designed by the Haig.

Professionals and advanced players from coast to coast are unstinting in their praise of these superb beauties. Nothing radical or outlandish. Just beautifully proportioned, clean cut, playing models.

Walter designed some special models for the ladies also. Feminine woods and irons so smart your heart will almost skip a beat.

See this outstanding Hagen line.

L. A. YOUNG GOLF COMPANY
Detroit, Michigan



Obstat and Imprimatur of the Catholic diocese of Southwark, England, was At Your Ease in the Catholic Church, by Mary Perkins. This work not only deals with manners in church but tells how to address a Cardinal, archbishop, bishop; what to give a priest or an ordinand as a present (a check is proper); when a Catholic may break rules against meat eating (example: a dinner where abstinence would embarrass the host); how a Catholic may best argue birth control, Communism, etc., with a non-Catholic. Excerpts:*

(On fasting before Communion): *You can gargle, or use mouth-wash, or brush your teeth before Communion, and you do not need to worry about getting rid of every drop. . . . The fast can only be broken by something digestible, so if you chew your finger-nails, there is no need to worry. . . .*

In illnesses in which the stomach rejects all food, Holy Communion may not be received, out of reverence for the Sacrament.

(On Confession): *You cannot shock the priest. . . . There is nothing interesting about your sins. . . . so there is no need to make a good story out of them. . . .*

Pope for Peace

Like his predecessor Pius XI, Pope Pius XII is called "Pope of Peace" by his admirers. Published last week was a quick job of biography of the new Pope, *Pius XII, Pope of Peace*,† which made out no case for giving him, any more than Pius XI, such a special designation. Last week the Holy Father spent his first Holy Week in office, a week made notable by the fact that his neighbor Benito Mussolini chose Good Friday to invade Albania (see p. 29). On Easter Sunday Pius XII made a radio address to the world: "There can be no peace so long as treaties which have been solemnly sanctioned have lost that security value which constitutes the foundation for reciprocal trust. . . ."

Meanwhile the Vatican, already equipped with gas masks, selected a shelter in which the Pope of Peace will take refuge in case of air raids: a low, round, 15th-Century tower with walls 15 feet thick at the bottom, lined with steel.

Flying Squadron

At the siege of Pampeluna in 1521, a French cannon ball whizzed between the legs of a Basque knight named Inigo de Oñez y Loyola, breaking his right shin and tearing his left calf. For the Roman Catholic Church, beleaguered by the Protestant Reformation, that shot was providential. Inigo, laid up in his castle (and ever after afflicted with a limp), began thinking pious thoughts which led him, in 1534, to form a "flying squadron," the Society of Jesus, in the front ranks of the Church's Counter Reformation against Protestantism.

By that time, the Basque was known by the Latinized name of Ignatius. Of this austere, astute, self-styled "captain" in Christ's army, many pious biographies have been written. Published this week

* *Sheed & Ward* (U. S. edition, \$2).

† By Joseph F. Dinneen—*McBride* (\$2.50).

Now a
HAGEN Golf Ball
for every
type of player!
3 Different
Compressions!



Here's another much needed and very welcome golf ball advancement.

The Hagen 288 now comes in three distinct compressions. This enables you to play a ball that more precisely fits your type of game. A misfit ball is as big a handicap as a poorly balanced club head.

Long, hard, accurate hitters should play the 288 Red.

"90" shooters should play the 288 Blue.

Those that generally shoot over 100 should play the 288 Green. 75c each.

Play the Hagen 288 that fits your game best and watch the marked improvement in your scoring.

L. A. YOUNG GOLF COMPANY
Detroit, Michigan

Other Hagen Golf
Balls—25c—35c
—50c each.



It's a
HAGEN YEAR

is *Soldier of the Church*,* first attempt to bring Ignatius Loyola to life for ordinary readers. Its author, Ludwig Marcuse, is a German-Jewish exile, biographer of Heine and Strindberg. His viewpoint: a middle course between Catholic orthodoxy and non-Catholic skepticism.

Catholics looked on the Society of Jesus with much suspicion before Pope Paul III formally approved it in 1540. In Spain, where Ignatius and his handful of followers begged and taught, he was twice jailed, often investigated, once haled before the Inquisition. In Paris, Ignatius cut an odd figure as a University student of 37. Author Marcuse places greater emphasis



Culver

IGNATIUS LOYOLA
A cannon ball was providential.

on Jesuit Loyola's physical activities than on the early turmoil of soul which produced the *Spiritual Exercises*, the extraordinary manual by which Jesuits are formed and live. But he does not slight the other distinctive aspect of Jesuitism: its military discipline as the first Catholic order vowed specifically to the defense of the papacy.

Loyola, elected General of the Society after thrice declining, perfected such methods of discipline as encouraging Jesuits (with the highest motives) to inform on one another; to travel always in pairs; to drink beer with beer drinkers. He forbade Jesuits to accept ecclesiastical honors—a rule broken only when the Pope commands one to accept a Cardinal's hat as an honor to the Society itself, or appoints one to a difficult bishopric or archbishopric. Ignatius dismissed a father who dared praise him publicly and forbade those living with him to look him straight in the face.† Of women he said: "Conduct religious conversations only with aristocratic women and never with the door shut!"

* *Simon & Schuster* (\$2.50).

† Ex-Jesuit Edward Boyd Barrett, in *The Jesuit Enigma*, declared that Jesuits are urged to look people straight in the nose, presumably to disconcert them. Good Jesuits consider this manning—a distortion of the truth that sight, like other senses, may cause sinning.



"A JOB WELL DONE

Deserves Praise!"



"A job well done deserves praise. I give it—cheerfully. Not only did you fulfill your contract 'as advertised' but your van men could not have moved our furniture more carefully if it had been their own. You are to be congratulated for an efficient, reassuring, and economical service."

Allied Van Lines, the world's largest long-distance moving company, offers you the collective experience and equipment of more than 500 of the nation's leading furniture warehousemen in more than 260 cities and towns in the United States. Small wonder that the undivided responsibility of this great corporation results in "an efficient, reassuring, and economical service".



You can locate an Agent-Member of Allied Van Lines through the classified section of your local telephone directory. When you call him—without obligation, of course—he will quote standard moving rates, filed with the Interstate Commerce Commission; he will advise you impartially whether to move by van, rail, or water; he will provide *real* all-risk insurance; and he will pack, ship, store, or move your furniture... The complete story of Allied Van Lines is told by this colorful book: "How to Move Long Distances Easily, Quickly, Safely, and Economically." A copy is yours for the asking.



ALLIED VAN LINES, INC.

THE WORLD'S LARGEST
AGENT - MEMBERS IN
ALL PRINCIPAL CITIES



LONG-DISTANCE MOVERS
HEADQUARTERS IN CHICAGO
AT 1018 SOUTH WABASH AVE.

FROM SUNNY COULEES TO THE SEA



Palouse Falls in Eastern Washington

HERE is America at her best! Alpine wonderlands . . . cool forests . . . romantic islands on sheltered seas . . . rich wheat lands and orchards . . . sunny desert coulees . . . broad ocean beaches. Grand Coulee Dam, Mt. Rainier National Park, the mighty Columbia River. . . From sea-level to ski-level, every holiday sport and relaxation under a cool sun! Wide paved highways, modern transportation, low costs, excellent accommodations throughout the State. Low cost fares, fast schedules from all principal U. S. cities.



Scenic Columbia River



Mt. Rainier commands fertile valleys.

● Visit Washington State's exhibits at the two World's Fairs.

SEE ALL OF
Washington State
HEART OF THE EVERGREEN EMPIRE

SEND FOR FREE BOOKLET

Washington State Progress Commission,
State Capitol, Olympia, Wash., Dept. AT
Please send me your new **FREE** illustrated booklet.

Name _____

Address _____

1909 * GOLDEN JUBILEE . . . STATE-WIDE HOSPITALITY * 1939

SPORT

At Tinsley Green

The marbles for which England is most famed are the Elgin marbles, a collection of Greek sculptures which Lord Elgin plucked from the Parthenon at Athens in the early 19th Century, now one of the most noteworthy possessions of the British Museum. To the natives of the little village of Tinsley Green, however, the Elgin marbles are nothing at all. The marbles they talk about are the lively glassies and marididdles that determine the annual marbles championship of England, oldest sporting event in the Kingdom. Through 18 reigns, since a day in 1588 when two village Hodges played for the favors of a red-cheeked Joan, a marbles match has been held in the courtyard of the Greyhound Inn on Good Friday.

Last week, as solemn as cricketers, eight teams of seasoned marblers (six men to a team) massed around a concrete bed at Tinsley Green to knuckle it out for the 352nd marbles championship. This match was the most momentous ever: the recently organized Marbles Control Board hopes to send this year's championship six across the water to challenge a U. S. team. Gravely each man in turn studied the positions of the marbles in the circle, gravely knuckled down, tried to knock his opponents' marbles off the bed with an accurate flick of his "tolly" (shooter).

To the 4,000 spectators, as spellbound as a gallery at Lord's, greatest disappointment were the Crawley Busmen from the near-by London Transport Garage, pre-tournament favorites because of their strong fingers (from punching tickets, they say). Overcome by nervousness, they were finally nosed out by the Old Comrades, another Sussex six, 26-to-23. To the Old Comrades went a suckling pig, to the strong-fingered Crawley Busmen a barrel of beer.

Polo Indoors

Polo is an ancient game of India, but indoor polo was born in a Manhattan riding academy in 1910. Today the Indoor Polo Association boasts 1,200 players good enough to have official handicaps, a national championship that draws galleries as large as any other indoor sport.

Played under practically the same rules, indoor polo differs from outdoor polo in five major respects: three players instead of four; four chukkers instead of eight; smaller field; playing surface of clay, sand and shavings; leather-covered rubber ball instead of a wooden ball.

Last week, indoor polo held its national tournament in Manhattan's Squadron A Armory. Most sensational performance: Clarence ("Buddy") Combs, son of a New Jersey horse trader, scored twelve of his team's 15 goals in the first game, six of its ten goals in the second, won the junior (medium-goal) championship almost singlehanded for New Jersey's Pegasus Club.

COLOSSAL



The Taft is big in size.
It's even bigger in service,
value and convenience.
But the biggest thing about
this great modern hotel is
its gargantuan reputation
among all wise travelers!

2000 ROOMS
BATH and RADIO

HOTEL ALFRED LEWIS, Mgr.

TAFT
7th Ave. at 50th St. **NEW YORK**

DIRECT SUBWAY TO WORLD'S FAIR

NORTH CAPE SCANDINAVIA EUROPE CRUISE

NORWEGIAN AMERICA LINE
NEW MOTORSHIP

OSLOFJORD

LEAVE NEW YORK, JULY 6th

Rates . . . **\$485 UP**

Under Auspices of **FRANK TRAVEL SERVICE**
Membership Limited to about 425

ITINERARY

ICELAND	HAMMERFEST	NORTH CAPE
MIDNIGHT SUN	SVARTISEN GLACIER	
LYNGSEIDET	NORWEGIAN FJORDS	
TRONDHEIM	AANDALSNAES	MOLDE
MEROK	BERGEN	OSLO
STOCKHOLM	COPENHAGEN	EDINBURGH
HOLLAND		FRANCE

Sail on Norway's newest and largest motor ship, modern from stem to stern . . . everything pre-arranged for your comfort and enjoyment. No frequent packing . . . no crowding. Send for attractive literature.

See Your Local Travel Agent, or

NORWEGIAN AMERICA LINE
24 State St., N.Y. Bowling Green 9-5570

FRANK TRAVEL SERVICE
677 Fifth Ave., N.Y. (Ext. 1875) Plaza 3-8800

"WE MET THE HOURS PROBLEM in this office BY ELIMINATING NEEDLESS OPERATIONS"

Many business men find that the most effective way to meet the Hours Problem is to determine which employees are handicapped by operations that can be shortened or eliminated. Here are a few typical examples with which to start a desk-to-desk study in your office.

Are Your Typists Obligated to Do Several Jobs Separately that Might Be Combined?

Continuous multiple-copy forms used with improved equipment save needless copying, carbon handling and joggling of forms.

Do You Lose Time in Obtaining Statistics as a Separate Operation?

Statistical information may often be obtained as a by-product of some other necessary operation. For example, obtaining analysis of past-due balances at time of posting Accounts Receivable.

Are You Losing Time and Accuracy by Needlessly Relisting Figures?

Time can be saved and errors eliminated on many jobs by the use of two-total adding or calculating machines that complete the work in one run through the media, ledgers, cash books, journals, etc.



Does Your Present Procedure Give Results Desired Without Wasteful Operations?

If unproductive intermediate steps are required to fit the work to your present machines or system, it will pay you to investigate "direct-to-final-results" methods.

Does Your Invoicing Method Require Separate Jobs of Computing and Typing?

By direct multiplication the bill can be extended, discounted and totaled at the time it is being typed. Bills produced by this faster, simpler method can be mailed earlier, without the usual peak.

Your local Burroughs representative will gladly assist you in making a desk-to-desk survey, and suggest practical short-cuts that save time and money.

BURROUGHS ADDING MACHINE COMPANY
6692 SECOND BLVD., DETROIT, MICH.

**SEND FOR
THIS
BOOKLET!**

For the executive concerned with the problem of

conserving clerical hours, this new booklet contains many specific suggestions for readjusting office rou-

Burroughs

Take the TRAIN OF TOMORROW to the "World of Tomorrow"



© NEW YORK WORLD'S FAIR 1939 INC.

LOOK OUT THE WINDOW of your Century bedroom . . . and you may have a fleeting glimpse of rapt faces at a lonely crossroads. All along the new Century's route these silent watchers gather, just to see her streak past in her power and her beauty . . . to catch a flashing vision of the Train of Tomorrow.

If you're bound for the New York World's Fair, your night on the new Century will start your initiation into the "World of Tomorrow,"

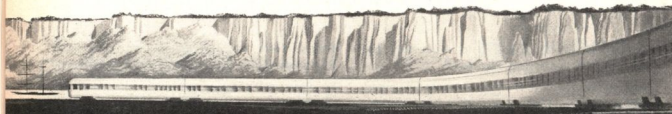
will whet your appetite for the wonders to come.

Dined, amused, and refreshed in the Cafe Century—thrilled by the beauty of the Water Level Route—you reach the climax of your "overnight vacation" in the perfect SLEEP that only this smooth-bedded route can give. Sleep—and *privacy*, for *every* Century accommodation is *complete*.

On any trip between New York and Chicago . . . more than ever, it **PAYS** to ride the Century!

20TH CENTURY LIMITED

THE WATER LEVEL ROUTE—YOU CAN SLEEP!



On the *Train of Tomorrow* you have a private room with complete facilities



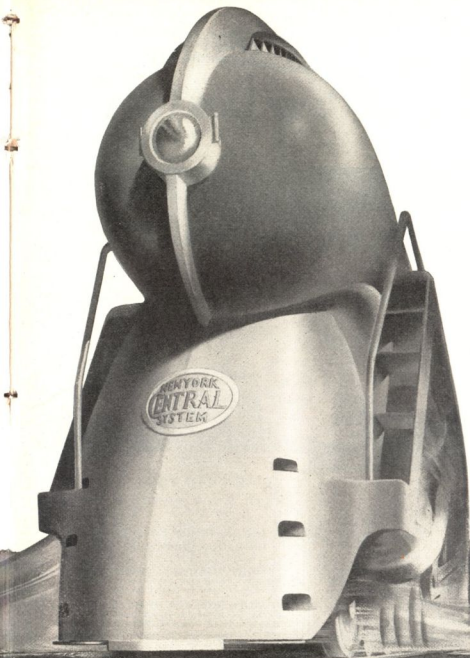
THE SCENIC LOUNGE . . . ONLY the Water Level Route shows you the Hudson and Palisades. Enjoy them in luxury!



THE CAFE CENTURY—a restaurant until 9 . . . then it becomes a "night-club on wheels." Music, talk, refreshment.



THE CLUB LOUNGE . . . like the buffet lounge of a hotel, except for the changing views from the windows!



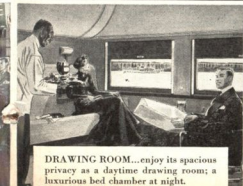
THE RAILROADS BUILDING—a great feature of the New York World's Fair. Its many exhibits show all phases of Railroad— as interesting as the new Century itself!



CONVENIENCE FOR FAIR VISITORS —Grand Central is only a few minutes by subway from the Fair Grounds. Five minutes to Radio City, two blocks to Fifth Avenue!

IT PAYS TO RIDE THE CENTURY

...you dine in the Cafe Century...and on the Water Level Route, you can sleep!



DRAWING ROOM...enjoy its spacious privacy as a daytime drawing room; a luxurious bed chamber at night.



ROOMETTE BY NIGHT... the fully-made bed swings down with ease. Your COMPLETE home for the night!



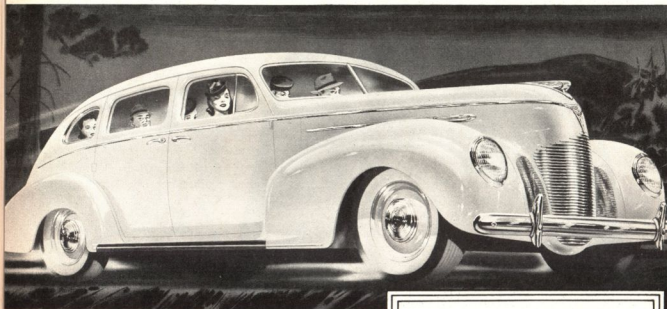
20th CENTURY LIMITED
16 Hours Between New York and Chicago

Lv. New York 6 P.M. Ar. Chicago 9 A.M.
Lv. Chicago 4 P.M. Ar. New York 9 A.M.
THE WATER LEVEL ROUTE...YOU CAN SLEEP



"Here's one hood the wind can't blow open!" "You bet!
And when I lock my car, my hood is locked—from the inside!"

Why Can a Hudson Do *So much* That Other Cars Can't Do?



Car shown is new Hudson Six Touring Sedan, \$854*

TALK to any Hudson owner. Ask men who, up to now, have driven many other makes of cars. They'll tell you they never owned a car that could *do so much*, and do it *so easily*. They never traveled *so far*, *so comfortably*, *so safely*, at such *low cost*. The reason? You'll find it in Hudson engineering . . . in the smartness and roominess of new Salon Interiors of unusual two-tone design, and pleasing combinations of rich fabrics and gleaming chrome . . . in quality of materials and workmanship that put extra ruggedness and long life into every Hudson. Drive a 1939 Hudson . . . see why so many thousands are joining the Hudson family.

TWO NEW MODELS AT NEW LOW PRICES

Starting Among **AMERICA'S LOWEST . . .**



\$695

*delivered in Detroit, equipped to drive, including Federal taxes, not including state and local taxes, if any. Low time payment terms, with new Hudson-C.I.T. Plan. Prices subject to change without notice.

*You're Safer
in a*

HUDSON

THESE GOOD THINGS CAN BE SAID ONLY ABOUT HUDSON

In Every Popular Price Class, Even
the **Lowest**, Hudson Gives You:

MORE ROOM all around, for both passengers and luggage, than any other popular priced cars—with 55 inches of front seat comfort for three.

WORLD'S SAFEST STOPPING with Patented Double-Safe Hydraulics—finest Bendix Hydraulics with mechanical emergency brake working automatically from the same foot pedal. Easiest acting hand brake for parking.

EXTRA PROTECTION from Auto-Poise Control (patent applied for)—helps keep wheels straight even when a tire blows. No other car has anything like it.

UNMATCHED COMFORT with seat cushions of Airfoam—a new material of wonderful softness. Standard in some models; available in all.

TOP HORSEPOWER per pound of car weight (and smoothest power), giving finest performance with remarkable economy.

EASIER SHIFTING with new mechanical Handy Shift at the steering wheel; front floor clear of gear and brake levers. Standard in all passenger models except lowest priced Traveler Coupe.

ADDED SAFETY with new Dash-Locking Safety Hood—wind can't blow it open; and when your car is locked nobody can raise the hood.

Weather-Master Fresh Air and Heat Control
Available in All Models at Slight Extra Cost

CINEMA

Figures

► Cinema statistics on 1938 in the 1939 *Film Daily Year Book*:

Pictures released in the U. S. 769
 Pictures produced in the U. S. 455
 World cinema investment. \$3,000,000,000
 U. S. cinema investment. \$2,050,000,000
 Theatres in the world. 93,128
 Theatres in the U. S. 15,701
 U. S. production costs
 (estimated) \$165,000,000
 Hollywood cinema payroll
 (estimated) \$129,000,000

The New Pictures

Wuthering Heights (United Artists-Sam Goldwyn). "A minor sensation has been caused by the announcement that the Hollywood film version of 'Wuthering Heights' is to be called *Wuthering Heights*. . . . The decision . . . [was] made by no less a person than Mr. Sam Goldwyn. Mr. Goldwyn is a legendary figure who has a fine autocratic way with the English



OBERON AND OLIVIER
The heather was fetched far.

language and chronology and things like that. . . . Still, the title is not everything; and its retention does not—witness among many others the conspicuous case of *Bengal Lancer*—at all imply that the film will be even remotely identifiable with the book."

These disdainful words appeared last August in a London *Times* editorial. Last week they might well have been eaten by their author. As produced by Mr. Goldwyn, directed by William Wyler and acted by Merle Oberon, Lawrence Olivier, David Niven and Flora Robson, *Wuthering Heights* is not only readily identifiable with the book but one of the season's distinguished pictures.

As cinematerial, *Wuthering Heights* might seem as farfetched a prospect as any book yet pillaged. It is crammed with

neurotic, 19th-Century gloom, ridden with implications of incest, short on action, careless of conventional morality. As additional drawbacks, Mr. Olivier, entrusted with the crucial role of Heathcliff, boasts that he dislikes working for the movies and only does it for money; Ben Hecht and Charles MacArthur, preparing for their labors on *Gunga Din*, could barely be persuaded to leave their marathon backgammon game long enough to write a script. The script turned out brilliantly. Olivier's work as Heathcliff is a speaking tribute to the efficacy of the profit motive.

Before making the picture, Producer Goldwyn, a stickler for detail, landscaped 540 California acres into a Yorkshire moor. He imported eight British actors, a dialect expert to see that their accents matched, 1,000 panes of hand-blown glass for interior shots and 1,000 heather plants for outdoors. He did not attempt to send for Emily Brontë. In spite of this oversight, there is not much she could have done to improve this screen translation of her masterpiece.

Man of Conquest (Republic). This week's addition to the cinema's rapidly growing biography shelf is a lively portrait of General Sam Houston, Governor of Tennessee (1827-29), victor over Mexican General Antonio López de Santa Anna, and President of the Republic of Texas.

As a subject for polite, Hays-worthy cinema treatment, Sam Houston presented able Screenwriter Wells Root and his collaborators with notable problems. Hous-



RICHARD DIX (RIGHT) AND FRIEND
"Big Drunk" is Hays-worthy.

ton's career as Governor was terminated abruptly when, for reasons which have never been completely explained, he left his first wife and the Governor's mansion almost simultaneously, three months after his marriage. In this picture, Houston (Richard Dix) is deserted by his bride and re-

*History
 REPEATS
 Itself!*



Twenty-five years of scientific research made it possible for Quaker State, in 1914, to produce the only motor oil which successfully lubricated the hottest running motor of its time... the Franklin Air-cooled engine. Twenty-five more years of research and improvement of refining technique enables *Acid-Free Quaker State Motor Oil* to meet the most difficult problems of lubricating the 1939 models. Insure the performance of your new car! Use *Acid-Free Quaker State* regularly. Quaker State Oil Refining Corp., Oil City, Pa.

Retail price
 35¢ per quart





Above: The famous Massengill Laboratories, Bristol, Tenn.-Va.

IRON FIREMAN



Dr. S. E. Massengill

Operates 12 Iron Fireman Stokers

pays us
39%
annually

"Iron Fireman's performance is phenomenal... it pays us, in fuel and labor savings, the equivalent of 39% a year on our original investment," reports Dr. S. E. Massengill, chairman of the board at the S.E. Massengill Co., leading manufacturing pharmacists. "Our 12 Iron Fireman stokers have given us 50 years' combined service—at a total service cost of \$29,201! When we hand-fired coal, our boiler plant was loaded to capacity. Then we erected a new 5-story laboratory and two other buildings with large, new sterilizers, dryers and distilling equipment. Iron Fireman carried the much-increased steam load with no increase in fuel tonnage over hand-firing!"

How Much Can YOU Save?

Get the facts about Iron Fireman firing. The Iron Fireman Engineering Department, without obligation to you, will make a check-up of your boiler room. Your own engineer—working with the Iron Fireman staff—may be able to find improved firing and important cost savings. Call your dealer, or send coupon below.



The Iron Fireman Power-Bunker-feed and hopper models. Sold on convenient payment terms.

IRON FIREMAN AUTOMATIC COAL FIRING

SEND FOR DATA

IRON FIREMAN MANUFACTURING CO.
3122 West 106th Street, Cleveland, Ohio.

- ☐ Send catalog ☐ Type of plant
☐ Make firing survey ☐ Commercial heating
☐ Power ☐ Residential

Name _____
Address _____

signs later to spare her unpleasant publicity. The years when he lived among the Cherokee Indians, who called him "Big Drunk," are glossed over in a few sequences showing him as the red man's ambassador to his friend, Andrew Jackson. It would take more than such trivial euphemisms to dim the vitality inherent in Houston's story. That vitality emerges on the screen as loud as a war whoop and as earthy as the badlands.

Midnight (Paramount). For the past year and a half, Paramount has been struggling with all the \$120,000,000 resources at its command to produce another comedy as good as *True Confession*. *Midnight* does it. The story—a about a chorus girl who lands in Paris on a rainy night with no assets but a low-cut evening dress—is not as fresh as a mountain daisy. But with Claudette Colbert as the chorus girl, Don Ameche as the taxi-driver who meets her at the station, Francis Lederer as the gigolo who falls in love with her and John Barrymore as the millionaire who finances her, it looks as bright and fetching as an artful nosegay. Good sequence: Barrymore and Colbert eyeing each other at a musicale which she has crashed by palming off a pawn ticket as a card of admission.

Dodge City (Warner Bros.). This picture had last week the most expensive cinema premiere on record. To the little Kansas town whose history it purports to record, Warners transported trainloads of notables. One contingent of 175 stars, pressagents and columnists was brought from Hollywood. Another of 14 newspapermen was imported from Manhattan. Dodge City store fronts were dressed up for the event in old Western style. Its somewhat sheepish residents, at the request of Warner Bros.' publicity staff, grew beards, carried horse-pistols, danced in the streets for 60,000 visitors.

Dodge City's premiere was the most notable thing about it. The picture itself is a good, noisy Technicolor, flag-waving Western, enlivened by Ann Sheridan, Olivia de Havilland, Errol Flynn and a knock-down drag-out saloon fight. So continual is the random gunfire that cinemaddicts might guess that the place took its name from the necessary behavior of the inhabitants.

CURRENT & CHOICE

The Story of Vernon & Irene Castle (Ginger Rogers, Fred Astaire, Lew Fields; TIME, April 10).

Alexander Nevsky (Nikolai Cherkasov; TIME, April 3).

The Hound of the Baskervilles (Basil Rathbone, Nigel Bruce; TIME, April 3).

Made for Each Other (Carole Lombard, James Stewart; TIME, Feb. 27).

The Great Man Votes (John Barrymore, Peter Holden; TIME, Jan. 23).

The Beachcomber (Charles Laughton, Elsa Lanchester; TIME, Jan. 2).

Pygmalion (Leslie Howard, Wendy Hiller; TIME, Dec. 5).

The Lady Vanishes (Margaret Lockwood, Dame May Whitty; TIME, Nov. 21).



FOR PAYLOAD OR PLAYLOAD



STATION WAGON '565'

● Here's a gay new way for four smart people to step out and go places in nonchalant luxury—this lively Bantam Station Wagon. It's roomy, rugged, able and you'll park it on a pinpoint.

● Twist two thumb screws, slip the rear seat out and you have a sturdy ¼ ton truck to haul hay for the horse or trunks for the guest.

● You'll drive 42 to 56 miles on a gallon so owners tell us. See your dealer for a look and a ride.

DEALER INQUIRIES INVITED

ROADSTER '449'

COUPE '399'

SPEEDSTER '497'

PICKUP '465'

PANEL '479'

*Del. factory including full equipment and federal taxes. Prices start at

\$399

AMERICAN BANTAM CAR COMPANY
BUTLER, PENNSYLVANIA

SEE BEFORE YOU BUY



24' 6" Streamline Cabin Utility



See the New Style
GAR WOODS
at New Low Prices

See the new soft-riding, style-leading Gar Woods before you buy. 98 beautifully streamlined runabouts and utilities to choose from... open and cabin models... at price reductions from \$25 to \$1970. Priced from \$1295.00. All models completely restyled this year, with more beam, freeboard, flare and usable space than ever before. Ask your Gar Wood merchant for deluxe catalog or write for beautifully illustrated brochure. Dealers: Write or wire for franchise facts.



GAR WOOD INDUSTRIES, INC.
Boat Division—974 River Road, Marysville, Mich.
Largest exclusive manufacturers of runabouts and utilities in the world.

TRANSPORT

Saddle-Gall Derby

Three months ago convivial L. M. Parton, secretary of the Nocona Chamber of Commerce, conceived a publicity stunt. His idea: a 2,000-mile pony express race from his little (pop. 2,352) North Texas leather-manufacturing town to San Francisco, to tie Nocona to the tail of the Golden Gate International Exposition.

His stunt started off hell-for-leather. Last week it was spavined, string-halted, wind-broken. Eleven of the twelve riders who finished had nothing but saddle galls to show for their trouble, were trying to



Wide World

HORSEMAN DAVIDSON

For him, \$750; for others, no soap.

take up enough hay money to get back to North Texas, where they hoped to see Mr. Parton face to face. But Promoter Parton was missing.

From up-&-coming Nocona 18 riders set out in March with a rousing send-off in their ears, behind them a caravan of trucks and trailers for spare horses, sedans for the judges and Promoter Parton. Eighteen miles out, the lone woman in the race was disqualified when a judge caught her riding in a truck while her horses peered out placidly from a trailer. When the going got tough, five other riders dropped out. Nevertheless, Promoter Parton and his pals had a rare outing, a lot of it in wayside saloons. But as the California line neared they began to drop out. With them disappeared Parton and the plans for a big welcome in San Francisco.

Slim, weatherbeaten Shannon Davidson was the first rider to reach San Francisco. At a pipsqueak reception on Treasure Island he collected the only prize, \$750, and headed for home. Day or two later other contestants began to clatter in. One ranch hand, lost, tethered his horse in front of the San Francisco Stock Exchange. All were stony broke.

Last week, a solitary horseman buckety-bucked across the bridge to Treasure Island into the Fair grounds. V. H. Hershon had followed the race route, scrupulously refrained from changing



Gorham master craftsman cutting the die for GREENBRIER, newest Sterling pattern

YOUR LETTERHEAD

is your business hallmark

Behind the Gorham name, a proud, old tradition. You see it and feel it in every fine piece of Sterling wrought by America's leading silver-smiths. You find that same insistence upon quality expressed in the Gorham Company's choice of Strathmore paper for their consumer correspondence.

Your letterhead is a hallmark of your business. A symbol of your standards. Yet, when you write a letter on STRATHMORE BOND it costs less than 1% more than the same letter written on the cheapest paper you might buy. And on STRATHMORE PARCHMENT, as fine a paper as can be made, it costs only 2.9% more. Such plus value, for so little cost difference is sound business economy.

* * *

THE STRATHMORE BUSINESS PERSONALITY CHECK LIST shows all the ways in which a business is seen and judged by its public, gives all the appearance factors important to your business. Write on your business letterhead for this check list. Dept. T. H.-2, STRATHMORE PAPER COMPANY, WEST SPRINGFIELD, MASSACHUSETTS

STRATHMORE

**MAKERS
OF FINE
PAPERS**

A 4th Car will soon join the "Big 3"



On April 20th
STUDEBAKER
will present
a new car in the
price field of
Chevrolet, Ford
and Plymouth!

horses until he had ridden 25 miles—consequently had won the booby prize (honorary) hands down. Seeing nothing funny in his place or predicament, Horseman Henderson angrily announced he would sue the Nocona Chamber of Commerce. Then he began looking for a way to get home.

314

With no fuss or feathers, Pan American Airways sent one of its new 74-passenger Boeing Clippers across to England last week. Captained by big, blond Harold Edward Gray, carrying a crew of eleven and nine technical experts as passengers, the big 314 stopped at Horta in the Azores, then went on to Lisbon, Portugal. From there it was a straight shot across Fascist Spain to the next stop, Marseille, but Captain Gray headed north to Bordeaux, then swung across France to Marseille. Unfavorable winds, said he with a poker face, prevented the flight across Spain.

This week the Clipper lay at her moorings at Southampton, England, ready for the return flight. Purpose of the trip, which may be the last before Pan-Am begins regular service to Europe this summer: to check technical facilities, including radio direction-finding equipment at Lisbon and Marseille.

Three other of Pan-Am's 314s were in service this week, two on the Pacific run, the third on the New York-Bermuda route, operated by Pan-Am alone since the crash of Imperial Airways' Cavalier (TIME, Jan. 30). The Easter rush of Bermuda vacationers set an airline record: the *Bermuda Clipper* carried 60 passengers on each of three north-bound trips.

Busy Bunch

Since studious, balding Clare Bunch, 36, took over St. Louis' Monocoupe Corp. four years ago and found only \$20 in the bank account, he has made things hum at that tidy little airplane factory. Oil-stained apostle of hard work, he slept in the plant, did all his own test-flying, worked with the factory hands when he was not busy at the drawing board improving the basic *Monocoupe*, a two-seated monoplane (\$3,875), or designing a bigger two-engined job. Last week, with the bank account considerably more than \$20, Clare Bunch lifted his nose from the grindstone and went out to publicize his planes.

With two ham sandwiches and a jug of coffee, he took off from Burbank, Calif. in one of his two-seaters, climbed his heavily loaded craft to 12,000 ft. and headed east. Averaging 30 miles to the gallon, he kept his *Monocoupe* on top of an overcast most of the way, kept himself on the course by listening to range stations on a small radio receiver. When he landed at Roosevelt Field, N. Y. next day, tired and chilled, he had set a new transcontinental light-plane record: 23 hours and 26 minutes, an average of 110 m.p.h. Cost of the trip, exclusive of sandwiches, coffee and depreciation: \$27.15. Result: a fat sheaf of inquiries from pilots, to some of whom Monocoupe hopes to sell airplanes. Said satisfied Mr. Bunch: "I made the flight for my own satisfaction."

ENJOY THE BEST IN NEW YORK



A truly fine hotel
A distinctive address
A convenient location
Large, luxurious rooms

SINGLE . . . from \$6
DOUBLE . . . from \$8
SUITES . . . from \$12



HOTEL

Ambassador

Ownership Management

J. C. THORNE · J. J. ATKINSON

PARK AVE. · 51st TO 52nd STS. · NEW YORK

**In all the world
no finer RUM...**

TRY IT!

Make your favorite rum drink with Don Q—light, fragrant triumph of Puerto Rico's famous Destileria Serralles, Inc. Superb in a Daiquiri, Rum Collins, Rum Highball, Cuba Libre. Try it!

White Label for cocktails, Gold Label for tall drinks

Product of DESTILERIA SERRALLES, INC. Ponce, Puerto Rico

Don Q
PUERTO RICAN
Rum

Your Guide to Good Liquors
Copyright 1939 National Distillers Products Corp., N. Y. 36 Proof

MUSIC

Wheat-Belt Messiah

Alma Swensson was the prim, capable wife of a Lutheran schoolman in the little Swedish-American town of Lindsborg, Kans. (pop. 2,004). Alma Swensson loved Handel's oratorio, *The Messiah*, decided that her Swedish neighbors should hear it too. So she sent for the music, gathered a chorus of young people from the surrounding towns and farms, rehearsed them and let the welkin ring. That was in 1882.

Mrs. Swensson's sacred musical was such a success that it went on tour, in lumber wagons along dusty Kansas roads, to the neighboring towns of Salesburg, Salina and New Gottland. Next year they did it again. The chorus grew, acquired a permanent orchestra and conduc-

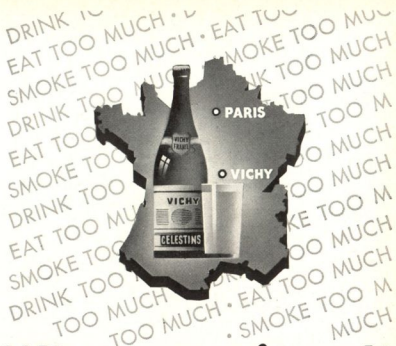


HAGBARD BRASE
His chorus swelled the town.

tor, hired famous soloists like Lillian Nordica, Ernestine Schumann-Heink, Olive Fremstad. Lindsborg's annual *Messiah* became the biggest musical event in Kansas.

Last week Lindsborg's chorus sang its 168th *Messiah*. Visitors from as far away as Mexico swelled the little Kansas town to two-and-a-half times its normal population. Besides the *Messiah* the Lindsborgers sang Bach's surging, intricate *St. Matthew Passion*. Twice a week for many weeks, the husky, hard-handed choristers had rehearsed with religious earnestness. Some drove from farms 50 miles away. Imported soloists from the East marveled at the sober fervor with which they chanted the complicated scores.

No fashion-plate maestro guided them, but a lean, timid, white-bearded, 61-year-old Swedish music teacher named Dr. Hagbard Brase. Dr. Brase, who has brought up a strapping Swedish-American family of five on a modest salary as professor of music at Lindsborg's Bethany College, has led all of Lindsborg's *Messiahs* since 1915. A simple, religious man, whose



When you insult your stomach... apologize with VICHY CÉLESTINS *Natural Mineral Water*

With a rich meal or after it. In your drinks or between them. At night or in the morning... a glass of Vichy-Célestins is a gracious gesture to your digestion. • We mean genuine Vichy-Célestins...bottled at the spring at Vichy Spa, France, under the supervision of the French Government. • It is a complex solution containing at least six bicarbonates. It helps to relieve and soothe nervous stomach distress. But—it acts gently—not like a "dynamite" medicine. • You'll like its piquant tang.



TO THE DOCTOR: A new booklet has been published containing information on the use of Vichy Célestins as an adjuvant in the treatment of various disorders and on the medical facilities of Vichy Spa at Vichy, France. . . Please write to the American Agency for French Vichy, 285 Madison Avenue, New York City. MUrray Hill 3-3425.



DEBRA A. M. CASSANO

3 HOURS OF FISHING AND . . .

then a Dubonnet cocktail. What a grand prelude to tall stories...and food. Dubonnet, made of fine French wines deftly blended, will delight you. This famous French appetizer is neither too sweet nor too dry.

TRY DUBONNET THESE 2 DELICIOUS WAYS

- 1 THE FRENCH WAY—Dubonnet straight, well-chilled. You'll find it mild, delicious.
- 2 THE AMERICAN WAY—Dubonnet cocktail —half gin, half Dubonnet; stir in glass with ice.



APPROX. WINE—ALCOHOL 18% BY VOLUME
CONT. 100% SCHENKER IMPORT CO. INC., N.Y.



DUBONNET

STRAIGHT OR COCKTAIL

hobby is gardening. Dr. Brase sleeps little, spends his nights mostly poring over scores by Bach and Handel. Says he: "There will never be time enough in this world or the next to plumb the depths of the great masterpieces they have given us."

Symphonic Jitterbugs

Adolescents who are yanked off to symphony concerts by culture-maddened parents often conceive a permanent dislike for symphonic music. Symphony boards of directors have long wondered how to make these adolescents take it and like it. Six years ago, Philadelphia's platinum-blond Conductor Leopold Stokowski suggested a solution: make the parents stay away. Thereupon he started a series of "Concerts for Youth," sold tickets to youth only (between 13 and 25), got "bouncers" to patrol the aisles of the staid Academy of Music with orders to throw out anyone who looked over-age.

To his carefully selected audience Conductor Stokowski played full-weight symphonic programs. But he punctuated them with speeches, quips, unprogrammed surprises. He held conversations with them across the footlights, let them wriggle, whistle, cheer, shout, sing, throw paper darts. Once, when they dared him to, he brought down the wrath of Philadelphia's Tories by playing the *Internationale*. Stokowski's Youth Concerts became the most jam-packed events of the Philadelphia Orchestra's season. Optimistic high-brows felt that a sizable percentage of Philadelphia's jitterbugs had been saved for Beethoven.

Last week Conductor Stokowski, back in Philadelphia on a return engagement, rounded out the sixth season of Philadelphia's Youth Concerts. Three thousand youngsters crammed the aged Academy of Music. (This season's tickets were all sold out two hours after they were placed on sale.) As a special treat Stokowski gave them a world premiere: Alexander Gretchaninoff's *Fifth Symphony*. Then, as one adolescent, the whole audience sang *Ein feste Burg ist unser Gott*, Schubert's *Ave Maria* and a brand-new Philadelphia *Youth Song* to music by Sibelius. Maestro Stokowski called for more jive: "Let the walls rock and the ceiling move up and down," he cried. "I want to see that chandelier agitated by its emotion!"

Clarinetist's Progress

The five-inch shelf of jazz literature has been considerably increased in the last few weeks by Winthrop Sargeant's anatomy, *Jazz: Hot and Hybrid*, and Wilder Hobson's up-to-date critique, *American Jazz Music*. Last week a biography was added to the shelf—Benny Goodman's and Irving Kolodin's *The Kingdom of Swing*—which reveals nearly all there is to reveal about Mr. Goodman's life and four-four time.

Of interest mainly to aficionados of America's native rhythm, the Goodman biography provides a play-by-play account of the only jazz artist who, without once compromising with tinhorn commercialism, battled his way up from tootling in a * *Stackpole* (\$2).

FOR WORLD'S FAIR VISITORS..

triply
CONVENIENT

- 1 Only 20 minutes to the New York World's Fair.
- 2 In the midst of Manhattan's brilliant attractions.
- 3 Just a few steps from your Grand Central train.

THE COMMODORE

FRANK J. CROHAN, President

2000 large, outside rooms,
all with private bath—from

\$4



"NEW YORK'S
BEST LOCATED
HOTEL"

Right at Grand Central Terminal



SPIRITS AT LOW EBB?

A glimpse of the sea
will turn the tide

Nothing will lift your spirits like the restful rolling ocean—unless it's the heartening hospitalities at these great boardwalk hotels.

Let salt air and sunshine tell you outwardly that spring is at its best here. We'll see that the "blues" fade inside. Tempting meals. Bright lounges. Health baths. Varied amusement.

LEEDS AND LIPPINCOTT COMPANY

**CHALFONTE-
HADDON HALL**

On the Boardwalk

ATLANTIC CITY



synagogue to running his own band. The book also functions as a sort of *Who's Who* in hot music. In his 20 years in the business, Goodman has worked with or heard and known all the best players.

Full of interesting detail, the biography notes that all the Goodman kids drank coffee as soon as they were weaned. Milk cost too much for a Chicago garment-worker's family. Goodman recalls that he first met the late great Trumpeter Beiderbecke on Aug. 8, 1923, because that was the day the youngest Goodman, Jerome, was born. The first band under Goodman's direction was a pickup combination that he took to Cannon Club for a 1929 Princeton house party. His first national publicity, on the occasion of his 1935 Sunday concert, while playing in Chicago, is attributed to TIME.

About the only thing that Mr. Kolodin, music critic of the New York *Sun*, and his subject do not tell about the subject is why he does what he does.

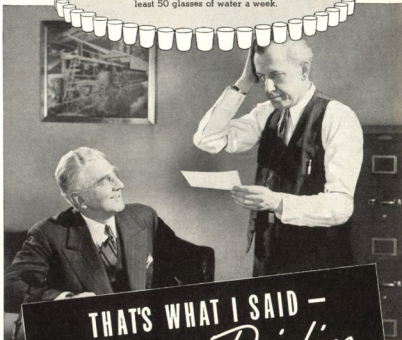
Program Notes

► Last week John Barbirolli, conductor of the New York Philharmonic, who is not generally considered a magician so far as programs are concerned, pulled an exciting Easter rabbit out of his hat. Assisted by the young, well-trained Westminster Choir of Princeton, N. J., the Philharmonic gave Manhattan an earful of Gioachino Antonio Rossini's rare *Petite Messe Solennelle* (Little Solemn Mass), which is neither little nor solemn. The Mass took almost two hours to perform, was full of the impish but not impious gaiety of Rossini's comic operas (*Ceneventola*, *The Barber of Seville*). Rossini, one of the laziest and wittiest of all composers, wrote his Solemn Mass in 1863 at the age of 71, called it his "last mortal sin," marked one passage *Allegro Cristiano* (quick but Christian), confessed he did not know whether it was "*musique sacrée ou sacrée musique*" (sacred or accursed music), made one tenor solo, *Domine Deus*, sound like a swashbuckler's serenade, and directed that the composition should be sung by "three sexes—men, women and eunuchs." The Westminster Choir got along all right with the first two.

► Largest and swankiest spa in England is the venerable town of Bath, 107 miles from London. Bath's principal claims to fame are its Roman remains, its Georgian house-fronts, and its spring water. Gouty Brits have drunk and dunked themselves in Bath's water since the time of the Roman Empire. Not so well known as Bath's baths, but no less remarkable, is Bath's Pump Room Orchestra, a small 18-man group, which is today the oldest established orchestra in the British Empire.

Founded by England's famous dandy and fashion arbiter, Richard ("Beau") Nash, the Pump Room Orchestra (now conducted by handsome Maurice Miles) has given concerts in Bath's Pump Room for 234 uninterrupted years. Last week word leaked out that the famous Pump Room Orchestra was to be disbanded. Reason: for its size, Bath's orchestra had set a new record in box-office flops. This year's expected deficit: \$25,000.

The average person requires at least 50 glasses of water a week.



THAT'S WHAT I SAID —
A BONUS FOR Drinking

IT'S WORTH money to have employees drink plenty of water. They do more and better work. It reduces fatigue, major cause of accidents . . . also time off for illness. But it isn't necessary to pay employees to drink water. There's a better, cheaper way.

Westinghouse Water Coolers provide a service that is attractive . . . inviting.

Exclusive Westinghouse features give PLUS value in economy, capacity . . . in all around performance that is unmatched. Only Westinghouse provides a complete line of Hermetically-sealed Water Coolers, backed by 5 years' protection.

Ask your Westinghouse dealer for free copy of a useful folder—"How to Check Drinking Water Costs." Or write—Westinghouse Electric & Manufacturing Co., Section 8241, Mansfield, Ohio.



Westinghouse
WATER COOLERS

HERMETICALLY SEALED FOR *Extra* YEARS OF TROUBLE-FREE PERFORMANCE

Thousands now HEAR CLEARLY AGAIN



...with
Western Electric
HEARING AID
Ortho-technic Model

Poor hearing no longer need handicap you—for even extreme cases can be helped by the Western Electric Audiphone.

It's backed by 57 years' experience in Bell Telephone making—it's based on advanced technique in hearing aid design. Your dealer will recommend the Audiphone that best meets your individual needs.

Users say it enables them to *hear clearly* in group conversation—at greater distances—and in any position. It delivers sound *naturally*, with either air conduction or bone conduction receiver. Its batteries last longer. And there's a national network of service stations in all principal cities to serve you.

Distributed in Canada by Northern Electric Co., Ltd., Montreal—in Europe by Western Electric Co., Ltd., Bush House, London.

GRAYBAR ELECTRIC Co., Graybar Bldg., New York
Please send details on Western Electric Audiphone (Ortho-technic Model) and name of nearest dealer.

Name

Address

City.....State.....

SCIENCE

Chemical Ballet

Last week some Maryland chemists (the Maryland section of the American Chemical Society) stuck their collective neck out. To entertain fellow chemists, meeting in Baltimore, they staged a show the like of which no chemist or choreographer had ever seen—a "chemical ballet." The theory was that the formation, movement and dissociation of molecules, the nuclear spins of electrons, etc., could be represented by appropriate music and dancing. The music was written by Dr. Donald Hatch Andrews, a musically inclined chemistry professor at Johns Hopkins, in collaboration with one of his students.



Robert Kniesche

H₂O

"Who would ever forget . . . ?"

The choreography was arranged by Carol Lynn Fetscher, a Baltimore dancing teacher.

"Who would ever fail," inquired the program notes, "to understand the vibrations of hydrogen, if he had felt them while dancing with a beautiful living atom in his arms? Who would ever forget the position of the bonds in benzene if he had played the part of a carbon atom whirling around with lovely hands holding him on either side? . . ."

Written by 72-year-old Pharmaceutical Chemist Alfred Robert Louis Dohme, longtime (1911-29) president of Sharpe & Dohme (drugs), the ballet scenario tells of a scientist who tries to synthesize radioactive benzene from acetylene with the aid of an atom-smasher. Something goes wrong; "there is a series of blinding flashes and he staggers back." After another failure, he sits down, sinks into discouraged sleep, dreams:

"First the hydrogens, clothed in brilliant red, appear and trip through a gay waltz expressive of their joy at the escape from the harsh gas laws that usually confine them. Then two atoms in black, carbons, emerge and grab four hydrogens each. Their kinetic freedom lost, the hydrogens now execute vibrations around the carbon atoms (methane). . . ."



AFTER DINNER
enjoy



60 Proof

How to use Cointreau in Crêpes Suzettes, Soufflés, Salads. Send for new recipe brochure. BROWNE VINTEERS CO., INC., DEPT. F, 630 FIFTH AVE., N.Y.

STEARNS
POWER
Lawn Mowers

**NO LONGER
A LUXURY**

\$69.50
to \$260.00



6 Wheel-Drive and
4 Roll-Drive Models

A power lawn mower is no longer a luxury. Stearns expert engineering has made them practical and economical units—simple and easy to start and to operate, free from complicated mechanism. Stearns great manufacturing facilities have made them as outstanding in quality, performance and operating economy as in their low price.

Select your Stearns Power Mower from one of the 10 models—ranging from 18" to 27" cut. Every model has rubber tires and a Briggs & Stratton engine.

Ask Your Hardware Dealer—or
Write Us for Catalog 14

E. STEARNS & C.
ESTABLISHED 1864
SYRACUSE, N.Y.

"Then four more carbons enter and join the groups. The molecules are suddenly aware of their gaseous nature and the atoms execute nuclear spins as the fast throbbing chords of the ethylene and acetylene dance are heard. . . .

"Suddenly a swift leaping form darts across the stage, trailing flames. It is fire. . . . Following fire, the oxygen atoms clothed in blue enter, and seize the hydrogens and carbons. First there is the dance of the water molecules thus formed. . . .

"There is a momentary pause while water and carbon monoxide combine to form methyl alcohol. As the synthesis proceeds the music turns into a syncopated cakewalk, the dance of ethyl alcohol. . . . The atoms hesitate, swaying and staggering about, intoxicated by the motions they have discovered. . . . The chemist awakens and rushes to the centre of the stage. . . ."

Hand & Bush

In industrial chemical research it is proverbial that today's bird in the bush, tomorrow is two birds in the hand—that is, that today's guesses and experiments are the basis of tomorrow's chemical industry. High lights of discovery and speculation at the American Chemical Society's convention last week in Baltimore:

Glycerin, though widely used in medicine, printing and the manufacture of explosives, is a comparatively minor by-product of soap-making. Therefore the supply is limited. Three chemists of Shell Development Co. (Emeryville, Calif.) announced a new way of synthesizing huge amounts of glycerin from propylene, a waste product of gasoline refining. The propylene is treated with chlorine to produce allyl chloride, the precursor substance from which glycerin is made.

No Glycerin. Chemist Henry Bohn Hass of Purdue University announced a way of making commercial and military explosives without using glycerin at all—simply from air, steam and natural gas. The air yields nitrogen by one of the standard fixation processes. Nitrogen is a surly element which ordinarily must be bludgeoned, chemically speaking, into combination with other substances. But at Purdue last year it was accidentally discovered that, at certain critical temperatures, nitrogen vapor from nitric acid combines readily and rapidly with methane and ethane from natural gas. This reaction yielded two new high explosives, "nibglycerol trinitrate" and "nibglycol dinitrate." Dr. Hass told a war-jittery world that a small part of the U. S. natural gas supply would yield all the high explosives that the whole world could conceivably use.

Streamlined Molecule. At present the best and costliest aviation gasoline has an octane rating (no knock at high compression) of 100. Last week Dr. Gustav Egloff of Chicago's Universal Oil Products Co. revealed that his company had developed a super-fuel of 125-octane rating, 2-2-3 trimethyl butane. This stuff has seven carbon atoms in its molecule but instead of being arranged in the usual thin chain, the carbons are pulled into a streamlined, fishlike shape which makes for slower,



One of thousands of new homes built with concrete floors, foundation and walls. Owned by Frank G. Hough, Highland Park, Ill. Wm. D. Mann, architect.



Even football doesn't shake a floor of rigid, firesafe CONCRETE

CONCRETE floors—warm, quiet, firm, dust-tight, sag-proof—a barrier against fires—are as essential to the well built house as to schools and hotels.

IN ANY HOME . . .

If you build a firesafe house of concrete—as thousands will this year—you will have concrete floors as a matter of course. But remember that *any* house can have concrete floors even though walls are of other construction.

BEAUTY, COMFORT . . .

Concrete floors may be covered with wood, carpet, linoleum,

tile, or terrazzo; or just colored and waxed—a different finish in every room if you wish. (Floor shown above has all-over carpeting with base cushion.)

COST IS LOW . . .

Concrete floors resting on a rigid concrete foundation protect your family from fire, strengthen and stiffen your whole house, save upkeep expense, add to the resale value. Cost is little if any more than for non-firesafe floors.

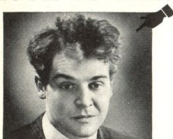
PORTLAND CEMENT ASSOCIATION

Dept. 643, 33 W. Grand Ave., Chicago, Ill.
A National Organization to Improve and
Extend the Uses of Concrete

HOW TO GET
A CONCRETE
HOME -

Ask a Concrete Contractor or Concrete Masonry Manufacturer (see phone directory) for names of architects and builders experienced in concrete. Write us for free booklet on concrete homes and concrete floors.

HOW DO YOU LOOK TO HER?



THE WATER SOAK—soaks his head with water every time he combs it. Water is bad for hair. Washes away natural oils. Dries it out, makes it brittle. Impossible to keep combed. He needs Kreml.



THE GIGOLO—plasters down his hair with sticky concoctions that gum it up, make it pasty, and tend to clog the scalp pores. He needs Kreml.



THE CUE BALL—was at one time a Water Soaker or a Gigoil or a bit of both. At any rate, the horse is gone, so there's little use in locking the barn.



THE HEAD MAN—you've guessed it. He uses Kreml, a wonderful dressing-tonic. It contains beneficial oils that impart a lustre to hair, keep it neatly combed.

Stop soaking your hair or plastering it down. Use Kreml.

If you're troubled with dandruff scales or excessive falling hair, start using Kreml today and notice the big improvement.

Ask for Kreml at your drug store, barber shop or beauty parlor.

more efficient combustion. First cost of this fuel was \$3,600 per gallon. Present cost: \$50 a gallon. Dr. Egloff hopes the price will eventually be brought down to the range of practical consumption.

Rubber from Sulphur. Every boy with a toy chemistry set knows that when sulphur is heated it turns to a dark mass like rubber. The resemblance is superficial. However, six chemists from the University of Alabama reported making a new kind of synthetic rubber by combining molten sulphur with vapors of chlorobenzene. It has special properties not possessed by either natural rubber or the famed chlorine-containing synthetic rubber developed by the late Father Nieuwland of Notre Dame and by Du Pont chemists (TIME, May 6, 1935). For example, said the Alabamians, "the rubber-like property is lost when the substance is dissolved and regained upon precipitation with an acid. This may mean that cloth and similar substances may be impregnated." The sulphur-combining process is also expected to create innovations in the manufacture of plastics, drugs, dyes.

Colored Steel

When Oscar Bruno Bach was 18 he made a finely wrought metal Bible cover for Pope Leo XIII's study. A native of Germany but a longtime resident of Manhattan, Oscar B. Bach is, according to the current *Iron Age*, "probably the foremost metal craftsman of this country." He has done a great deal of impressive metal decoration for public buildings, rich men's homes, ships, mausoleums, world's fairs. Last week he monocolored, pipe-sucking Mr. Bach discussed with newshawks a metallurgical process which he had developed (after years of research), and which not only delivers stainless steel in a variety of colors but also increases greatly the corrosion resistance of inexpensive chrome steel.

Metallurgists have tried to produce colored stainless steel for years. One of the first patents, issued to Columbia University's crack Electrochemist Colin Garfield Fink in 1933, has never been industrially developed. Researchers of Allegheny-Ludlum Steel Corp. are reported to have hit on a promising technique, but they are keeping it under wraps for the present. Mr. Bach, skeptical of patent protection, kept mum about his method for quite a while.

In the Bach process, the steel is first "pickled" (cleaned with acid), then coated with colorless chemicals (formula undisclosed) and heated. The coated steel turns black, gold, bronze, purple, blue, red or green, and the color becomes an integral part of the surface. The treatment increases the corrosion resistance of 6% chrome steel (16¢ per lb.) almost to that of high-grade chrome-nickel stainless steel (34¢ per lb.). Said *Iron Age*: "The increase in corrosion resistance, in part verified by at least several disinterested laboratories, is astonishing." Last week Mr. Bach declared that use of cheap steel, thus colored and corrosion-proofed would greatly reduce the cost of prefabricated houses.



In What Countries Is Soup Served LAST?

ANS.—This is a custom in some of the Balkan countries. But whether first course or last, soup always tastes better when seasoned with Lea & Perrins Sauce. This fine old blend of seasonings and spices gives the chef's touch to any kind of soup. Try adding Lea & Perrins to canned soups as well as those you prepare yourself, and see how much better your family relishes them.

LEA & PERRINS
Sauce THE ORIGINAL WORCESTERSHIRE

HOTEL DENNIS
ATLANTIC CITY
Central on the Boardwalk

A wealth of worthwhile living at the ocean's edge. Spring rates and features on request.

Residence Elevators

INCLIN-ATOR operates electrically on side of stairway. "Elevette". Simple vertical residence lift. Originators and largest manufacturers of small passenger lifts (house current-operated) for the home. Full information will be mailed on request.

"Elevette"
INCLINATOR CO. OF AMERICA
281 So. Eleventh St.
Harrisburg, Penna., U. S. A.

VACATION INEXPENSIVELY!
By the cool sea. Great value. Famous Food. Near Boardwalk. Special vacation rates. Convenient to N. Y. World's Fair. Write for folder.

THE SENATOR HOTEL
ATLANTIC CITY, N. J.

ANIMALS

Trapped

Attracted by the oozing sap, a winged bark louse flitted greedily around the tree. Alighting on the sticky stuff, he was soon stuck fast. A watchful spider darted



Anton Baumann-European
SPIDER AND LOUSE
The spider never got there.

toward the struggling louse, had almost reached him when the flow of sap engulfed both him and his quarry.

This little drama occurred during the Oligocene Period, some 30,000,000 years ago, in the Baltic region. Last week the shells of the spider (*Oonopidae*) and the bark louse (*Psocidae*), beautifully preserved in the amber, were put on display at Manhattan's Museum of Natural History.

Government Beavers

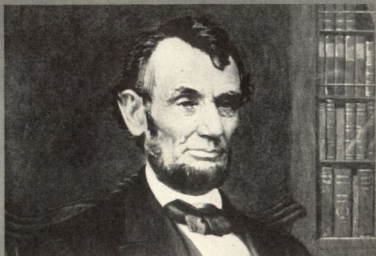
The value of the North American beaver (*Castor canadensis*) lies as much in his teeth and his temperament as in his fur. In April, his working season starts. He fells trees with his sharp incisors, dams up a stream with logs, mud, leaves, boughs, increases its depth and area, builds along the water's edge a lodge for his family. He works mostly at night. In November, when the frost sets in, he stops work, seals his home with mud (which soon freezes solid), takes a long rest.

Beaver dams are useful to man. They catch fine silt that otherwise would wash down stream. Beaver ponds may provide water for livestock, and conserve moisture in dry areas.

Three years ago, the Interior Department began to trap beavers, turn them loose in eroded Idaho areas. By the end of last season, some 500 beavers were busily damming streams under Government supervision, by the end of this year more than 1,000 may be at work.

With hundreds of arid Idaho acres already reclaimed by silt-catching beaver dams, Department of Interior experts look forward to using more beavers in Oregon and California. Cost of trapping and transplanting a beaver: \$8. Estimated value of one beaver's work: \$300.

TIME, April 17, 1939



AT THESE LOW RATES

You Can Really Afford to Carry
Ample Life Insurance Protection

Here is a policy that according to actuarial experience, protects you for your expectancy of life. It has cash and loan values.

Age	Monthly Rate Per \$1,000
15	\$.83
20	.90
25	.99
30	1.12
35	1.28
40	1.54
45	1.89

THIS low-cost policy cannot be issued in amounts less than \$2,500. At age 35 a \$10,000 policy costs you only \$12.80 per month and will pay your beneficiary either \$10,000 at your death or a monthly income for life. Write us for full details, stating age. Use the coupon below. Mail it now.

THE LINCOLN NATIONAL LIFE
INSURANCE COMPANY
FORT WAYNE INDIANA



ITS NAME INDICATES ITS CHARACTER
MAIL THIS COUPON

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY
Dept. TI-4, Fort Wayne, Indiana

Please send me full details about your Low Cost Plan, which provides ample protection at low cost.

Name

Address

City and State Present Age



38 day cruises to
BARBADOS
RIO • SANTOS
MONTEVIDEO
BUENOS AIRES
TRINIDAD

33,000-Ton Luxury Liners

S. S. BRAZIL

S. S. URUGUAY

S. S. ARGENTINA
American Republics Line

Good Neighbor Fleet

Fortnightly Sailings

RATES: \$410. TOURIST

\$480. FIRST CLASS

Consult your Travel Agent or

MOORE-McCORMACK LINES, Inc.

5 Broadway New York

The world's longest air route

Imperial Airways has more than 30,000 miles of routes, and is the only line to serve every inhabited continent in the world!—From London to Europe, and to Egypt,

and most luxurious air liners

Palestine, all parts of Africa, India, the Orient and Australia—also from USA to Bermuda. Its air liners offer luxury with speed as never known before: The world-famous Imperial trans-Atlantic flying-boats—and a whole fleet of fast new inter-continental air liners—every craft 4-engined and up to date

imperial airways

Bookings and information from any office of Cunard White Star Ltd., who are General Agents for Imperial Airways in the United States

ART

Classic Nudity

A common way for an art gallery to make a splash is to put on a "subject exhibition." These range from stunt shows which purists deplore (e.g., "Great Rivers in Art" or "Paintings of Pigs") to loftier surveys of important art forms. In the lofty class this week Manhattan's rich M. Knoedler & Co. presented "Classics of the Nude"—31 pictures from Pollaiuolo to Picasso. This was a good idea. The linear play and complex modeling of the human body, the textures, transparencies and color subtleties of the skin, have made nude painting what Bernard Berenson called "the most absorbing problem of classic art." To do the subject justice an exhibition would have to include several items not visible at Knoedler's. Among them: 1) a nude by Giorgione, Titian's great Venetian contemporary; 2) an example of the mighty figure painting of Michelangelo; 3) one of Rubens' rubicund exaltations of Flemish flesh; 4) more significant examples of choice modern work, both in the old tradition and in the new.

But the show had both splendors and curiosities. One Renaissance painting shown for the first time in the U. S. was Tintoretto's *Lucretia and Tarquinius* (see cut), lent indefinitely by one of Paris' apprehensive art

painted *Nymph Reposing*. From the 17th Century came a dusky *Landscape with Nymphs and Satyrs* by France's great Nicolas Poussin. How nude painting became stage prettiness and erotic folderol in 18th- and early 19th-Century France was almost too amply demonstrated in pictures by Watteau, Boucher, Baudouin, Girodet and Prud'hon.

In the 19th Century good painters generally quit regarding the female body as necessarily a subject for boudoir decoration, went hell-bent in two directions: moony romanticism and substantial realism. Several minor pictures illustrated the



"MIDDAY DREAM"

Substantial realism followed prettiness.

first; Gustave Courbet's *Midday Dream* (see cut) exemplified both. Courbet was a law student whose paintings of such big, authentically voluptuous women struck Parisians of the 1850s as "vulgar."

Carvers & Casters

The art of sculpture has no more indefatigable plugger than capable, stately Malvina Hoffman. When she did her famous bronzes of 101 racial types for Chicago's Field Museum, she performed a sculptural-scientific job of Leonardian scope, proved to countless U. S. citizens that sculpture could be scholarly. In the four years since then, 51-year-old Sculptor Hoffman has done less notable modeling, more writing. In her latest book* she offers students and laymen a drilled-eye view of a tough craft.

Catholic if somewhat cursory, Miss Hoffman's chapters on great sculpture are aided by keenly chosen illustrations. Once a worshiping student of Rodin, she speaks with equal understanding of the intense simplifications of Brancusi. But her chief theme is the craft itself. Among other things, she describes in ingratiating detail: the processes of casting in bronze, techniques and mechanisms for making enlargements from a small model, tools, tempers and techniques for working in

* *SCULPTURE INSIDE AND OUT*—Norton (\$3.75).



"LUCRETIA AND TARQUINIUS"

War threats brought it to the U. S.

collectors. One of the few first-rate Tintoretto's to be seen outside Europe, the picture interested students for its Michelangelo-like distortions (as in Tarquinius' leg), its hint of El Greco pattern in the nervous, lightning-like high-lights on the strewn drapery, and such tricky details as the falling cushion and pearls, one of which is caught symbolically in Lucretia's shift.

For sensuous space, serenity and golden sublimation, visitors could look on Titian's *Lady at the Mirror*. Across the room Veronese's *Venus at her Toilet* turned her opulent, cool and massive back. A pig-eyed, swollen-bellied little courtesan appeared in Lucas Cranach's delicately



"ASSIA"
Since Rodin, not ten.

different types of stone, an orderly scheme for scrubbing a studio.

"In most cases," says she, "the ideal plan to challenge a young hopeful . . . would be to send him or her to a practical school of technical training (if one exists) where the pupils are taught to drive a nail straight, or saw a plank, miter a few corners and plane the surface of rough wood until the hands become used to holding and directing tools. . . ."

For 30 years a celebrity sculptor, bushy-whiskered Jo Davidson is known for his studies of presidents, generals, kings and Gertrude Stein. Of late "Head-hunter" Davidson's social types have changed. Dedicated last autumn in Claremore, Okla. was his memorial statue of the late homespun Humorist Will Rogers. Exhibited in Manhattan last November were his portrait busts, made under fire in Spain, of the leaders of the People's Army. Last week when chunky Sculptor Davidson stepped ashore in Manhattan, glowering amiably, he brought with him from Paris a seven-foot, two-ton bronze statue of Walt Whitman, a People's Poet if there ever was one, for the New York World's Fair.

Manhattanites who wished to supplement Knoedler's nudes (see p. 60) with something contemporary and three-dimensional could see distinction in both respects at the Buchholz Gallery. The exhibition was of bronzes by Charles Despiau, 65, a quiet, interminable workman who has gradually taken rank as one of the two or three finest French sculptors. His *Assia* (see cut), a 35-inch bronze done in 1938, was the chief work shown. Not ten classic "standing nudes" so esthetically satisfactory have been fashioned since the time of Rodin.

On a Park Avenue vacant lot neatly prettied and pedestaled, Manhattan's lively Sculptors' Guild turned out to haul, hoist and hope for vernal weather. Occasion: a repeat performance this week of its smash-hit outdoor show (TIME, April 25).

TIME, April 17, 1939

"I'm no Coupon Clipper..."

BUT IT PAID ME TO MAKE THIS EXCEPTION"

"THE OTHER DAY I had occasion to go over some of our 1937 accounting records. It gave me a real shock to see how messy they were, especially where a correction had been made. On some sheets the figures were hardly readable. Worse still, the paper was already wrinkled and dog-eared—after just two years. I wondered how our records would look in ten.

"Next day I ran across an ad for Hammermill Ledger which offered a solution. I clipped the coupon and mailed it. Back came a Working Kit with a collection of forms on Hammermill Ledger. I turned them over to my assistant. 'Try this paper out,' I told him. 'Hand writing, typing, erasing, rewriting, folding—give it a real test!' He did . . . and showed me it was

better in every way than the paper we'd been using. That sounded good to me, so I talked price with our printer. His quotation sounded good, too.

"But what really convinced me was a folder that came with the Working Kit—'The Endurance of Hammermill Papers.' This folder was printed on Hammermill Ledger in 1929. Ten years ago—but it was still as crisp and clean as the records we wrote last fall.

"We're standardized on Hammermill Ledger now. Our records are neat, clean, accurate. And in 1949 they'll still be that way. To my way of thinking that's quite a handsome return on an investment of 3¢ for a stamp to mail a coupon."

HERE'S THAT COUPON . . . CLIP IT NOW!

LOOK FOR THIS WATERMARK

HAMMERMILL LEDGER

MADE BY THE MAKERS OF HAMMERMILL BOND

Send for it! I'm no Coupon Clipper, but I'll make this exception. Send Hammermill Ledger Working Kit, a packet of test sheets and 'The Endurance of Hammermill Papers'—29 edition.

Name _____

Position _____

(Please attach to business letterhead)

7-4-17

62

Alkalize with Alka-Seltzer. AT ALL DRUGGISTS



Install **A.P.W.**
Onliwon Towels and Tissue
ECONOMY WASHROOM SERVICE
Write A. P. W. Service, Albany, N. Y.

COMING TO NEW YORK?

Stop at the centrally located 44th St. Hotel, 190 West 44th St. 300 rms., 300 baths. Write for free guide "SEEING NEW YORK" H. H. Cummings, Mgr.

44TH ST. HOTEL

Send for
FREE Idea Booklet
of Map Systems
MOORE *Maptacks*

Shows modern methods of keeping
valuable geographic records of sales, etc.
MOORE PUSH-PIN CO.
Hickley St., Phila. Pa.

TIME, April 17, 1939

Big, bearlike, bluff, Arch McDonald attracted a huge following during four years as "Ambassador of Sports" at Washington's WJSV. Rabid fan John Nance Garner called him "the World's Greatest Baseball Announcer." Thousands cheered him when he once dared obscene and unidentified telephoned to meet him somewhere and fight like men.* When he broke his ankle last summer and broadcast from a hospital bed, small boys sneaked past guards, climbed through transoms, even hid in ambulances to visit Arch. Those who couldn't get in shouted questions at his window, and Arch shouted answers back.

One reason Arch McDonald is high favorite of the fans is that he avoids the hackneyed "hot-corner," "keystone-sack" school of baseball idiom. With Arch a pitcher is a pitcher, not a twirler; a catcher catches, he does not "do the receiving chore." The lingo he uses is his own or fresh from the dugout. Announcing a double play, for example, Arch is likely to report laconically: "two dead birds"; his fans know an easy fly as "a can of corn," an easy, high-hopping grounder as "Big Bill," a curve ball as "No. 2," and a slow ball as "the set of dishes." A pitcher easy for a particular batter to hit is that batter's "cousin." A hard hitter "lays the wood to it." Base runners are "ducks on the pond."

Bedtime Bedlam

A caution to U. S. parents, but a joy to radio merchandising, is the dread truth that little pitchers have big ears. Daily into these ears the radio pours its ride-'em-cowboy adventure and hearty-uncle promise of dandy premiums in return for mailed-in cereal box tops, bread labels, candy wrappers. Hapless parents, besides footing the bills, have a job on their hands in getting their supercharged, excited youngsters to bed. Result is that children's programs come in for persistent beefing, not only by U. S. parents but by the more-fearful Federal Communications Commission.

Last week NBC circulated a production guide designed to take the nightmare out of radio's bedtime stories, and iron out radio practices in general. Excerpts:

Children's hour stories "must reflect respect for law and order, adult authority, good morals and clean living." Cowardice, malice, deceit, selfishness and disrespect for law must be avoided, and so must torture, horror (present or impending), superstition, profanity, kidnapping, morbid suspense, hysteria, too much gunplay, death rattle.

Advice "to be sure to tell mother" or "ask mother to buy" must be limited to twice in one program.

Not acceptable are "contests and offers which encourage children to enter strange places and to converse with strangers in an effort to collect numbers of box tops or wrappers," or phone appeals such as: "By sending in a box top, you will help Widow Jones pay off the mortgage."

* A sure way to pick a fight with Arch McDonald is to touch him with peach fuzz. He has a holy horror of it, once broke the jaw of a joker who rubbed some on him.

... and At No Extra Cost! Universal Time-payment Plans are Liberal . . . Reliable . . . Confidential . . . and Establish Nation-wide Credit for You!

No matter where you are—in time of fire, theft, or collision—you're assured quick, friendly, competent assistance . . . if you're buying your Ford the "Universal" way! Simply see the nearest Ford dealer.

Every Ford dealer is familiar with Universal Plans and procedure and can promptly assist you.

It's the only nation-wide time-payment method for Ford buyers exclusively.

LOW COST. In spite of the many exclusive advantages it offers, a Universal Time-payment Plan costs you no more.

SIMPLICITY. There is only one man to see when you arrange a Universal Plan—your Ford dealer. He handles the whole transaction . . . at one time, in one place, with practically one stroke of the pen, day or night. No red tape—no lost time!

LIBERAL TERMS. Monthly payments can be arranged to suit your convenience. You pick your plan.

CONTINUED CO-OPERATION. Your Ford dealer and "Universal" want you as a friend—and a repeat customer. Courtesy and co-operation to make the relationship last are assured.

UNIVERSAL CREDIT COMPANY



*See your Ford dealer first
Ask for Universal credit*

Send for these free booklets before you buy your car

60 UNIVERSAL CREDIT COMPANY, Detroit, Michigan

Please send me:

- ☐ "The Easy Way to Own a Car," or
☐ "How to Pick a Good Used Car"

Name _____

Address _____

City _____ State _____



*Easterner
Westerner
Northerner
Southerner . . .
.. here's the Scotch
Whisky that is made
to your taste. Try
Teacher's and you
will agree
"It's the flavour"*



TEACHER'S
Perfection of Blended
SCOTCH WHISKY

SOLE U.S. AGENTS: Schieffelin & Co.
NEW YORK CITY - IMPORTERS SINCE 1794

MILESTONES

Born. To Zog I, 43, Mohammedan King of the Albanians; and his wife, Catholic Queen Geraldine, 23; a son; their first child and Albania's Crown Prince; in Tirana (see p. 26).

Married. Lynn Patrick, 26, professional hockey-player (New York Rangers) and son of the team's manager, Lester Patrick; and Dorothea Davis, 18, beautiful John Powers model; in Manhattan.

Divorced. Sacha Guitry, 54, French actor-author-director; by Jacqueline De-lubac (Isabelle-Jacqueline Basset), his third wife and leading lady; in Paris. Grounds: desertion. Sacha Guitry's other two marriages were also to his leading ladies (Charlotte Lysès, Yvonne Printemps); both also ended in divorce.

Died. Douglas D. H. March, 52, Curator of the Old Panama Zoo; from the bite of the deadly fer-de-lance snake; in Panama City. Veteran snake-man, Curator March had extracted venom from some 35,000 snakes, had been bitten 17 times. In 1930, forced by nervous neighbors to move his snake farm from his Haddon Heights, N. J. home, Herpetologist March left the U. S., established the Old Panama Zoo.

Died. Joseph Aloysius Lyons, 59, one-time Tasmanian school teacher, outstanding labor leader, since 1932 Prime Minister of Australia; of a heart attack; in Sydney (see p. 30).

Died. Charles Rupert Stockard, 60, famed biologist, president of the board at the Rockefeller Institute for Medical Research, longtime head of the anatomy department at Cornell University's Medical College; of heart disease; in Manhattan. After a 17-year experiment with guinea pigs, Dr. Stockard asserted that a moderate consumption of alcohol is good for the human race.

Died. James Hamilton Lewis, 72, Democratic whip and longtime Senator from Illinois; of coronary thrombosis; in Washington, D. C. A starveling Seattle lawyer at 22, a courtly Congressman-at-large at 32, long noted in the Senate for his pink whiskers and noble verbosity, Jim Ham Lewis observed shortly before his death that nowadays age 60 was a man's political prime.

Died. Henry Alexander Wise Wood, 73, inventor of many improvements in modern printing presses, and first president of the American Society of Aeronautical Engineers; of a streptococcal infection; in Manhattan.

Died. William Hallock Park, 75, specialist in the public health aspects of diphtheria, pneumonia, influenza, tuberculosis, poliomyelitis, sometimes called "the American Pasteur"; of a heart attack; in Manhattan.



HANDICOAT—a popular model among business and professional men. Stylish, yet practical for wet weather wear. Olive drab, blue and dark green. Belted or unbelted \$5 and \$5.50.

SPORTCOAT—the perfect sport waterproof! Wide lap double protective front. Many special features insuring absolute wet weather protection. Olive drab—\$7.50. These models are sold at better Men's Furnishing, Sporting Goods and Department Stores.

Write for folder T-1

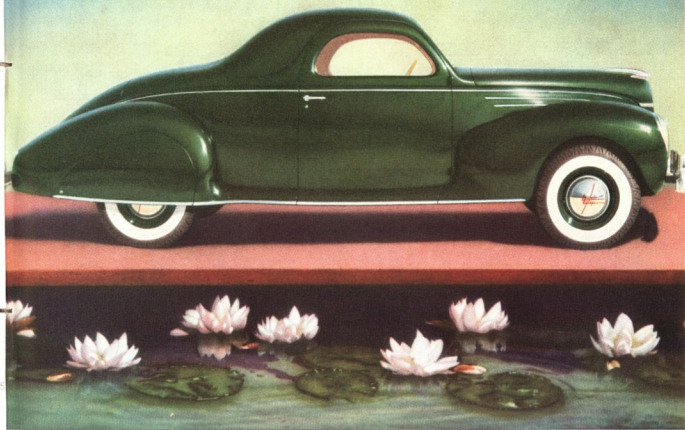
A. J. TOWER CO., Boston, Mass.
Makers of Fine Waterproofs since 1836

**STOP
COLDS
BEFORE THEY START**



Guard your mouth, nose and throat—where many common colds start! Glyco-Thymoline, the dependable, 40-year-old alkaline solution is used and recommended by many physicians because it soothes and aids in healing the delicate membranes. Use Glyco-Thymoline today and help avoid colds.

**GLYCO-
THYMOLINE**
at all drug stores



THIS "TWELVE" IS DIFFERENT, YES... BUT WHY?

You have admired the Lincoln-Zephyr as style leader. This is the car that influenced an industry. But it is very much more!

The Lincoln-Zephyr is a "twelve"—only one in its field. The brilliant performance of extra cylinders can now be had at medium price. *Here is a difference!*

This "twelve" is thrifty. It gives 14 to 18 miles to the gallon. . . . *Here, too, is a difference!*

Beneath the car's modern beauty is the only automotive structure of its kind. Steel

trusses, in all closed types, form a rigid bridge-type framework in which body and frame are a unit. This structure, light in weight, great in strength, is balanced on soft transverse springs 136 inches apart. *This is a difference!*

Altogether it is a unique combination of features, pioneered by Lincoln-Zephyr in the medium-price field, which sets this car apart. These include the balanced distribution of car weight and passenger weight . . . low center of gravity . . .

effective soundproofing . . . wide bodies with concealed running boards . . . chair-high seats. *These, also, are differences!*

But you cannot hope to know how individual a car this is until you drive. Landscape sweeping past, hills leveling down bring you new exhilaration. 70,000 owners say with you, "I never knew driving could be such fun!" . . . Your new ride is waiting. Why put off pleasure longer? Lincoln Motor Company—Division of Ford Motor Company.

LOOK BENEATH THE STYLE



A combination of features that makes it the only car of its kind.
1. Unit-body-and-frame—steel panels welded to steel trusses.
2. V-type 12-cylinder engine—smooth, quiet power.
3. 14 to 18 miles to the gallon.
4. High power-to-weight ratio—low center of gravity.
5. Comfort for six, "amidships" in chair-high seats—slides with direct outward—high visibility.
6. Hydraulic brakes

Lincoln-Zephyr V-12

THE STYLE LEADER





As fine a Scotch whisky
as ever crossed the ocean.

OLD ANGUS

A NOBLE SCOTCH

"Gentle as a Lamb"

Next time you have a Scotch-and-soda,
try Old Angus, the genial, gentle whisky
everybody's talking about. See
how it gives life to a highball! Ex-
perience for yourself its smooth,
liqueur quality . . . its fine taste.
We think you'll agree it is as fine
a Scotch whisky as ever crossed
the ocean. Try it today.



65 PROOF



YOUR GUIDE TO  GOOD LIQUORS

THE PRESS

An Advertisement of The
MINNEAPOLIS STAR

SHOP TALK

Le New York

Down the gangway of S. S. *Paris* as she docked in Manhattan one day last week cautiously stepped a small dark man whose face wore the faintly perplexed expression of a foreigner. As he has done each year for the last 19, Laurence Hills was returning to his native New York City to report on the condition of the Paris edition of the New York *Herald Tribune*, of which he is editor and general manager. Three facts made this trip different from its predecessors: 1) Laurence Hills was sick, 2) Europe was sick, 3) his paper was not too well.

Probably the most storied newspaper of its size in the world, the *Paris Herald*, as most Americans call it (Parisians call it *Le New York*), has lived through three distinct careers, under three publishers. Each career has reflected the condition and aspirations of its readers—the Americans who live in Europe. Founded in 1887 by the late great James Gordon Bennett, it was for three decades a society paper for those expatriates of whom Henry James liked to write. It carried whole pages of yachting news, maintained its own coach to Versailles, was written in two languages, with the somewhat quaint idea that people who spoke both French and English liked to read their news the same way.

Laurence Hills was Washington correspondent for the New York *Sun* in 1920 when Frank Andrew Munsey bought the New York *Herald* and with it the Paris edition. Hills asked Munsey to let him run the *Paris Herald* and got, with the job, Munsey's blunt opinion that "there is no need of a first-class newspaperman on the *Herald*." Laurence Hills, then 40, remade the paper nevertheless. He threw out the French departments, put in United Press service, used airplanes to get his paper to London and Amsterdam, upped daily stock quotations from five or six to 600. Hills wanted to make the *Herald* an international paper, and did, but at the same time it remained a small-town sheet, written by small-town newspapermen for the army of small-town Americans that took Paris after the War.

The *Herald* in the 1920s was a newspaperman's alcoholic dream. The pay was not much (\$40 a week was top) and the turnover was fast, but the work was easy and two big staffs (afternoon and night) of rewrite and copy-desk men could spend half their time in the *bistro* on the corner or playing cards on the copy desk. The *Herald* was published in an old building in the Rue du Louvre, adequately covered by insurance, and it was considered all right to light fires in the wastebaskets and put them out with imitation champagne. Only permanent fixtures on the staff were Managing Editor Eric Hawkins (who, being an Englishman with a French wife, was adept at suppressing what the French wouldn't like and correcting the more objectionable misspellings of the

native composing room crew); Sports-writer "Sparrow" Robertson (who sent his copy over from Harry's New York Bar); and Laurence Hills himself (who was a little aghast at it all, except when he added up the profits). The *Herald's* legion of homesick readers gladly paid 5¢ to read its cabled news from New York, its "Letters From the Mailbag" (occasionally staff-written), its classified ads for



LAURENCE HILLS
Short are the lists from *Ciro's*.

apartments and friendships, its homey items from Sioux City and Dallas.

In 1930 the prosperous *Herald* moved into a nine-story skyscraper in the Rue de Berri. But by then the stockmarket had crashed and the small-town army was evacuating Paris. Shorter & shorter grew the *Herald's* list of prominent Americans who dined at *Ciro's*, harder & harder it became to publish an American newspaper in Paris at a profit. The *Herald's* most engaging competitor, the *Paris Times* (which padded 50 daily words of wireless into a full page of U. S. news) had folded in 1929. The *Herald* absorbed its more serious competitor, the *Paris Chicago Tribune*, in 1934. But even with only one English-language rival (the British *Continental Daily Mail*), the *Herald* dwindled in circulation. For the last few years its daily press run has averaged only about 11,000 copies in winter, twice that number in summer. With the post-War legions gone from Montparnasse, the *Herald* again became a paper for exiles and Cook's tourists.

The *Herald's* chief source of revenue is steamship advertising, with resort ads running a close second. Biggest advertisers: the German and Italian Governments. Pro-Fascist bias has inevitably crept into the paper. It supported Italy in its Ethiopian snatch, banned the front-paging of Loyalist news from Spain, and on the day Hitler entered Vienna ran an editorial on mothers-in-law. English-speak-

It's more than doubtful that anyone predicted four years ago that a struggling young attorney in the stockyards district of South St. Paul, Harold Edward Stassen by name, would rise from that obscurity to lead the Republican party in 1938 to a 291,000 majority victory over the apparently well entrenched Farmer-Labor party and so become governor of Minnesota at the age of 31.

It's equally doubtful that anyone four years ago predicted that the then relatively obscure Minneapolis Star would become the overwhelmingly largest, most influential daily paper in the Northwest by 1939.

Five years ago Stassen was known to few people outside of his neighborhood, a quiet, vigorous, honest, struggling lawyer. But Stassen had ideas and force and a new program as different from the G.O.P. standpatism of a bygone day as it was different from that of the Farmer-Labor incumbents. Five years ago The Minneapolis Star was a quietly growing, vigorous, honest but struggling paper, third in a field of three. But The



Governor Stassen at Star Plant
—things move fast in Minnesota.

Minneapolis Star developed a new editing technique, brighter and more informative, easier-to-read and more interesting than that of the old-fashioned papers, and the public switched its newspaper preference to The Star en masse.

Three months ago young Governor Stassen turned the first spadeful of dirt at the groundbreaking for a huge new addition to the mechanical plant of The Minneapolis Star, an addition made necessary by the landslide proportions of the shift by Minneapolis readers and advertisers to The Star. Although it already had the most modern and complete plant in the Twin Cities, The Minneapolis Star, whose upward rise had been as sensationally rapid in newspapering as "Red" Stassen's in politics, found itself forced to double many of its mechanical facilities and provide one of the largest pressrooms in the country to take care of future needs.

Published in the interests of SAFE MOTORING by the makers of Raybestos, the world's largest-selling brake lining; choice of car manufacturers and owners since 1905.



For 34 Years ... THE SIGN OF SAFE MOTORING

BACK IN 1905, when automobiles zipped along at 15 miles an hour, RAYBESTOS Brake Lining was already stopping cars safely.

Today, higher speeds and increased power give your brakes a much harder job to perform; yet they will stop you smoothly and quickly at the touch of your foot, when lined with RAYBESTOS.

If your brakes grab, squeak, or pull to one side, you are inviting danger

in modern, high-speed traffic. A RAYBESTOS relined will cure these symptoms of poor brakes and will give your car 1939 brake performance.

Most cars come factory equipped with Raybestos-Manhattan brake linings. These same improved materials are supplied in Proving Ground Tested Sets for replacement on your car at the RAYBESTOS BRAKE SERVICE STATION in your neighborhood.

THE RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., BRIDGEPORT, CONN.



THE WASHINGTON
Alphabet
POINTS ABOUT
THE WILLARD HOTEL

Where People Assemble
who prefer the best.

Preferable With All desiring
convenience.

Satisfying, Economical, Com-
fortable accommodations.

Alert, Attentive, Appealing
to the modern guest.

Robert F. Warner
New York Representative
11 West 42nd Street BR York 9-6348

WPA
P.W.A.
S.E.C.
A.A.A.

WILLARD HOTEL
"The Residence of Presidents"
WASHINGTON, D. C.
H. P. SOMERVILLE, Managing Director

"I'm at hotel
Mayfair"

ENTER OF ST. LOUIS
BUSINESS

Over 50% of all rooms
\$3.50 or less, single;
\$5.00 or less, double

"Fine, that's
near my
office"

HOTEL PARK CHAMBERS
NEW YORK

From Portland, Maine to Portland, Oregon experienced
travelers and "The Park Chambers is my idea of a grand hotel."
A few minutes walk to "Radio City." One block to 5th Avenue,
Central Park and all transit lines. Large, sunny, outside rooms
from \$2.50 single—\$5 double. Suites—with or without
pantries—from \$7. Write for reservations to insure obtaining
choice accommodations. Ask for a free "Guide-Map" of N. Y.
65 West 58th Street. • • • • • A. D'Arcy, Manager

ing residents of France, few of whom like the dictators, became dissatisfied with the *Herald's* news. Laurence Hills, who has an autographed photograph of Mussolini in his office wall, became highly unpopular in his profession, and when he was made director of all the New York *Herald Tribune's* European correspondents in 1937, there was talk of mass resignations. A lonely man, he would like to be popular. Last June he went to the American Hospital at Neuilly, since then has had two abdominal operations.

With Laurence Hills in Manhattan, the *Herald* is being run as usual by Assistant Publisher Hubert Roemer and Managing Editor Hawkins. Mr. Roemer's chief interest is advertising. Mr. Hawkins' rugby football. The editorial staff has been cut to five day men and ten at night, chief of whom are Editorial Writer Vincent ("Booj") Bujeja, a cultured Maltese who just missed being a Jesuit and now calls himself a Communist-Fascist; Night City Editor Ed Hafel, who likes to boast that he was once boss; and ubiquitous, imperishable Sparrow Robertson, who at 75 still works under the unbreakable contract Frank Munsey gave him, still calls every body "my old pal." The rest of the staff is itinerant; it thinks of the *Herald* as a caravansary, where there is always the same number of guests but never the same people.

The *Herald* still stoutly insists there will be no European war. If there is war, it will lose most of its steamship and resort advertisements, and it could hardly survive without them. Last week, though barely able to get about, Laurence Hills was planning to sail for France in another fortnight. This was a bad time to be away.

Businessman Brookes

Since Manhattan Lawyer Clarence John Shearn took over the rehabilitation of the Hearst publishing empire, he has done much to restore its financial stability (*TIME*, March 13). But as William Randolph Hearst's voting trustee and personal representative, Judge Shearn has long felt that a non-Hearst businessman at the head of the Hearst empire would do even more to restore its standing and stability. Last week Judge Shearn found his businessman. John St. Clair Brookes Jr., though almost unknown to the U. S. at large, has already become a power in three top-flight corporations.

Husky John Brookes taught school in Washington for six years to put himself through George Washington University, left in 1913 with a gridiron reputation, an M. A. and LL.B. *cum laude*. Going to Atlanta as a stranger to practice law, he attracted both friends and clients by acting as line coach for the Georgia Tech football team under famed John William Heisman. In 1917 he went to Pittsburgh to form a legal department for the Mellon-controlled Koppers Co. (coal, coke, gas, tar), rose to be a vice president and director. Through his friend Cyrus Eaton of Republic Steel Corp., he became a Republic director. When in 1932 a change in Koppers management sent John Brookes back to Washington to practice corpora-

tion law, he remained a trusted adviser of Republic's present boss, Tom Girdler. In Washington (where he was born in 1888) John Brookes is best known as a partygoer and a golfer who plays with professionals.

Last week, as Lawyer Brookes became president of American Newspapers Inc., top Hearst holding company, he nostalgically recalled that he used to be a newspaperman himself. He was a cub reporter on the Washington *Herald* in his law-school days, long before Hearst bought and sold the *Herald*. He has had, however, an-



Harris & Ewing from International
A. N. I.'s BROOKES
Koppers to Republic to Hearst.

other and longer connection with the business: the new head of the largest U. S. newsprint consumer has been since 1933 a director of International Paper Co., largest paper company in the world.

Seals & Salaries

It is a newspaper dogma that reporters and desk men are underpaid, that the only way to make money is to get yourself a column and be a trained seal. Last week's Congressional report on salaries of \$15,000 and over in 1937 (see p. 76) showed ambitious cubs how much fish the big trained seals get.

Highest-paid columnist was the New York *Herald Tribune's* Walter Lippmann, whose salary was \$62,476. Hearst's Arthur ("Bugs") Baer made \$53,000. Walter Winchell \$51,699. Scripps-Howard's Westbrook Pegler's \$46,263 salary was \$10,003 more than that of his friendly enemy, Heywood Broun.* Eleanor Roosevelt drew \$16,587 (all pledged to charity); Hugh Johnson, \$15,604.

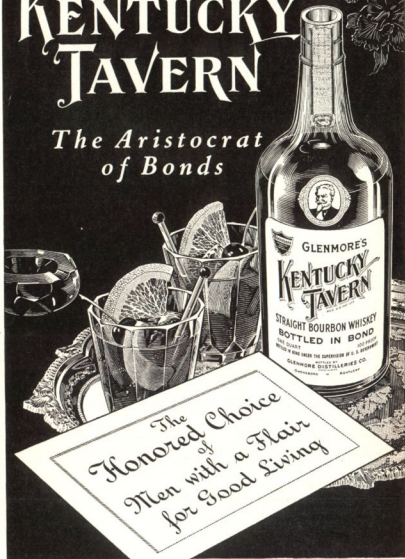
* Columnist Broun last week acquired complete ownership of the *Connecticut Post*, of which he was one of ten founders and chief contributor. Price: assumption of its debts.

Your Visit to N. Y. MUST include
TALLULAH BANKHEAD
in **THE LITTLE FOXES**
LILLIAN HELLMAN'S Dramatic Triumph
LIFE says: "The most brilliant play!"
► MAIL ORDERS NOW. Seats selling 3
months ahead. Nights \$6, 5-10, 1.25, 2.25,
2.75, 3.30; Mats. Wed. & Sat. \$6, \$1.10, 1.50,
2.25, 2.75. Send check or money order to
NATIONAL Theatre, 208 W. 41 St., N. Y.



GLENMORE'S KENTUCKY TAVERN

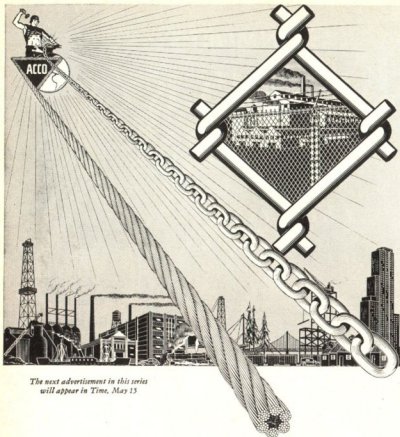
*The Aristocrat
of Bonds*



Words were not intended to portray so elusive a thing as the bouquet of a Great Bourbon. Final understanding of KENTUCKY TAVERN'S qualities has come to most men after a restless sampling of other brands... These men have learned their lesson well... and for them this is the undisputed choice of Kentucky Whiskies.

GLENMORE DISTILLERIES CO.
INCORPORATED
LOUISVILLE KENTUCKY





The next advertisement in this series
will appear in Time, May 15

More than a product— a complete fence service

J. Wallace Page originated the woven wire fence in 1883. Not only is "Page" America's first woven wire fence, but for 55 years it has continued to be the leader—the pioneer—in design and improvement. Today, for example, the Page distributor can offer you the exclusive wing-channel post especially designed for chain-link fabric. Likewise, he alone can recommend the one of five different fence metals best able to give you the individual service you require.

Proper fencing on any premises—factory, home, school, park, club, cemetery, farm or other property—requires careful, individual study to insure fullest value for the investment. That is why Page has expert distributors conveniently located throughout the country for free consultation and proper erection.

Page chain-link fence is one of more than 137 Quality Products manufactured by ACCO for use by industry and agriculture throughout the world. It is one of the products which supports our motto, "In Business for Your Safety."

AMERICAN CHAIN & CABLE COMPANY, Inc.

BRIDGEPORT • CONNECTICUT



AMERICAN CHAIN DIVISION • AMERICAN CABLE DIVISION • ANDREW C. CAMPBELL DIVISION • FORD CHAIN BLOCK DIVISION • HAZARD WIRE ROPE DIVISION • HIGHLAND IRON AND STEEL DIVISION
MANLEY MANUFACTURING DIVISION • OWEN SILENT SPRING COMPANY, INC. • PAGE STEEL AND WIRE DIVISION • READING-PRATT & CADY DIVISION • READING STEEL CASTING DIVISION • WRIGHT MANUFACTURING DIVISION • IN CANADA: DOMINION CHAIN COMPANY, LTD. • IN ENGLAND: BRITISH WIRE PRODUCTS, LTD. • THE PARSONS CHAIN COMPANY, LTD. *In Business for Your Safety*

EDUCATION

Knowledge for What?

One of the most famed modern sociologists is Robert Staughton Lynd, Princeton '14. Dr. Lynd is best known for the monumental studies he and his eminent wife made of the town of Muncie, Ind., and described in *Middletown* (1929) and *Middletown in Transition* (1937). Since he wrote *Middletown*, Dr. Lynd has taught sociology at Columbia University and brooded on the fact that mankind, busily using the knowledge of natural scientists



News pictures

SOCIOLOGIST LYND

... pitchforked a haystack theory.

to make dangerous machines, remains indifferent to the knowledge of social scientists. Looking upon a chaotic world, Professor Lynd decided that it was a great tragedy that "men build their cultures by huddling together, nervously loquacious, at the edge of an abyss."

This week Dr. Lynd joined the ranks of planners who hope to save men from the abyss by a big blueprint. He published a book with a startling title: *Knowledge for What?* In it, Professor Lynd proposed that the U. S., having failed to get a plan from educators, preachers, politicians, businessmen or engineers, be brought to order by social scientists.

Aware that his proposal that they go in for social reform would shock fellow scientists, Dr. Lynd beat them to the punch. "The scholar-scientist," said he, "is in acute danger of being caught, in the words of one of [W. H.] Auden's poems, 'Lecturing on navigation while the ship is going down.'"

Professor Lynd does not pretend to have the blueprint in his own pocket, but he claims to know most of the questions and how to find the answers that would supply the blueprint's general plan. To start social scientists hunting for more

* Princeton University Press (\$2.50).

meaningful answers, he proposed some "outrageous" working hypotheses. Samples:

► Private capitalism will not work and "other ways of managing our economy need therefore to be explored."

► Men are "unequal," and by nature "irrational"; consequently, democracy, to succeed, must adjust itself to unequal, irrational men.

► The American people's faith in education as a cure-all is misplaced. Reasons: education is 1) an institutional strait-jacket, 2) too slow. "This great faith in gradualness . . . assumes what may be called the haystack theory of social problems, that is, that our culture confronts a fixed quantum of problems which are being slowly carted away by 'progress,' each load reducing the total awaiting removal. Actually, however, the culture appears to be piling up problems faster than the slow horse-and-haywagon process of liberal change through education and reform is able to dispose of them."

"Economic Statesmanship"

When spectacted, studious John M. Cassells (a onetime Rhodes Scholar, later a Harvard instructor) was a youth, he worked in a wholesale fruit house. One of his functions was to mix bad peanuts with sound ones. He found the job particularly disagreeable because he was a Sunday School teacher. Mr. Cassells became interested in consumers' problems. Year and a half ago, when the Alfred P. Sloan Foundation gave Stephens College in Columbia, Mo. about \$40,000 a year to found an Institute for Consumer Education, Stephens took John Cassells, then 37, from Harvard, made him director of its Institute (not to be confused with New Jersey's Stevens Institute of Technology).

By that time Mr. Cassells had decided that consumers needed to know more than how to tell good peanuts from bad. Soon he had his students not only sallying forth on practice shopping expeditions and investigating advertising, but also studying economics, banking and even Plato's *Republic*.

Now the unofficial capital for a new study spreading rapidly through U. S. schools, Stephens' Institute last week held the first national conference on consumer education. To it went some 600 teachers, admen, editors and merchants. The conference was not devoted entirely to cheering. Said Rockefeller Foundation's Stacy May: "In the world of politics, the consumer is a blind beggar of gigantic stature, who stands on the corner of Paradox Street and Pressure Group Lane with little to sell but his woe. Potentially he would seem to be immense. Actually, he is all but completely impotent."

Most ringing speech made to the consumer educators was by Harold S. Sloan (brother of General Motors' Alfred P. and head of the Sloan Foundation). He declared that Stephens taught consumers to practice "economic statesmanship" by reminding them that each time a consumer chooses between a hand-made and a machine-made product, between American and foreign goods, he casts a vote for a particular kind of economic system.



Baltimore prefers

FRICK

Air Conditioning

As evidenced by 60 jobs, totaling nearly 3000 tons of refrigeration, in theatres, stores, offices, restaurants, hotels, hospitals, banks, boats, bowling alleys, and industrial plants. All credited to the Paul J. Vincent Co., Engineers.

Baltimore typifies the preference given Frick Air Conditioning by careful buyers everywhere. Let us refer you to Frick installations near you. Write

FRICK COMPANY
Waynesboro, Penna.

PAGE FENCE



Chain-link of Page Steel & Wire Division, American Chain & Cable Company, Inc.

YOU'RE LOOKING AT A WING CHANNEL FENCE POST!

PAGE pioneered in originating and designing this post especially for chain link fence fabric. It provides even greater strength and utility. This post, a PAGE contribution to better protection, is only one of many exclusive advantages.

56 years of fence service is available through one of our 92 Association Members—a locally responsible firm interested in serving you. Secure his name and free literature—write PAGE FENCE ASSOCIATION, Bridgeport, Connecticut.

SEE ADVERTISEMENT ON OPPOSITE PAGE

"Looks like a nice radio..."

*(but why did he buy
at another store?)*



RADIO SALESMAN: "Listen to this Super-Maestro DeLuxe! Just came in, has all the newest features, too. Watch me get WXYZ..."



CUSTOMER: "Looks nice, all right. But I'm really not buying this time. Maybe I'll be in again."



CUSTOMER: (to himself) "Wonder why he's pushing *this* strange make? I'd better go somewhere else and buy a radio I know about!"

REMEMBER what happened when you bought your last radio? Chances are you were pretty familiar with its good points before you even visited the store.

We all instinctively trust products we know about. That's why radio manufacturers use advertising—to bring us, in our own homes, information that will win our confidence *in advance*.

How much does this advertising cost? How much must a manufacturer spend *per family* to

tell his story in *The Saturday Evening Post*, for example? The answer may surprise you.

Actually, the cost per family of a full page in the *Post* is only about a *quarter of a cent*! Fifty-two pages a year for only thirteen cents per family.

POSTscript: Radio manufacturers last year invested more advertising dollars in the *Post* than in any other magazine. In fact, more than in the next five weekly magazines combined.

THE SATURDAY EVENING POST

MORE THAN 3,000,000 COPIES WEEKLY . . . ALL BOUGHT AT FULL PRICE

BUSINESS & FINANCE

THE GOVERNMENT

Drenching

Inability to get capital financing was one complaint that jelled last year at the Small Businessmen's Conference (TIME, Feb. 14, 1938, *et seq.*). Since then three bills have been introduced in Congress to improve credit lines to small business. Last week Acting SEC Chairman Jerome Frank announced that all three bills would be held in abeyance while SEC and the Junior Chamber of Commerce collaborated in a study of the problem.

Under the direction of a young SEC lawyer named Peter H. ("Handyman") Nehemkis Jr., surveys will be made in 561 towns and cities. SEC itself will concentrate on ten "representative" cities.* Already well under way, the job is to be finished by June 1. Said Jerome Frank: "We want to drench ourselves in facts." A sample question small businessmen will be asked: What per cent of your inventories have you borrowed against?

Last week SEC also did the following for and to U. S. business:

► Cracked out its first accusation of political bribery in violation of the Public Utility and Securities Acts. It charged the \$255,000,000 Union Electric Co. of Missouri, a subsidiary of North American Co., with making contributions to certain candidates for public office, covering up the act with various "false and misleading" items in its balance sheets. Possible penalty for Union Electric officers if the charge is substantiated at hearings next week: prison terms of five years or fines of \$5,000, or both.

► Announced that any law firm retaining

* The ten: Omaha, Fall River, Birmingham, Toledo, Detroit, Houston, Seattle, Denver, Portland, Dallas.

former SEC employes for advice on matters with which they became familiar while at SEC might lose its right to practice before SEC. SEC thereupon sued to enjoin former SEC Lawyer William J. Mahaney from "continuing to disclose" confidential information to his present employer, Banker L. M. Giannini, who is fighting an SEC attempt to delist the stock of Transamerica Corp. from the New York, San Francisco and Los Angeles exchanges.

► Extended its attack on the Giannini interests by seeking a permanent injunction to restrain Timetrust, Inc. from further sale of certificates representing ownership in various Giannini banks. About \$1,600,000 in such certificates is outstanding. SEC charged that they are a means of "obtaining money . . . by means of untrue statements" such as that their purchase is similar to starting a savings account. Timetrust's President Meredith Parker retorted that SEC was using "unlawful and unwarranted tactics" to embarrass the Giannini family.

MANUFACTURING

New Stickum

In 1844 Andrew Dennison, a Brunswick, Me. cobbler, found the shoe business heavy going. His eldest son Aaron, a Boston jeweler, suggested that he try making paper forms for jewelers' boxes. Soon this side line was giving crusty Andrew Dennison a tidy living and in 1855 he sold the enterprise to another son, Eliphalet Whorff Dennison, for \$9,000. From this humble beginning eventually sprang Dennison Manufacturing Co. of Framingham, Mass., today the leading U. S. paper converter, with \$10,400,000

in assets and 1938 sales of \$12,528,000 from a line of 9,000 items including crepe paper, tags, paper boxes, seals, gum paper.

Eliphalet Whorff Dennison's grandson, Henry Sturgis Dennison, is the present



Harris & Ewing

DENNISON'S DENNISON

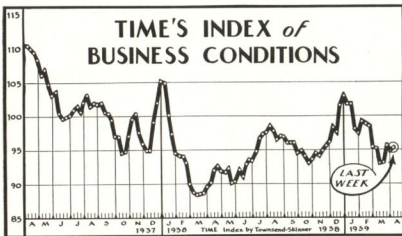
He proposed to get rid of arrears.

head of this family concern. A shrewd, eccentric Yankee, he is bald and sharp-featured, likes to tug at his eyebrows and play the violin, organ, piano; he also likes to fish and fly kites. When he built a \$75,000 Tudor manor, he horrified the architect by refusing to have leaded windows. Said he: "I'm not going to have a view of 20 miles spoiled by tradition." Once, after he strained his shoulder chopping, a doctor arrived to find him standing in his living room clad only in khaki pants and moccasins, with green birch lice hopping playfully about his chest. He still held the ax in one hand; in the other, a book on philosophy which he was reading.

Such human characteristics have endeared President Dennison to his 2,700 employes, who also thank him for progressive management. He was among the first industrialists to try employee representation, has only one vote on a management board consisting of eight employes and himself. He has written several sound books on management, has long sponsored a system of unemployment insurance.

But though Dennison Manufacturing Co. has had no labor trouble for 40 years, its stockholders in recent years have been less contented. With an average annual net since 1929 of only \$200,710, compared with \$1,072,841 for the previous ten years, the company has run up arrears of \$1,275,291.50 (\$49.75 a share) on its preferred stock.

Since there was no prospect of paying off the arrears in cash, President Dennison last week asked his stockholders to accept



Index Up. Despite war scares, TIME's Index of Business Conditions rose from 94.8 to 95.2 last week (90.2 a year ago). Average spending activity in trade centres influenced the rise, as did sharp increases in bank deposits. (TIME's Index, derived from money and banking figures, reports not on business volume but on changes in underlying conditions which are likely to affect the volume of U. S. business. A booklet describing the Index will be mailed on request.)

You know in advance how REPUBLIC BELTING & HOSE will do the Job

LONG SERVICE
ASSURED BY
THOROUGH
PRE-TESTING

● Among the many products in each class of modern industrial equipment, there are certain trade names which represent positive assurance of consistent quality to their users. To achieve and hold such a reputation for his products requires the most painstaking procedure on the part of a manufacturer. This explains the rigidly controlled manufacture of Republic Mechanical Rubber Goods and justifies the confidence of the countless firms who rely on them for dependable performance. Every product is scientifically pre-tested . . . checked for serviceability . . . before leaving the factory. Each component part must prove, under close analysis, to have a desirable amount of required features. When completed, the finished structure must stand up under rigorous tests devised to re-create the severest conditions of intended service. These far-reaching precautions assure complete operating ability and economy on the job. State your preference for a Republic brand and know in advance how well your needs for Hose, Belting, Packing and other Mechanical Rubber Products will be filled. Republic Rubber Division of Lee Rubber and Tire Corporation, Youngstown, Ohio.

ORDER
REPUBLIC
PRODUCTS
FROM YOUR
DISTRIBUTOR

HOSE • BELTING • PACKING • MOLDED PRODUCTS

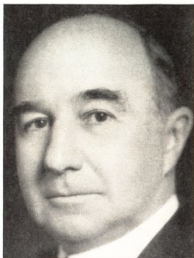


REPUBLIC RUBBER

new preferred and common stock instead. Simultaneously he proposed a complete reshaping of capital structure, reducing good will from \$1,000,000 to \$1, otherwise putting new stickum on the Dennison label.

Lima Fare

More than almost any other, the business of making locomotives is either a feast or a famine. Lima Locomotive Co., third largest in the U. S., feasted in 1937



Blank & Stoller

JOHN DIXON

February was better than A.D. 1938.

when it made 101 locomotives at a profit of \$1,019,983, first since 1930. Last year Lima got along on beans—it made ten locomotives and lost \$687,035. This year Lima is dining a little less frugally—it got an order for twelve locomotives in February. And last week Lima had a new face at the head of its table. Vice President John E. Dixon became president in place of Samuel G. Allen, who remained as chairman.

Ever since he graduated from the University of Wisconsin 39 years ago, President Dixon has been making locomotives—first with American Locomotive Co., since 1916 with Lima. At 61 he is portly, neat, given to anecdote (Sally Rand's bubble once burst and landed in his lap; he swears "it wasn't my cigar that broke it"). An engineer who tinkers in his own machine shop in the cellar of his East Orange, N. J. home, he is also a good salesman, a rabid Republican. His chief irritation is that the view from his Manhattan window includes a large picture of Franklin Roosevelt on a desk across the way.

Harmonic Complex

Crusty, cold-bath-and-calisthenics-loving James Oliver perfected the "Oliver Chilled Plow" in 1868. Although the first metal plow had been made in 1837, Oliver's chilled cast-iron model was such an improvement that he has been regarded ever since as the father of the modern plow. Last week Oliver Farm Equipment Co. of South Bend, Ind. proudly announced



This Comptometer Battery Helps Make Possible Macy's "6% Less" Policy

MACY'S sells for cash; saves with COMPTOMETERS

R. H. ("It's Smart to be Thrifty") Macy & Co., Inc., the world's largest store, estimates that three factors—volume, a velvet-gloved "cash-on-the-line" policy, and store-wide efficiency—enable them to pass on to customers a saving of 6%.

Since 1904, Macy's have used fast, accurate, efficient Comptometers in handling their figure work. Today, they employ more than 325 Comptometers, 95 of which are used in the Sales Audit Department.

During a normal year, this Department sorts, adds and files approximately 72,000,000 pieces of paper, each of which serves a particular purpose. Each day the sales checks of the previous day are audited and all figure work involved is handled entirely on Controlled-Key Comptometers.

Macy's also use Comptometers on such vital figure work as Compiling Statistics, Merchandise Control, Depositors' Accounts, Planning, Receiving, Advertising, and in the Bureau of Adjustments.

Macy executives report complete satisfaction with the Comptometer's "Compelled Accuracy," its high speed and extreme flexibility.

Whether you sell for cash or not, your local Comptometer representative can probably show you a way to substantial figure-work savings. Telephone him—or, if you prefer, write direct to Felt & Tarrant Mfg. Co., 1720 N. Paulina St., Chicago, Illinois.



Forewarned and Comptometer-armed, Macy's Sales Audit Department will make short work of these 100,000 sales tickets (product of a typical Macy day).

COMPTOMETER

Reg. U. S. Pat. Off.

GOOD BUSINESS NEWS

Ace Food Products Earnings Up 10% Net

Net profits for the Ace Food Products Company increased 10% during the past year, according to a statement released by that organization today.

Responsibility for the sales increase is directly attributable to the sale of accounts receivable. It has been estimated that this

A Going Business Uses Its Receivables To Finance a 500% Sales Increase

ONE year older—five times bigger in sales volume—and going strong with a 10% net profit . . . because early in 1937 the ACE FOOD PRODUCTS COMPANY* saw and answered an advertisement describing the Commercial Credit Company plan of "NON-NOTIFICATION" OPEN ACCOUNT FINANCING.

What they learned was encouraging. The plan they worked out subsequently with our assistance put them in a position to control distribution through new channels, at a higher rate of profit.

From operating one shift five days a week, they soon went to a six day week, working two shifts. Every month since, their sales volume has increased.

Within a year, their net worth was 50% greater, their outstanding receivables and sales

volume had been multiplied five times. And Profit? Last available quarterly figures showed a net 10% on sales.

Accounts receivable financing is not, as some inquiries have supposed, a last barrier against 77B. True, it has helped to put many a hard-pressed concern back on its feet. But when you analyze it, you see its greater value to going concerns.

It is the only form of commercial banking that provides cash as needed, without preliminary expense or delay, without maintenance of marginal credit balances, without surrender of credit and collection supervision, management or ownership.

If you would like "Information", write for our free booklet, "CAPITAL AT WORK". Address all inquiries to "Dept. TE."

**A fictitious name, but the facts and figures, taken from our records, can be certified.*

COMMERCIAL CREDIT COMPANY

"Non-Notification" Open Account Financing

BALTIMORE

BOSTON NEW YORK CHICAGO SAN FRANCISCO PORTLAND, ORE.

CAPITAL AND SURPLUS MORE THAN \$65,000,000

the "Raydex" base and point, "greatest advance in plow-making" since 1868—the first entirely machine-made plow base.

Base of the conventional plowshare is an harmonic complex of two curves blending into one another. Because no machine could fit the contour exactly, these bases always had to be hand-polished. The "general-purpose bottom" of Oliver's new Raydex has a simple cylindrical curve which can be polished by machine, making production some 46 times faster and correspondingly cheaper. The conventional plowshare costs \$4.25, will stand three re-sharpenings (about 75¢ apiece). Four Raydex points cost only \$3.40, can be thrown away like razor blades and still save the farmer money as well as the trouble of finding a smithy in these horseless days.

Having been stuck with a \$16,600,000 debt as the result of overexpansion in 1930, Oliver Farm Equipment Co. has moved cautiously with Raydex, testing it quietly for three years. But word of its merit spread so fast among farmers that Oliver had orders for 7,000 even before it formally announced Raydex to its dealers last week. It expects to sell 150,000 by autumn.

Oliver Farm Equipment Co. (plows, tractors, seeders, threshers) was formed in 1929 by the merger of four small farm-implement concerns. That year it had assets of \$46,000,000, sales of \$27,400,000. In 1932 sales collapsed to \$4,400,000 and the deficit amounted to \$4,164,974.61. But by thriftilly plowing back its earnings, Oliver finally emerged from debt last October after a 1937 profit of \$2,182,763.36 (it fell to \$60,749.66 in 1938).

The Oliver family, whose fortune once totted up to \$40,000,000, is still the biggest individual owner of the company, but management has passed to more adept hands. President now is red-cheeked, husky Cal Sivright, who helped Oliver beat Depression by developing the first streamlined tractor. Well liked—except for a habit of asking to see employees' work sheets—he drives points home by banging on the arm of his chair. So characteristic is the gesture that the firm has taken pictures of it for posterity.

PERSONNEL

Above Average

Last week the Social Security Board announced that for 30,165,694 U. S. wage earners on its rolls during 1937 average pay was \$890 a year. Also last week; the House Ways & Means Committee published the names and salaries of some 50,000 wage earners who brought up that average by drawing \$15,000 or more from their employers during 1937. It was the longest list the Committee has released since the practice was instituted in 1936. It was also the last of its kind, since the 1938 tax bill upped the publicity requirement to exclude salaries under \$75,000 a year.

Some newsworthy 1937 salaries:
Cinema, always the most open-handed U. S. industry, outdid itself in 1937. Metro-Goldwyn-Mayer Corp. alone paid

TIME, April 17, 1939

240 salaries of \$15,000 or more, and M. G. M. and its parent company, Loew's Inc., paid the two biggest salaries of all: \$1,206,503 in salary and bonus to Production Executive Louis B. Mayer, \$604,123 to Loew's Vice President J. Robert Rubin. Loew's President Nicholas M. Schenck got \$489,602. Highest paid performers: Actress Greta Garbo, \$472,499; Actor Fredric March (who deserted Hollywood for Broadway), \$484,687. No. 1 Box-office Star Shirley Temple drew \$110,256 and her mother got \$52,166 as her guardian. Notable absence from the list: Mae West, who was paid \$323,000 in 1936. Perennial cinema dark horses: Theatre Operators Spyros P. and Charles P. Skouras, who got \$320,054 and \$242,054, respectively



THOMAS J. WATSON
... top for ordinary businessmen.

from their National Theatres Amusement Corp.

Automobiles. General Motors' Alfred P. Sloan, No. 1 in 1936 with \$561,311, dropped to \$183,708. (His company sold 4% more cars in 1937 than in 1936.) G. M.'s President William S. Knudsen dropped from \$459,878 to \$247,210. Ford Motor Co. paid Chairman Henry Ford nothing, President Edsel Ford \$146,056, Vice President Peter Martin \$171,465, Superintendent Charles E. Sorensen \$166,071. Nash-Kelvinator Corp. paid its President George Walter Mason \$333,957; Chrysler Corp.'s Chairman Walter P. Chrysler drew \$189,136.

Bankers were led by Chase National's Chairman Winthrop W. Aldrich, with \$175,000.

Publishing. William Randolph Hearst's \$500,000 salary* from Hearst Consolidated Publications made him the press's No. 1 hired hand. Hearst papers made a point of computing the approximate Federal income tax of their boss: \$306,000 ("There was also a State income tax"). Next to Hearst were President Mortimer Berkowitz of Hearst's *American Weekly* (\$265,225), Publisher Joseph Pulitzer of the St. Louis *Post-Dispatch* (\$255,000), Robert R. McCormick of the Chicago

* Since cut to \$100,000.

"THESE TROUBLESOME TIMES"

Every investment decision contains a generous measure of prophecy . . . that security prices are too high or too low . . . that debtors will or will not be able to meet their obligations.

In these troublesome times, the task of gauging future trends and arriving at sound investment conclusions requires more than experience and judgment. It involves as well the possession of a vast amount of facts, the collection and interpretation of which are beyond the capacity of the average individual.

The size of the staff needed to keep Moody's constantly informed of all the rapidly occurring developments best illustrates the impossibility of any one investor doing the job adequately in his spare time—alone or with occasional assistance.

To collect the facts, political and economic, here and abroad . . . to interpret their probable effect on security values and to make realistic decisions is a job for an organization designed for the purpose and geared to the speed of the times.

Successful management of investments demands the facilities, man-power and organized knowledge of a large group of investment specialists to scrutinize each new situation and judge dispassionately how it will affect the value of securities. That is the job that Moody's Investors Service is well equipped to do for investors.

Your inquiry for further information will be held in confidence and will involve no obligation.

MOODY'S INVESTORS SERVICE

JOHN MOODY, *President*

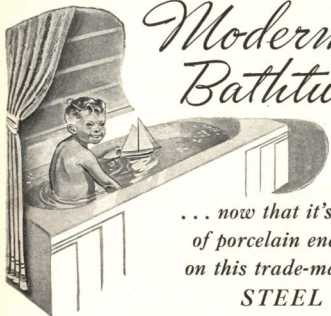
65 BROADWAY

NEW YORK CITY

105 WEST ADAMS STREET, CHICAGO

SEE WHAT'S HAPPENED TO THE

Modern Bathtub!



... now that it's built
of porcelain enamel
on this trade-marked
STEEL

EVEN that time-honored denizen of the bathroom has at last yielded to the march of progress. Today, in place of the familiar old relic with its ornate feet, there stands a sleek, streamlined tub of amazing beauty and surprising lightness. Its weight has been cut to less than one-third!

This new tub is so light that one man can carry it. It requires no reinforcement under the bathroom floor. In famous hotels and apartment houses, it has stood all the tests of hard service.

What's behind all this improvement? A modern steel called U-S-S VITRENAMEL, made especially for porcelain enameling. A steel so strong and workable that whole bathtubs can be pressed from a single sheet. A steel that does away with excess weight—saves needless pounds.



SO LIGHT one man can carry it. Easy to install. Needs no reinforcement.



SO STRONG that in a recent demonstration it supported an elephant.

... OTHER HOUSEHOLD PRODUCTS, TOO

Makers of a wide variety of household equipment are now using this steel to lighten and strengthen their products. Whether it's a tub, lavatory, sink, range, refrigerator, cabinet, table top, or washing machine, you will save money and get a better appliance if you buy porcelain enamel on U-S-S VITRENAMEL.

To make sure that the equipment you buy is modern, low in cost, light in weight, look for the green-and-gold seal of U-S-S VITRENAMEL. That is the manufacturer's guarantee that underneath the enamel he has used the finest steel that money can buy. Be sure the seal is there.

SO EASY to identify. Just look for the U-S-S VITRENAMEL seal on porcelain enamel products. It's your guarantee of low cost and long life. And on purchasing any steel product, let the U-S-S quality symbol be your guide.



CARNEGIE-ILLINOIS STEEL CORPORATION
Pittsburgh and Chicago

Columbia Steel Company, San Francisco, Pacific Coast Distributors
United States Steel Products Company, New York, Export Distributors

UNITED STATES STEEL

Tribune got \$50,000, same sum his cousin Joseph Medill Patterson drew from New York's tabloid *Daily News*. Others: Publisher William Franklin Knox of the Chicago *Daily News*, \$75,000; Robert L. ("Believe It or Not") Ripley from King Features Syndicate, \$149,777; New York *Daily News* Managing Editor Harvey Deuel, \$130,567; Publisher Frank Gannett from the Gannett Co. Inc., \$60,000; General Manager Kent Cooper of the Associated Press, \$63,947. President Marion (Davies) Douras of Hearst's Cosmopolitan Productions Inc. (cinema distributors) was paid \$106,000. (For salaries of columnists see p. 69.)

Steel, at 72% capacity during 1937, helped to give Bethlehem's President Eugene Grace \$394,586 in salary and bonuses, compared to the salary and bonus of \$1,645,000 that he got in 1929. Myron Taylor of U. S. Steel, who negotiated a contract with John L. Lewis' C. I. O., received \$167,662.

Manufacturing. Thomas J. Watson of International Business Machines, whose salary contract was last week extended for the fifth time by its stockholders, was paid \$419,938 in 1937, top for ordinary businessmen (outside of the amusement industries and W. R. Hearst). American Tobacco Co. paid President George Washington Hill \$380,976, three vice presidents (Paul M. Hahn, Charles Neiley, Vincent Riggio) \$266,585 each. General Electric paid \$235,000 to Chairman Owen D. Young and President Gerard Swope. Johns-Manville's public-relations-conscious Lewis H. Brown earned \$112,649. E. I. du Pont de Nemours paid 196 salaries over \$15,000, its highest (\$150,280) to President Lamont du Pont.

Utilities, which were snugly locked in the New Deal's doghouse during 1937, made scant salary news. President Wendell L. Willkie of Commonwealth & Southern drew \$75,000. Electric Bond & Share gave its President C. E. Groesbeck \$60,220; Consolidated Edison, its Chairman Floyd L. Carlisle \$53,250.

Transport. In 1937, \$134,000 went to President D. S. Iglehart of W. R. Grace & Co., Pennsylvania's President Martin W. Clement drew \$100,450. Southern Pacific's Chairman Hale Holden got \$60,000; Baltimore & Ohio's President Daniel Willard, \$60,000.

Merchandising. J. C. Penney Co. paid \$15,000 or more to 133 executives, including store managers in such cities as Mankato, Minn.; Greenville, S. C.; Marshalltown, Iowa; Petoskey, Mich. Penney's biggest salaries (\$50,900) went to Chairman J. C. Penney and six of his top executives. Sears, Roebuck & Co. paid President Robert E. Wood \$100,000, Chairman Lessing J. Rosenwald \$75,000. From Montgomery Ward & Co. Sewell Lee Avery received \$100,390. To President C. W. Deyo of F. W. Woolworth Co. went \$200,414.

Communications. American Telephone & Telegraph's President Walter Sherman Gifford received \$209,650. Columbia Broadcasting System paid President William S. Paley \$190,196; National Broad-

casting Co., its Lenox R. Lohr \$50,230. Radio's biggest earner was "Major" Edward Bowes, whose total paycheck was for \$453,817.

Insurance. Metropolitan Life Insurance Co. had 167 salaries over \$15,000, biggest (\$150,000) to Board Chairman Frederick H. Ecker. Prudential's Edward D. Duffield drew a round \$100,000. New York Life's President Alfred L. Aiken got \$75,000, Board Chairman Thomas A. Buckner exactly \$99,999.

Miscellany. Mickey Cochrane as manager of the Detroit Tigers received \$36,000 and a \$9,000 bonus; James J. Braddock, from Braddock-Gould Enterprises, \$51,983; Lou Gehrig, New York Yankees, \$36,000; Kirsten Flagstad, Metropolitan Opera, \$39,000—and from Paramount Pictures, \$20,000; Actress Lynn Fontanne and Actor Alfred Lunt, The Theatre Guild, \$99,674 and \$101,674.

► McKesson & Robbins paid F. Donald Coster-Musica \$40,280.

PERSONNEL

Borrowed Bonds

One of the prides of Hartford, Conn. is Hartford Electric Light Co., nationally known as a model utility. It has no truck with holding companies, has only common stock (few bonds), has constantly slashed its rates. Head of this white sheep of the



Blackstone Studios

VIGGO BIRD
Hartford was shocked.

utility industry has long been genial old Samuel Ferguson, who four years ago moved up to chairman, turned over the presidency to handsome, Danish-born Viggo E. Bird. Last week, to Hartford's openmouthed horror, Viggo Bird turned out to be an embezzler.

This was the closest scandal had ever come to Hartford Electric Light Co. and it went no further. Viggo Bird resigned at once and Samuel Ferguson resumed the presidency, announced that the embezzlement did not involve the utility but New London Northern R. R. Co., of which Viggo Bird was treasurer.

Few days later, Bird pleaded guilty to



Charlemagne's dinner guests thought they were witnessing magic when, after a feast, the emperor flung the soiled table cloth into the fire, then drew it back cleansed and unharmed. Though it mystified others, the true nature of the cloth was familiar to Charlemagne. It was made of asbestos.

Not for another thousand years did men discover the remarkable qualities of asbestos as applied to home building and industry.

Toward the end of the last century, The Keasbey & Mattison Company experimented with combinations of asbestos and other basic materials, originating many of the most efficient forms of insulation known. Today, they are used as coverings for pipes, boilers and furnaces, in homes and industrial plants the country over.

Keasbey & Mattison also produces asbestos-cement shingles and wall-boards for your home, as well as asbestos-cement pipe for water mains, and sheet materials for weatherproof factory walls...all of them based on the "magic" asbestos of Charlemagne's table cloth.

KEASBEY & MATTISON COMPANY
AMBLER, PENNA.

The K & M plants are in Ambler, Pa., and St. Louis, Mo.
District Sales Offices in Principal Cities

**MANUFACTURERS OF ASBESTOS
AND MAGNESIA PRODUCTS SINCE 1873**

See K & M's Fiery Snowman and exhibit in the Home Building Center at the N. Y. World's Fair.



COPYRIGHT 1939
BY KEASBEY & MATTISON CO.

Who Benefits?



Here are some of the persons who benefit most by the Custodian Management service of City Bank Farmers Trust Company: **¶** The man who knows more about making money than the very different task of taking care of it. **¶** The man who is able to manage his investments, but wishes to escape that burden to devote more time to his business or other interests. **¶** Men and women who for any reason distrust their own ability to conserve their capital and make it yield a fair income. **¶** Our officers will gladly explain how our Custodian Management service may be of help to you.

City Bank Farmers Trust Company

CHARTERED 1822

Head Office: 22 William Street, New York; Uptown Office: Madison Avenue at 42nd Street; Brooklyn Office: 181 Montague Street
Information may also be obtained through any branch of The National City Bank of New York

hocking \$160,000 worth of the railroad's bonds with four banks as collateral for personal loans. Flushed, but holding his handsome head high, Mr. Bird heard the prosecutor accuse him of living beyond his means, speculating in the market, and having a "hunger" for directorships. Then Bird's lawyer, George H. Cohen, rose to tell the story behind the crime. His story:

Born in Copenhagen 54 years ago, Viggo Bird came to the U. S. at 18, graduated from M. I. T., and married on a \$2,000-a-year income from Stone & Webster. Slowly his salary rose to \$40,000, but debts rose faster. First his wife had a \$1,500 operation. Then his son got tuberculosis and Viggo Bird borrowed \$9,000 to finance a cure in Switzerland. Just before 1929 his brother lost \$30,000 belonging to their mother. Viggo Bird assumed the debt.

Then he met a broker named Drexel (now a fugitive) who got him into the stock market in a small way. In the summer of 1929 Drexel invited the Birds to a summer camp with no telephone. While they were there, Drexel told Bird's secretary that her employer wanted her to arrange a \$10,000 loan from the bank. She used her power of attorney to obtain it and Drexel bought \$100,000 worth of stock on margin in Bird's name. Before Bird could extricate himself, the crash had come and he was short \$239,000. He borrowed that amount from a friend.

Since then, said Lawyer Cohen, Viggo Bird has made \$304,000, paid \$190,000 of it to the unnamed lender. This left only some \$114,000 (\$11,400 a year) before income taxes to support his wife and four children. Mrs. Bird frequently did her own washing and the girls sometimes scrubbed floors and cooked. Their moderate-sized house was beautifully kept, but they drove a Ford. Finally the strain got too great. Thinking the market was going up, Viggo Bird embezzled.

Last week, he was visibly glad the strain was over. He made good all but \$30,000 of the loss, offered his house to reduce the deficit further, said he wanted to take his medicine. Impressed, the judge let him off with two to five years in State prison.

TRADE

Not Irresistible

Federal Trade Commission's stipulation-of-the-week: "Keystone Laboratories, Inc., 491 South Third St., Memphis, trading as Memphis Mail Order House, Curio Products Company and White Line, will discontinue representing that Poreen Ointment, La Jac Lovin' Pink Cream for Dark Skins or La Jac Orange Beauty Glow Cream are skin foods or skin whiteners; that other of its products eliminate wrinkles; that La Jac Brite Skin Bleach will overnight, or in any stated time, make the skin five shades lighter or that Lucky Mojo, Good Luck Incense, Hindoo Mystic Love Perfume, Holy Oil with Live Loadstone or High John the Conqueror Root and other similar products bring good luck, love, romance, power, life, inspiration, easy money or irresistibility."

TIME, April 17, 1939

PEOPLE

At Cherbourg surrounded by French detectives, **Colonel Charles Augustus Lindbergh** boarded the *Aquitania*, bound for the U. S. "on business"—his first return since he and Mrs. Lindbergh came for two months in 1937. Said Chairman Morris Sheppard of the U. S. Senate Military Affairs Committee: "I think he could give us some valuable information."

To Shanghai from Japan flew **Quentin Roosevelt**, 19, grandson of the late President, to take off for a one-man expedition into Yunnan Province. Sophomore Roose-



APC/18

QUENTIN ROOSEVELT

For research, skulls and monkey furs.

velt, on leave of absence from Harvard, expects to find rare manuscripts, skulls, golden monkey furs, hopes his plunder will be considered research work, enabling him to graduate with his class in 1941.

Detained at Ellis Island was 25-year-old **Thomas Bat'a**, son and namesake of the late Czech boot tycoon (died 1932) and step-nephew of President Jan Bat'a. The trouble: Thomas Bat'a's Czecho-Slovakian passport, which proclaimed him as a citizen of a non-existent country. Later he was released on his recognizance, pending appeal.

Announced Washington Tailor George Tudor after fitting **William Orville Douglas**, now Supreme Court Justice, for his judicial robes: "Justice Douglas has a nice figure . . . he was easy."

Summoned to a Bronx, N. Y. traffic court for illegal parking, **Henry Worthington Armstrong**,* who in 1903 composed the music for *Sweet Adeline* (original title: *Sweet Rosalie*), was asked by Magistrate Richard McKiniry to sing the ballad's seldom-heard verse (what every

* Not to be confused with Negro Boxer Henry Armstrong.



Man Preen's His Wings

● Down, down through dripping clouds great silvery wings glide a precious cargo of humanity safely to earth. Have you ever wondered how those huge ships of the sky are kept so shining bright? With DeVilbiss spray-painting equipment, of course—the same equipment that railroads, bus lines, motor car manufacturers and boat builders use to apply finishes that resist the destructive action of the elements.

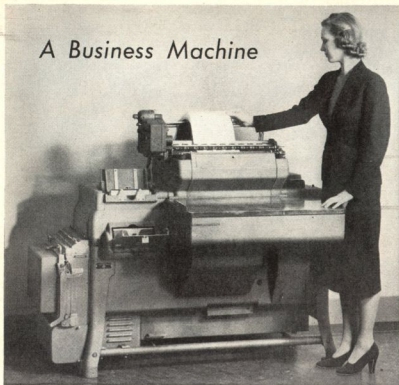
The complete DeVilbiss line* includes every necessary item that industry requires for the spraying of materials on products—whether cheese on popcorn, wax on paper or varnish on pianos. And no matter how difficult your product-coating problem may be, the odds are that DeVilbiss Experts can solve it.

Get in touch with DeVilbiss! It will not obligate you in any way to have a DeVilbiss Expert analyze your product-finishing methods and check the efficiency of your equipment. He may be able to show you how to do a better job at lower cost. And that's very important nowadays.

* THE COMPLETE DEVILBISS LINE CONSISTS OF: Spray finishing equipment • Automatic coating machines • Tanks for spray materials • Spray booths and exhaust fans for vapor and dust elimination • Air regulators, cleaners and dusters • Air compressors • Respirators • Specialized hose for paint, air, water, gasoline, welding and pneumatic tools • Hose connections • Water and oil guns • Equipment to prevent offset in printing • Paint strippers • Medicinal atomizers • Perfume atomizers.

DEVILBISS **SPRAY SYSTEMS**
THE DEVILBISS COMPANY • TOLEDO, OHIO • U.S.A.

A Business Machine



Arnold Gensh

INTERNATIONAL BUSINESS MACHINES CORPORATION
World Headquarters Building, 590 Madison Avenue, New York, N. Y.

Ask yourself these questions
before buying any razor



How often must I change blades? Most men get two or three shaves from the average safety razor blade. But, the one blade in the British-made Rolls Razor lasts for years! Many Rolls Razor owners have used one blade for over ten years.

Will I get a good shave EVERY day? Inconsistency ceases when you start using a Rolls Razor. Its one blade, stropped and honed in the case, gives the smoothest, most comfortable shave you've ever enjoyed—every day.



How long will it take me to shave? Rolls Razor cuts shaving time to a minimum, because it's a safety razor with an extra-keen blade that saves shaving strokes. "Once over" gives you a clean shave even though your whiskers are tough.

All answers favor Rolls Razor. Here's why: (1) hollow-ground blade of finest hand-forged Sheffield steel (2) semi-automatic strop and hone keep it shaving-sharp. Made in England. In a durable, compact metal case. **\$10**

A GIFT THAT HONORS THE GIVER!

Ask your dealer to demonstrate Rolls Razor or write for free booklet T-212.
Rolls Razor, Inc., 303 E. 45 St., New York.

ROLLS RAZOR

crooner knows is merely the chorus). Composer Armstrong cleared his throat, sang, "In the evening when I sit alone a-dreaming . . ." was shortly interrupted by the critical magistrate: "I ought to fine you for your singing, but I won't. Sentence suspended."

Lilly Dache, swank Manhattan milliner, defended the present preposterousness of women's hats: "These are anxious times and conditions are disturbed, so it is no wonder that women go out and buy gayer hats than usual. . . . To be attractive women should have what the French call *esprit* both inside and on top of their heads."

Appointed to assist U. S. Attorney John T. Cahill in Manhattan was Raymond Ickes, 26, onetime CCC foreman and son of U. S. Secretary of the Interior **Harold L. Ickes**.

Visitors to the New York World's Fair last week: **Mrs. Vincent Astor**, chairman of the Fair's Advisory Committee on Women's Participation, returned from



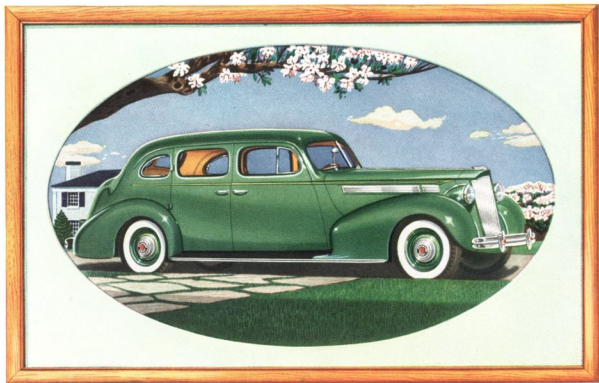
Acme

DENMARK'S FREDERIK AND INGRID
Goodwill at the Golden Gate.

playing hooky in Egypt. Said she: "I am a week late, but I thought it would be silly to spend only a day or two in Paris. I have to report now and get my orders and I am ready to go to work." **Donna Cora Caetani** of Italy, one of Europe's best-dressed women, sporting a wool-like suit and sweater made of skim milk, brought 70 dresses synthesized from milk, wood, reeds, to be shown at the Fair's Italian Pavilion. Attending the dedication of the "Roadway of Tomorrow" at the Ford Motor Co. building were **Henry Ford**, 75, Son **Edsel Bryant Ford**, 45, and Grandson **Henry Ford II**, 22, a Yale junior. Key-noted Ford I: "Great things are ahead!"

Visitors to San Francisco's Golden Gate Fair: Denmark's **Crown Prince Frederik** and beauteous **Crown Princess Ingrid**, who are making a 34-day goodwill tour of the U. S. Same weekend, his "farewell tour" almost completed, appeared Pianist **Ignace Jan Paderewski**.

Every car claims beauty . . . but what does the public think?



Packard 120 touring sedan for 5-passengers

Unbiased survey polls national opinion on '39 cars, and

PACKARD WINS BEAUTY CROWN!



"Which car do you consider best-looking?"—An independent fact-finding organization, showing pictures of all U. S. cars with identifying marks concealed, put this question to motorists in a nation-wide survey—a survey using the methods of Dr. George Gallup and checked by this famous election forecaster. Result: *Packard got more votes than any other 1939 car!*

AGAIN, the country's motorists have voted on car beauty—and again they've named Packard America's handsomest car!

So—when you look admiringly at a stunning new 1939 Packard rolls by, you'll know that all America shares your admiration. And that Packard, alone, has a right to the title of "America's most beautiful car."

Remember, too, still another distinctive thing about Packard's beauty. It is beauty that *lasts*. Because of Packard's policy of making style changes *gradually*, a Packard keeps its smartness, *stays* looking like a Packard. Does any other car so protect your investment?

Drop in at your nearest Packard showroom and drive America's beauty winner. Discover that underneath its blue-blooded beauty is genuinely better quality.

Get the facts on how *surprisingly easy* this stunning, better-built car is to own and run—and you'll soon be the center of an admiring circle of neighbors and friends . . . in your own brand-new Packard.

PACKARD—The 1939 car America's motorists voted most beautiful

ASK THE MAN WHO OWNS ONE

HOME IS WHAT YOU MAKE IT



This house has been styled by concentrating the color interest on shutters and door—thus increasing the apparent height.

Good Paint makes it a home to be proud of

This Spring, the Dutch Boy offers a double satisfaction to you home owners who plan to repaint. First, the pleasure of seeing your house look new again—the pleasure of seeing it sparkle with fresh color.

That's a real thrill. But here's one that's even better. *When you repaint, restyle.* Try one of the new suggestions for restyling your house with paint illustrated in the Dutch Boy book—"So You're Going to Paint." And give yourself the thrill of seeing your house look better than you ever imagined it could.

That's no exaggeration. By following modern trends in the use of color, you can make striking transformations in old homes. Just how to do it is explained clearly and simply in the Dutch Boy book with its 52 illustrations in color. The coupon at right will bring you a free copy.

Of course, this booklet has a highly practical side too. In addition to its styling information, it tells you all you need to know to buy a long-lasting, money-saving paint job.

After all, when you paint a house you

want it to stay painted. You don't want low-grade paint—the kind that cracks and scales (see photograph). What you're after is the long-run economy of Dutch Boy.

When your painting contractor recommends Dutch Boy White-Lead for your home, he'll tell you that this time-tried paint does not crack and scale. It resists the weather with genuine Dutch stubbornness and wears down slowly and gradually. This leaves a smooth unbroken surface—an ideal foundation for new paint. Every application of Dutch Boy White-Lead is expertly mixed-to-order by your painter—and tinted to the exact color you specify. *No one knows paint like a painter.*

P. S. Don't overlook our booklet offer. At the same time you will receive full details of the Dutch Boy Easy Payment Plan for those who prefer to pay for their painting jobs in installments.



The low-grade paint "quit" after a short period of service. Right after this picture was taken, the paint had to be scraped off. Owner was also forced to pay for a new living room. Now note the Dutch Boy job. Over four years old and still in excellent condition. House in same section as low-grade paint job.

NATIONAL LEAD COMPANY—111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 639 Freeman Ave., Cincinnati; 1213 West Third St., Cleveland; 722 Glenhurst St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

NATIONAL LEAD COMPANY
Dept. 335 (See list of branches above)

Please send me your free booklet, "So You're Going to Paint," containing color scheme suggestions and practical advice on interior and exterior painting.

Name

Street

City State

MISCELLANY

Pentecost

In Jersey City, Joseph Soldi, seven-year-old deaf mute, saw flames shooting from windows of his apartment house, shouted: "Mama, fire!" When she reached the street, he was dumb again, could only weep.

Toe

In Manhattan, Nurse Marian Cribbs was awakened by someone tweaking her big toe. Tweaker was a man who said he had come to rob her. Instead he kissed her foot, tried to kiss her. Resourceful Nurse Cribbs reminded him it was Lent, shooed him out, promised to meet him later. At the rendezvous he met police.

Look

In Perth Amboy, N. J., John Czerwicz, 67, took a last look into the coffin when his dead wife lay, collapsed and died.

Rats

In Bakersfield, Calif., Teacher Hildergarde Case set out to prove to her pupils that plain foods are best, even for rats. To one rat she fed milk, whole wheat grains; to another, soda pop, salt pork, coffee. The first rat grew plump and healthy; the second even plumper. Suspecting a jokester, Teacher Case hid one night to waylay him. No one appeared, but in the morning she found eight baby rats in their soda-popped, pork-fed mother's cage.

Sweeper

In Aliquippa, Pa. when Mario Izzo died, Aliquippans took up a collection to move his body from potter's field, and buy him a tombstone. Reason: Last summer when oldest Izzo, an Italian immigrant, was put on relief, he looked at his first weekly check for \$3.60, seized a broom and went out to sweep the streets six hours a day, six days a week, explaining: "I think this is a wonderful country. I decide I will be an honest man with this country. . . . So I start to sweep. . . . My bread it tastes sweet and I feel like a man because I work."

Coat

In London, Alice Thistle bought a coat, was 1) puzzled, 2) dismayed, 3) appalled by its pungent odor. Said she: "I suffered social embarrassment." Said her mother: "She sits and broods for hours." Said a doctor: "She is on the verge of a complete mental breakdown." Reason: When the coat was sent to the cleaners, a dead mouse was extracted from the collar.

Jury

In White Plains, N. Y., Mr. & Mrs. Carroll Timberman served on the same jury. Balloting for the verdict, Mr. Timberman voted for the defendant, his wife for the plaintiff. Final verdict: for the defendant. Boasted Mr. Timberman: "She soon came around to my way of thinking."

Time to Change to Summer Mobiloil



REMEMBER THAT ROBIN! He is singing a warning, "Change Now," in front of 60,000 Mobiloil Dealers.

Take his advice. The winter oil in your car may be dirty, gritty, diluted. Get rid of it today.

Remember, too—your modern, high-speed engine needs more than just one or two good qualities in oil. Give it Mobiloil's "Balanced Protection"...get *all* good oil qualities... be safe from gum, sludge, carbon, wear! Socony-Vacuum Oil Co., Inc.



MOBILLOIL

FOR

Balanced Protection



① Poles are only one of the hundreds of items which Western Electric supplies.



② All materials must pass severe tests. Here an engineer tests a sample of that important little item — rubber tape.



③ Moulding handles for telephone handsets—one of 248 parts in your Bell telephone.



Some things
Western Electric
does . . . so you
can say . . .

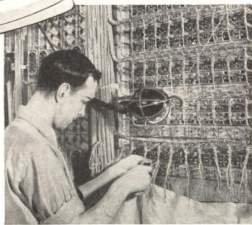
"It's good
to hear
your
voice"



④ Each of the three thousand, six hundred thirty-six wires in this cable is given a thorough electrical test.



⑤ Twenty-nine distributing houses furnish the Bell Telephone companies with practically everything they require.



⑥ And the Company installs the equipment in telephone exchanges.

Western Electric

... made your
BELL TELEPHONE

BOOKS

Literary Life

Turnabout. Oliver St. John Gogarty is an Irish physician, Senator, wit, poet and the original of Buck Mulligan in Joyce's *Ulysses*. His autobiographical volumes, *As I Was Going Down Sackville Street* and *Tumbling in the Hay*, tell of his indiscreet youth, his love of laughter and low company, his delight in stories of his own and other people's misbehavior. One such got him into a libel suit which cost him £900. But when Patrick Kavanagh, young Irish poet, published *The Green Fool* (TIME, Feb. 27), fun-loving Dr. Gogarty could not see the joke. In it Kavanagh told of visiting Dublin as a tramp with literary aspirations, calling on Gogarty: "I mistook Gogarty's white-robed maid for his wife—or his mistress. I expected every poet to have a spare wife." In London last month Dr. Gogarty sued Kavanagh for libel, won £100.

Review. In 1924, Henry Seidel Canby, William Rose Benét and Christopher Morley took *The Saturday Review of Literature* out of the New York *Evening Post*, launched it as a separate publication. Its amiable reviews, amiable literary gossip, mildly titillating personal ads, weekly word puzzle, reached some 30,000 readers. Dr. Canby stepped down as editor in 1936, irascible Bernard De Voto stepped up. Two years later De Voto turned over direction to young, good-natured George Stevens. Last week another shake-up left *The Saturday Review* with the same editors but new owners. Purchaser was tall, hard-working Joseph Hilton Smyth, onetime pulp editor, conductor of a mimeographed sheet analyzing foreign affairs, who in the last year has taken over *Current History* and two venerable, distinguished magazines: *Living Age* (founded in 1844), *North American Review* (1815). Associated with him is Publisher Harrison Smith. Owners Smyth & Smith announced there would be no change in *The Saturday Review's* policy, with George Stevens remaining as editor, Founders Canby, Morley & Benét as contributors.

Oakies

THE GRAPES OF WRATH—John Steinbeck—Viking (\$2.75).

On California's highways during the last few years a tourist sometimes encounters a mysterious and appalling sight—thousands of jalopies, driven by hungry-faced men, bulging with ragged children, dirty bedding, blackened pots & pans. Hated, terrorized, necessary, they are migrant workers who harvest the orchards and vineyards, the cotton and vegetable fields of the richest valleys on earth. Their homes are filthy squatters' camps on the side roads, beside the rivers and irrigation ditches. Their occupational diseases are rickets, pellagra, dysentery, typhoid, pneumonia, starvation, sullen hatred exploding periodically in bloody strikes. Old American stock, they are mostly refugee sharecroppers from the Dust Bowl of the South-

west and Midwest. They are called the "Oakies." There are 250,000 of them—a leading U. S. social problem, and participants in one of the grimmest migrations of history.

The Grapes of Wrath is the Oakies' saga. It is John Ernst Steinbeck's longest novel (619 pages) and more ambitious than all his others combined (*Tortilla Flat*, *In Dubious Battle*, *Of Mice and Men*, et al.). The publishers believe it is "perhaps the greatest modern American novel, perhaps the greatest single creative work this



Peter Stockpile

JOHN ERNST STEINBECK
Still promising.

country has ever produced." It is not. But it is Steinbeck's best novel, i.e., his toughest and tenderest, his roughest written and most mellifluous, his most realistic and, in its ending, his most melodramatic, his angriest and most idyllic. It is "great" in the way that *Uncle Tom's Cabin* was great—because it is inspired propaganda, half tract, half human-interest story, emotionalizing a great theme.

Its central figures are the large Joad family, Oklahoma sharecroppers, who lose their 40-acre farm to the bankers, sell their possessions for \$18 to gyp agents, buy an ancient jalopy for \$75 from racketeers, head out on Highway 66 for the land of plenty promised in a come-on California handbill. With them—the 13th passenger—goes lanky, philosophizing Preacher Casy, hillbilly Moses turned rustic socialist. Hero of the Joads is tall, homely son Tom, a paroled convict. Heroine is Ma Joad, strong, patient, dreaming of "a white house with oranges growin' around."

The first half of the story takes them to the California line—a 1,500-mile journey of breakdowns, exhaustion, sickness, death (Grampa dies the second day, Granma as they cross the desert), persecution by cops, tourist-camp proprietors, of miseries to make the old pioneers turn in their graves.

In California, hounded by sheriffs and labor contractors, exploited, haunted by starvation, they spend one pleasant period in a Government camp, a self-governing oasis unloved by big absentee growers. Before the season is out, Rose of Sharon's young husband has deserted, her baby is born dead in a filthy tent, Tom is in hiding for killing a vigilante. But Ma Joad says: "We ain't gonna die out. People is goin' on—changin' a little, maybe, but goin' right on."

Between chapters Author Steinbeck speaks directly to the reader in panoramic essays on the social significance of the Oakies' story. Burning tracts in themselves, they are not a successful fiction experiment. In them a "social awareness" outruns artistic skill. Steinbeck is a writer, still, of great promise. But this novel's big audience of readers will likely find in it one of the most impassioned and exciting books of the year.

Polls Apart

PUBLIC OPINION—William Albigh—McGraw-Hill (\$4).

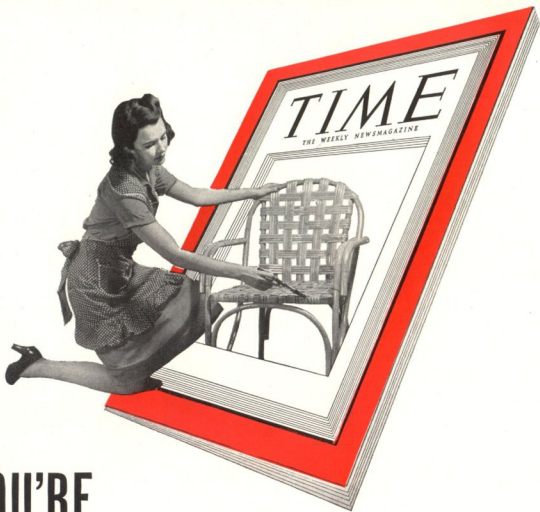
When experts write about public opinion, they usually sound like Gertrude Stein. When is public opinion public opinion and when is it private opinion publicly expressed? In *Public Opinion*, Professor Albigh offers a simple definition—opinion, he says, is some expression on a controversial point; public opinion is a result of the interactions of persons in any type of group. A typical, professional volume, piling up to 493 pages, including essays on language, propaganda, newspapers, the Gallup Poll and innumerable quotations to plug holes in the argument, *Public Opinion* is nevertheless most interesting than most such books.

Professor Albigh summarizes many experiments in the measurement and control of public opinion. And there have been some darbs. In nine colleges from Stanford to Columbia, students' attitudes toward Japan and China were tested, after which some were given a bombardment of Japanese and some of Chinese propaganda. Each group changed its collective mind. At the University of Iowa, opinion-testers pretended that an Australian ex-Prime Minister Hughes was in Iowa on a lecture tour, planted 15 editorials approving him, 15 opposed, let the favorable editorials be read by one group, the unfavorable by another. Of the group that read favorable editorials, 98% became pro-Hughes, while 86% of those who read anti-Hughes editorials grew biased against the ex-Premier's hypothetical visit. Whether experts gained insight into public opinion, or students just got more confused about foreign affairs, Professor Albigh does not say.

Landmarks

FIVE CITIES—George R. Leighton—Harper (\$3.50).

What are the landmarks of America? Guidebooks and histories point to battlefields and the birthplaces of celebrities. But plain citizens who know their own towns know landmarks with less elevated associations: skyscrapers, banks, the saloon where the town boss held office, the hotel



YOU'RE

putting on 581,700 spring-cleaning aprons

What a waving of paint brushes and hanging of chintz you're planning this spring. For you've no bomb-proof cellars to dig. Not you. You're thinking of wallpaper and linoleum and handsome new rugs. You'll lay out millions of dollars to spruce up the 581,700 homes you own.

That's more homes than there are in Philadelphia, America's third largest city, isn't it? Yes. But "you" are the 700,000 stable and prosperous families who read *TIME* each week, and better than 6 out of 10 of you are

your own landlords—with more than a hundred thousand vacation places to keep up besides.

Some of your houses are modest and others great rambling affairs; some are squeezed into city blocks and others look out over a thousand acres or more. But whatever its displacement, your house is your pride—and your husband's, too. You might even persuade him into some spring-cleaning overalls to repaint the trellis or garage. It's worth a try.

TIME ★ THE WEEKLY NEWSMAGAZINE

A SERIES TO LET *TIME* READERS—SO WELL-INFORMED ABOUT THE NEWS—BE WELL-INFORMED ABOUT *TIME* READERS.

where politicians made their deals, the street corner where some brilliant new-comer was shot—the miscellaneous, non-descript, undistinguished scenes of local history which old-timers 'recognize and visitors pass without seeing.

The task of George Ross Leighton in *Five Cities* is to restore the old landmarks which civic pride generally conceals. In his book tumbledown factories are landmarks, as well as the homes of the great. His heroes include failures as well as successes, suicides, people who bet on the wrong real estate developments, bankers



GEORGE ROSS LEIGHTON

... invites boosters' damnation.

whose banks have never reopened. He pictures:

Shenandoah. Huddled in a fold in the Pennsylvania hills, with bulbous Greek Catholic church domes rising over wooden houses, this once-prosperous anthracite town is rusty, dingy, mournful, too melodramatic to be desolate. The Shenandoah City Colliery, its windows broken, its stacks smokeless, is a wild ruin; Stief's Cut Rate Drug and Quick Lunch occupies the banking room of the defunct Shenandoah Trust Co. But once John Mitchell, president of the United Mine Workers, rode triumphantly up Main Street, Joseph Beddall was killed during the strike of 1902 trying to smuggle arms to strikebreakers besieged in the Reading station. In Muff Lawler's saloon on Coal Street, a young detective named McParlan, hired by President Gowen of the Reading, joined the Molly McGuires, later gave testimony that sent ten Mollies to their death. When Gowen committed suicide 13 years later, Shenandoah miners said it was remorse.

Louisville. Hazy and heaped-up, Louisville, Ky., says Author Leighton, is the museum piece among U. S. cities. There are the battered columns of Nicholas Biddle's once great United States Bank: "now the windows are beared and there's a drunk asleep on the crumbling steps." In the great Galt House, financiers once fought over the Louisville & Nashville; in the lobby General Buckner, Confederate

You Get Better-Looking Shaves Double-Quick With This New *Gillette Blade* at 1/2 Price!



Super-Keen Edges of Radically New Kind Protect Your Skin from Smart and Burn Caused by Misfit Blades.



FOR guaranteed shaving comfort at a real saving... the new Thin Gillette is the blade for you. Selling at only 10c for 4... this blade gives you quicker, easier, better-looking shaves every time. Super-keen edges of a radically improved kind are honed on easy-flexing steel hard enough to cut glass. That's why the Thin Gillette glides through tough whiskers without drag or pull... shaves tender skin smoothly without smart or burn... outperforms and outlasts ordinary blades two to one! Buy a package of Thin Gillette Blades from your dealer today. You get comfortable, refreshing shaves and save money at the same time.

4 for 10c
8 for 19c

Only Gillette Can Produce Razor Blades of True Gillette Quality!

IT takes a world of equipment and years of knowing how to make razor blades that are worthy of the greatest name in shaving. Gillette alone has the facilities and experience to do this. That is why... re-

gardless of price... today's Gillette Blades give you the most that money can buy in shaving comfort and satisfaction. Prove this. See for yourself why Gillette Blades are the outstanding first choice of men the world over!

You Men Who Want Utmost Shaving Luxury Of Course Demand...

The *Gillette Blue Blade*

MEN who want the finest razor blade money can buy, get it by asking for the Gillette Blue Blade. Here is a luxury every man can afford—for it costs less than one cent a day. Don't let anyone talk you out of it. Rely on your own judgment and try today's Gillette Blue Blade. Buy a package of these

superior blades from your dealer today on our money-back guarantee of complete satisfaction.



REFRESHING SHOWERS!



A round of golf... a brisk tennis match... a hot, sticky day at home or the office... and then the shower bath! Clear, running water, a tingling spray that revives and

refreshes as it cleanses... this is the real joy of active living!

All year round... especially during summer's outdoor days... the shower way is the modern way to bathe.

... AN ADDED BATH



WEISWAY
Does it!



● In your own home, right now or when you build, you can enjoy the livability of an added bath, the pleasure and health benefits of the shower at its best! For Weisway Cabinet Showers are easily, quickly installed... with no special treatment of building walls or floor... in a three foot square or less... complete self contained baths, with leakproof walls, and No-Slip floor of vitreous porcelain.

Pictured above is a typical extra bath, with all the usual fixtures *plus* a built-in dressing table and wardrobe closets—made possible in small floor area by a Weisway. There are Weisway models for all homes, from simplest to most luxurious—for the basement "clean-up" shower, the low cost week-end cottage, or the master bath in any home.

Mail coupon now for illustrations in color of actual bathrooms, with data on Weisway's exclusive features and how you can have an added bath. No obligation.

WEISWAY
Cabinet Showers

HENRY WEIS MANUFACTURING CO., Inc., 3870
407 Oak Street, Elkhart, Indiana
Gentlemen: Without obligation please send details about Weisway Cabinet Showers for: ☐ present home ☐ new home ☐ commercial buildings ☐ schools, institutions.

Name _____
Street _____
City _____ State _____

hero and Chicago real-estate speculator, smoked his cornob pipe and fought the reformers. At the Music Hall, 43-year-old William Goebel, ranked by Leighton as the greatest field general among U. S. political reformers, won the Democratic nomination for Governor after an eight-day fight; at the State House in Frankfort eight months later he was shot.

Birmingham. Author Leighton likes Birmingham, Ala. least of his five cities. City of unkept promise, he calls it, with vast natural resources and the lowest per capita public expenditure of any big U. S. city—near the bottom in appropriations for education and public health, near the top in its murder rate. Author Leighton's explanation of its unkept promise: racial conflict, absentee ownership.

Omaha. On the afternoon of August 13, 1859, a railroad lawyer stood on a bluff over the Missouri River and decided that lots in a little village on the other side were safe investments. The lawyer was Abraham Lincoln; the village, Omaha, Neb. Railroads and stockyards made it great; in 1887 real-estate transfers amounted to \$31,000,000. It was also corrupt: by 1911 the income of 370 houses of prostitution amounted to \$17,760,000 annually. Now the brilliantly lighted "Arcade," that in 1907 housed 300 girls, is closed. In the back room of the Budweiser Saloon on Douglas Street, tough Tom Dennison bossed city politics, fought Mayor Ed Smith, won after Smith had been half-killed trying to stop a lynching.

Seattle. Author Leighton writes wordlessly about Birmingham, bitingly about Omaha, lyrically about Seattle. He finds the pioneer spirit, dead in Omaha, still flickering in Seattle; in the talk of the loggers on the Skidroad at Yesler Way, in the logging camps, the history of the wobbles and the Weyerhaeuser fortune, in the remark of a Seattle housewife: "I have got to go over to Olympia tomorrow to help put pressure on the governor."

Civic boosters are likely to damn his book, to complain at the bleakness of the picture he draws. Dilemma of *Five Cities* is that Author Leighton's enthusiasm for the color and gusto of U. S. life is always at war with his knowledge of the violence of much of U. S. history. But in telling the story in local, rather than national terms, *Five Cities* suggests that he has tapped one of the richest of unworked U. S. historical mines.

Gas Bomb

THE STARS AND STRIPES FOREVER—Elliot Paul—Random House (\$2.50).

The literary career of heavy-jowled, bearded, 48-year-old Elliot Paul might be pointed as moral for expatriates. Living in Europe most of the time since 1925, he has published eight books; all except one dealt with Americans. But the only success among them was the one with foreign characters: *The Life and Death of a Spanish Town*, which told the tragic story of Santa Eulalia, where Elliot Paul departed from 1931 until his last-minute departure aboard a German cruiser in 1936.

During his "exile" in the U. S. (he returned to Paris two months ago), Elliot



All American

Bausch & Lomb Binoculars are built to the specifications of American research optical scientists by American workmen using American precision methods and American materials. Recognition of this instrument by Army and Navy officers, flyers, explorers, sportsmen, as the finest binocular on the world's market is real assurance to you in choosing a Bausch & Lomb for your own personal instrument. Write for 40-page catalog. Bausch & Lomb, 926 Lomb Park, Rochester, N. Y. Above, B & L 7 power, 35 mm Binocular, \$86.

BAUSCH & LOMB

Binoculars

THE WORLD'S BEST... BY ANY TEST

QUARTERLY INCOME SHARES

Descriptive Circular on request
from your investment dealer

Automobile Folding WHEEL CHAIRS

Open the door of
Opportunity to
the handicapped

CHAIRS MADE
TO FIT THE
PATIENT



Chromium Plated
Width Open - 24½ in.
Width Closed - 9 in.
Weight, 32 pounds

Write Today

EVEREST & JENNINGS

1031 NORTH OGDEN DRIVE, LOS ANGELES, CALIFORNIA

Reduce "WASHROOM
INFECTION"
Install **ARWAY**
Onliwon Towels and Tissue
Write A. P. W. Service, Albany, N. Y.

Paul wrote a novel, *Concert Pitch*, and spent much time studying U. S. labor. The result is *The Stars and Stripes Forever*. A strike novel laid in a one-man manufacturing town in Connecticut, it contains no Communist character, goes light on leftist propaganda. Conceit rather than the C.I.O. accounts for the fact that the villain, Tycoon Loring, finally gets the whole town down on him, including the high school football team. With its neat plot and smooth dialogue, *The Stars and Stripes Forever* is a sort of left wing *Satevepost* story—an attempt to adapt to left wing fiction the technique of catching gas bombs and tossing them back before they explode.

Humanities' Playboy

AUTOBIOGRAPHY WITH LETTERS—William Lyon Phelps—Oxford University Press (\$3.75).

Billy Phelps is the most popular professor Yale ever had. A curricular revolutionist, he started (44 years ago) the first college course in the modern novel. A superb showman, he made world headlines when he invited Gene Tunney, who had just cut Dempsey to ribbons, to lecture Yale students on Shakespeare. [An optimist, he finds Schopenhauer "a charming companion."] Friend of Galsworthy, Conrad, Henry James, Shaw, Santayana, Henry Ford, he is a "hero-worshipper" who once told Joseph Conrad he loved him; a critic who called the swing of Eddie Guest's poetry "perfect," Joyce, Dreiser and such moderns "rubbish."

Such is the phenomenal William Lyon Phelps, playboy of the humanities, Dale Carnegie of the critics, "the world's champion endorser." In the '20s William Lyon Phelps had passed his peak with undergraduates. But with U. S. readers he was at the height of his power, carried more weight than any critic before or since. To his praise were due the sensational sales of A. S. M. Hutchinson's saccharine *If Winter Comes*, of Thornton Wilder's *The Bridge of San Luis Rey*, many another novel of equal flimsiness.

Last week William Lyon Phelps's *Autobiography* told the whole amazing story, from his happy, athletic childhood as a New Haven Baptist preacher's son to the latest Yale football team—a personal history whose like will probably not be lived again in the U. S. A giant, discursive volume, it reprints copiously from Billy Phelps's books and "As I Like It" column in *Scribner's*, contains random commentaries on everything from Browning to blowing smoke rings. Its main bulk is given over to his many letters from famed writers, to his reminiscences of 41 years as English professor at Yale. (He estimates that he has taught almost 17,000 students, the majority of whom "have had for the rest of their lives a strong affection for me.")

Contrary to the general impression that Billy Phelps likes everything and everybody (barring some modern novelists), he protests that he has at least a dozen prejudices: He hates musical comedies, trilogies, "female legs in the daily news," simplified spelling, *contact* as a verb, big books ("as depressing as soggy porridge"). His own

You can't buy



a better oil



at



because it's **INSULATED**

Today's compact car engines develop virtually double the power of 15 years ago... subject oil to far greater heat. Texaco Motor Oil—INSULATED by a special process to withstand the most intense engine heat—gives your engine greater protection under all conditions.

because it's made of special crudes

From the many crudes produced by The Texas Company—a distinctive, specially adapted crude was selected to make Texaco Motor Oil—Insulated.

because it's Fur-fur-al refined

Refined by the famous Fur-fur-al Process, Texaco Motor Oil—Insulated is completely free of all wasteful non-lubricating impurities. Your crankcase "stays FULL longer."

Copyright 1939, by The Texas Company

Texaco Dealers invite you to tune in The Texaco Star Theatre—a full hour of all-star entertainment—Every Wednesday Night—Columbia Network—9:00 E. S. T., 8:00 C. S. T., 7:00 M. S. T., 6:00 P. S. T.

IT'S FUN to play golf... but it's more fun TO WIN!



Whether you're a high-handicap or a low-handicap player, you'll be "in the money" more often with Kroydon's. For "America's No. 1 Golf Clubs" offer a variety of special features, designed to improve balance, action, control—and create that sweet "feel" which builds confidence in your club and yourself. • One of Kroydon's great gifts to golf is the Hv-POWER Shaft—drawn steel with the shape and feel of hickory. • Other Kroydon "FIRSTS" which give meaning to the slogan "Kroydon Clubs for Better Golf" are shown here. • At your Pro's or Sporting Goods Store. Woods and Irons from \$5.00.

THE KROYDON CO. Maplewood, N. J.

Kroydon CLUBS FOR BETTER GOLF

No. 632 The Club with a lot on the Ball



With the ordinary wood (illustrated at left above), an imaginary line drawn through the "weight-center" of the club is well above the center of the ball. But notice the illustration at right—Kroydon's No. 632 Wood. Here the "weight-center" line passes right through the center of the ball—the tendency to "top" or "dig" is gone.

KROYDON "FIRSTS"

BUILT-IN not BUILT-UP
The only drawn-steel shaft with the shape and feel of hickory.

NICK-PROOF SOLES
Another exclusive Kroydon feature—irons with hardened, nick-proof soles.

RHYTHMIC SHAFT
One model to fit the "hitter"—another for the "swinger."

NO RIVETS
Rivet-less construction means shock-proof Heads—anchored for all time.

MATCHED SETS
In 3 degrees of power—with individual clubs graduated as to action.

big book runs to 986 pages, weighs 2½ lb.

Now 74, white-haired, deeply tanned, still vigorous, though saddened by the recent death of his wife, William Lyon Phelps is retired from Yale and Scribner's, contributes a column to the *Rotarian*, picks an annual list of "best books," writes few book reviews. But his influence is by no means extinct. Still one of the most popular of lecturers, he estimates "I'll probably average a talk a day over the next year." These include the ten or twelve sermons he will preach in Boston, New York and New Haven churches, the 13 he will preach in the Huron City Church near his Michigan summer home.

New Novels

Last month marked a high point in the spring book season, saw 106 new novels published. Of varied merit, the following four ranked above most:

JUBAL TROOP—Paul I. Wellman—*Carrick & Evans* (\$2.75). A first novel, this has two distinctions: 1) Author Wellman, newspaperman and ex-cowboy, is a Western historian, author of an excellent study of Indian war, *Death in the Desert*; 2) his Jubal Troop makes a fortune instead of leading a romantic life among scenes of gun play, escape, cattle rustling, prospecting, big-time gambling. Author Wellman's gratuitous moral: Jubal Troop's money-grabbing did not pay.

THE HEROES—Millen Brand—*Simon & Schuster* (\$2). Two years ago Millen Brand's *The Outward Room* gave 100,000 readers a large lump in their throats. That simple, moving story described the redemption of a forgotten girl through the loving sympathy of a good man. *The Heroes*, slighter and non-lump-raising, describes the redemption of a forgotten man through the loving sympathy of a good girl. A plotless, subdued story it is laid in a New England Soldiers' Home, the apathy of whose inmates casts a pall over the novel.

CHILDREN OF GUERNICA—Hermann Kesten—*Alliance* (\$2.50). On April 26, 1937, a row comes to a head in the large Espinosa family of Guernica, Spain; Uncle Pablo, the black sheep, mocks his kindly brother for his liberalism in the civil war; son and daughter are innocently involved in the murder of an anarchist leader; Father Espinosa cannot sell his chemist's shop and escape to France. German bombers sailing overhead end the family row and the Basque city of Guernica at the same time. Young Carlos escapes to Paris where he tells his powerful, grim story to German refugee Author Kesten, and decides not to commit suicide but to sit in judgment on "all the smug, indifferent people on earth."

THE HOLY TERROR—H. G. Wells—*Simon & Schuster* (\$2.75). Most of H. G. Wells's 80 books have pictured the shape of things to come; if nobody knows what the future holds, it is not his fault. In *The Holy Terror* he sees the same old Wellsian future: the final World War, a world dictatorship, and at last, off in the misty distance, the World State. Many an older bore mankind about the past; in *The Holy Terror*, Wells manages to be dull about things that have not even happened.

RARER THAN THE AUSTRALIAN GLORIA - MARIUS

"I'll bet you've never enjoyed Canadian Club while floating over a forest!" an American in Australia wagers by letter.

"Of course, I should explain that the forest was a forest of coral, and that our ship was a boat, not a balloon. Even after some of the astoundingly beautiful sights we

had seen below the surface, I must admit the most welcome sight all day was that brown bottle of Canadian Club we had along.

"Its mellowness at that particular moment seemed a lot rarer even than the Gloria-Marius we discovered that day, which is one of the rarest shells in the world."



Why so many Americans have changed to this Imported Whisky...

In 87 countries Canadian Club is a favorite. In London itself and throughout the British Isles it is the leading imported whisky.

But of more interest to you is this fact: many Americans who formerly preferred Scotch, bourbon, or rye have changed to Canadian Club. Today, twice as many Americans drink Canadian Club at home

and at the bar as did two years ago! Try Canadian Club yourself, in a "show-me" mood. Experience its distinctive mellowness, rich yet light. You'll see why we can say that there is only one Canadian Club... only one rare, imported whisky with this unique, appealing taste all its own—start to enjoy Canadian Club today.

IN 87 LANDS
WHISKY-WISE
MEN ASK FOR

*"Canadian
Club"*

6 YEARS OLD



Stay with Canadian Club! In Manhattan or Old-Fashioned before dinner, or a highball or two after. Canadian Club Blended Canadian Whisky. 90.4 proof. Imported by Hiram Walker & Sons Inc., Peoria, Illinois.

• WITNESSED STATEMENT SERIES:

The Cream of 21 Crops

GEORGE LOVE, tobacco auctioneer, has seen Luckies buy the Cream of every Crop. "So Luckies," he says, "have been my favorite for 21 years." Most independent tobacco experts smoke Luckies.

Have you tried
a Lucky lately?

RECENT tobacco crops have been outstanding in quality. New methods, developed by the United States Government and the States, have helped the farmer grow finer tobacco. As *independent* experts point out, Luckies have always bought the cream of the crop. Thoroughly aged, these fine tobaccos are now ready for your enjoyment. And so Luckies are better than ever. Have you tried a Lucky lately? Try them for a week. Then you'll know why



*Easy on Your Throat—
Because "IT'S TOASTED"*

Copyright © 1955, The American Tobacco Company

... WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1