

APRIL 5, 1941

PICTURE POST



THE OLIVIERs AT HOME

Laurence Olivier and his wife, Vivien Leigh.
Olivier is leaving shortly to join the Fleet Air Arm.

**HULTON'S
NATIONAL
WEEKLY**

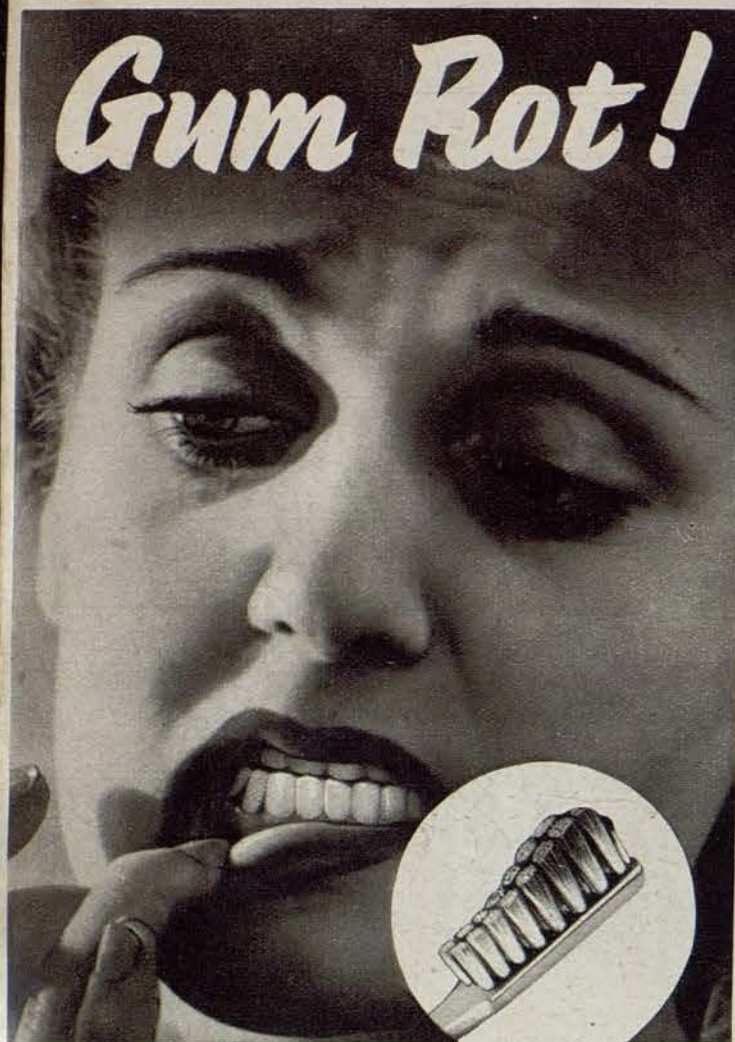
In this issue:

TORPEDOED!

APRIL 5, 1941

Vol. II. No. I

3^D



Gum Rot!

When gums bleed
— Look out!

Don't ignore this warning of gum-rot (pyorrhœa) and gum-bleeding (gingivitis). Your teeth may be strong and white — but if your toothbrush is stained with blood the chances are you'll soon lose those nice teeth. Use Gibbs "S.R." Toothpaste. It contains your dentist's own remedy for gum disease — Sodium Ricinoleate. Used

regularly, it keeps gums and teeth in perfect health.

7½d & 1/6 (Including Tax)

Gibbs "S.R." TOOTHPASTE

GR 110-302

AERTEX
FOR FREEDOM
HEALTH
& COMFORT

Stays on all day

Poudre
TOKALON

because it's
blended with
Mousse of Cream

Marvellous
Natural
Complexion

Every part of his body
was affected by
**Rheumatic
Acids**
until
Fynnon Salt
shifted them

"It is heaven to be healthy" says G.H.E., writing from Kingston-on-Thames. He wouldn't have said that — but for FYNNON SALT. We know that it is by such letters that others who may be suffering severely are introduced to the real merits of Fynnon Salt. Mr. G.H.E. says:

"At 32 every part of my body was affected, not only by swelling but by unbearable pain. I was in such a state that a cup of tea was too heavy to hold. I could not walk, my way of getting about the house was by crawling on my hands and knees. However, one evening I heard about FYNNON SALT. I lost no time, for the following day I was taking Fynnon and have done so ever since. Now I am happy to say I can walk, run, and enjoy a day's work with pleasure — it is heaven to be healthy. I am overjoyed with all that Fynnon has done for me. My severe pains and swellings are all gone."

Fynnon contains the salts of Lithium, Potassium and Sodium which disperse rheumatic acids, often the cause of rheumatic stiffness and pain in every shape and form. Ordinary salts may not always disperse these rheumatic acids.

Why not get some Fynnon Salt today — and start taking it at once? Large tin: 1/5. Trial size 7d. (inclusive of Purchase Tax).



Fynnon Salt

Fynnon Ltd., Gt. West Road, Brentford, Middlesex

A safe
**HAIR
GUARD.**



HAIR HYGIENE is essential today. If the hair is not perfectly clean it cannot be healthy, and without hair health the natural beauty soon fades. The hygienic qualities of Evan Williams Shampoo makes its use essential during this period of hard work, mental stress and community shelter life. 5d.

Including Tax

EVAN WILLIAMS
Shampoo

Both carefully washed
but

*My missus
used Persil*



PERSIL WASHES SO GENTLY

THAT IT MAKES WOOLLENS LAST LONGER

Women are extra careful about their fine wash now. They're using Persil, and nothing but Persil, because they know it's safe. Persil to keep woollens snug and soft. Persil to keep colours at their brightest. Persil to make sure that delicate silks come out like new.

It's the oxygen in Persil which gives it such a gentle yet thorough action. Persil is 'the amazing oxygen washer.'

Use Persil always! And if ever you meet with difficulties in washing, drying, ironing or finishing, Mrs. Holiday—Persil's washing expert—will help you, free. Write to the Persil Home Washing Bureau, Warrington, Lancs.

The manufacturers of Sammy Scarves specially recommend Persil for washing their scarves, to keep them warm and new-looking.

PER 827-302

Ask your
TAILOR
if he is using

"LAPTAIR"
Interlining

The background for
every correct lapel

**A MAN'S WAY
of REDUCING and
KEEPING FIT**

Tackle unwanted flesh and its serious danger to health with Beasley's latest invention, the **VITA-BRACE**

(Regd. Trade Mark)
Abdominal Belt and Supporter. Restores the flat waistline, the physical alertness of youth. Supports internal organs, reducing by massaging action. Certain guard against rupture. Gives scrotal protection. Essential to sportsmen and all war workers. In finest elastic fabric. No buckles, buttons or hooks.

PRICE 9/11 Postage 7d.
TWO FOR 18/11

Super quality 21/- each. Very special hand-knitted elastic 27/11. Send P.O. and waist measurement. Money refunded if not approved. Add 10% to prices for Purchase Tax. Catalogue of Men's or Women's Surgical and other Belts and Corsets FREE. **BEASLEY'S LTD., Dept. 336,** The Manor House, NEWNHAM, GLOS. or Dept. 336, 270 Deansgate, Manchester.



man!

please yourself

"WELL lathered is half shaven," said Thomas Fuller.

If you want to try a shaving soap worthy of that epigram, get Avocado Shaving Soap next time.

Avocado Shaving Soap is made from the oil of the Avocado Pear. Its lather is quick, soothing and lasting.

If your face feels tender or drawn after shaving, this is the soap for you. If you shave once a day, it is a boon. If you shave twice a day, it is almost a necessity.

Avocado Shaving Soap is sold in cream form in tubes. It is made by the famous firm of Coty and costs 1/6 (including Purchase Tax).



HOME GUARDS!

Here's the very book you've been waiting for — 48 pages. Fully illustrated 6^d POST FREE

Study this Pocket Manual, compiled by ex-Warrant-Officer Instructor A. Southworth. Gives all the essential points. Weapon and Field Training. Foot and Rifle Drill, Squad, Platoon and Company Drill, Field Signals, Section Formations, Fire Discipline, Training, Visual Training, Judging Distances, Range Practice, Scouts, Fieldcraft, etc. Get your copy before this edition is exhausted. This book also tells you how to avoid danger and discomfort from shattered windows during and after air raids. As glass is practically unobtainable, use ZYLEX REINFORCED FELT, a waterproof material which possesses great tensile strength and gives complete protection from wind and rain. Zylex is also ideal for temporary repairs to roofs. In rolls 12 and 24 yards long by 36 and 72 inches wide. Obtainable according to priority from Ironmongers and Builders' Merchants.

Fill in the Coupon Now.

ZYLEX

REINFORCED FELT

To the Ruberoid Company, Ltd.
158 Meadow Mills, Stonehouse, Glos.
Please send me COPY of the HOME GUARD POCKET MANUAL for which I enclose stamps value 6d.

Name.....
Address.....

STORM OVER PRIESTLEY

Since the article in our issue of March 22, J. B. Priestley rivals the Plan For Britain in the interest he has aroused.

Why The Attacks?

Priestley says two things: first, that our national affairs have been badly managed in the past and that the responsibility for the mistakes lies with those who made them, and, second, that our affairs must be managed better in the future and that, to do this, you must find the right men to do the job.

If this interpretation is correct, why the attacks on Priestley?

H. Walden,
Laheen, Heenan Road,
Old Colwyn, N. Wales.

He's No Beauty, But...

Priestley is no beauty, but what solid, cocky, sanity he exudes! Last year, his delicious talk of Hitler's boggy-men must have made happy warriors of many hypnotised folk.

Then he made us courageous, now he breathes hope.

One cannot always agree with him, but at his worst he is the irritant that will produce the pearl of progress. At his best, the pied piper who will drive "the rats" to frantic self-destruction, and lead us towards the promised land.

D. R. Marsh,
St. Leonards Road, Exeter.

A Tonic

My opinion—Carry on, Priestley. Your talks are a tonic.

W. A. Phillips,
Fairlawn, Ventnor, I.O.W.

Straight Answer

Do Listeners like Priestley? Definitely no.

S. Parke, Morwenma, Great Orme's Road, Llandudno.

No Hesitation Here

Do listeners like Priestley? YES. He speaks for us all. We recognise the truth of what he says.

(Mrs.) E. H. Bird,
Barrow Road, Cambridge.

Priestley and Carrots

Of course I like Priestley. I liked carrots, too, before they made a monotonous, regular appearance at almost every meal.

I advocate giving "the other fellow" a chance sometimes.

A. M. Richardson,
Magdalen Road, Norwich.

Millions Love Him

I and everyone in this household think Priestley is the greatest tonic dispensed by the B.B.C. True, there are thousands who detest him, but there are millions who love him, and eagerly look forward to his homely, fearless and logical talks. May we hear many more of them.

W. J. Anstey, Rivercot, Walton Bridge, Shepperton, Mdx.

Champion of Democracy

Thank you for the two splendid features on Priestley and the B.B.C. ban. An increasing number of people in this country look to you as the champion of real democratic views. A publication which is sincere and above board. I don't know what we would do without you.

(Mrs.) H. Newman,
The Vineyard, Richmond.

Playwright Lends Support

Will you please tell me why Charles Fenby, in his article on Priestley, bothers to quote Beverley Baxter?

I would as soon quote the Vicar of Bray.

Most of us know by now that Beverley Baxter's

mind is a hassock on which he kneels reverently to whom or what happens to be in power at the time. Priestley's turn will come. He will look around after the war and there, curiously enough, will be Mr. Baxter's hassock.

Lesley Storm, Briar Walk, Putney.

Those Column Writers

Your J. B. Priestley article is timely. We have had so much criticism of him lately from conceited column writers who would have us believe they know and represent public opinion. Is it not possible that these writers represent a particular class who fear him?

E. R. Langley,
"Bermuda", Marford Hill.

Shown Up in True Colours

I can understand people disapproving of Mr. Priestley—in our supposedly civilised and democratic country there are still too many people whose prime motive is love of self. But what I fail to understand is how they can call him a bore. It is the "privileged" classes who pride themselves on their literary and artistic taste; and it seems to me impossible to deny that a broadcast such as Mr. Priestley's "Thoughts in a Railway Carriage," say, possessed not only a literary quality far in advance of most broadcasts, but such wit and humour as must have made it first class entertainment, so come on, you die-hards! Give yourselves away politically, the rest of us like to see you in your true colours. It is foolish to give yourselves away artistically also.

D. S. Milford,
Marlborough College, Wilts.

THE PAIR ON THE COVER



Last January Laurence Olivier and Vivien Leigh came back from Hollywood, because Olivier wanted to join the Air Force. He took a day off from working on the 49th Parallel film, and passed his flight test. Very soon he will be in the Fleet Air Arm. When her husband joins up, Vivien Leigh hopes to appear in a play in the West End. Their last and most spectacular film, *Lady Hamilton*, will be seen here soon. On April 8 they are broadcasting together. It will be Olivier's farewell performance to British listeners.

Keep Abreast of Knowledge for the After-Years

In time of War prepare for Peace! Don't let the War years rob you of the increased intellectual equipment which the Peace years will demand of you in the ensuing struggle for a successful life. Here the best means to that is placed at your command.

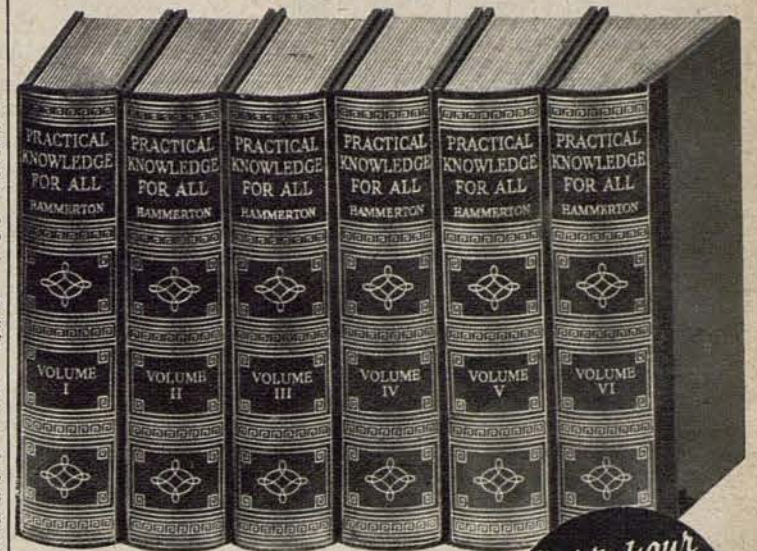


Illustration shows the beautiful De Luxe Edition

PRACTICAL KNOWLEDGE FOR ALL

Edited by SIR JOHN HAMMERTON

Over 130,000 sets of these famous volumes have already been sold and they have been the means of helping many thousands of people to achieve success. They can be of equal assistance to you, whatever your age or occupation. Equip yourself NOW with the knowledge necessary for success in the world to-day, and in the post-War years when the labour market will be flooded with men and women released from work of National importance.

To the young student whose education has been interrupted by the War—and to-day there are thousands of boys and girls in danger of wasting these, their most precious and impressionable years—these volumes are indispensable.

The twenty-nine different courses of instruction, specially written and arranged for home study in carefully graded lessons, provide the easiest and most pleasant way of acquiring knowledge. Over 2,000 illustrations help to clarify the text, and each volume of the new edition includes two pages of colour plates.

TAKE ADVANTAGE TODAY OF THIS GREAT OPPORTUNITY!

We will send you, carriage paid, the six volumes of PRACTICAL KNOWLEDGE FOR ALL, in whichever binding you select, for examination for 7 days without the slightest charge or obligation to purchase. You can either return the books to us within 8 days, to end the matter, or keep them on the very easy terms outlined on the Free Examination Form below.

Sent to your Home FREE on approval for 7 days

Twenty-nine specially graded courses, carefully prepared for home study, including the following subjects:

- ACCOUNTANCY
- AERONAUTICS
- ART & ARCHITECTURE
- BIOLOGY, BOTANY
- CHEMISTRY
- DRAWING & DESIGN
- ECONOMICS
- ENGINEERING
- ENGLISH LANGUAGE
- ENGLISH LITERATURE
- GEOGRAPHY, HISTORY
- MATHEMATICS
- FOREIGN LANGUAGES
- Latin : French
- German : Spanish
- SHORTHAND

REVISED AND BROUGHT THOROUGHLY UP TO DATE

In this new Edition, just off the printing presses, every course has been re-examined by an expert and many sections entirely rewritten to include the most recently discovered facts and accredited ideas, whilst new maps and the most recent photographs are given.

"PICTURE POST" FREE Examination Form

To The WAYERLEY BOOK Co. Ltd., 96-97 Farringdon Street, LONDON, E.C.4

Please send me, carriage paid, for Seven Days' Free Examination, one complete set of PRACTICAL KNOWLEDGE FOR ALL (New Edition) in six volumes, in binding indicated below. It is understood that I can examine the work for seven days from its receipt by me, and if I do not wish to keep it I may return it on the eighth day, and there the matter will end. If I decide to keep the work, I will send you, on the eighth day, a first confirmatory payment, and, commencing thirty days thereafter, I will send you further monthly payments, thus completing the purchase price as under.

PLEASE STRIKE OUT BINDING NOT WANTED.

(A) Red Rexine binding (standard edition). First payment 2/- eight days after delivery, and seven monthly payments of 4/-, making a total of £1.10.0.
CASH PRICE WITHIN 8 DAYS, £1.7.6.

(B) Dark Blue leather binding (de luxe edition). First payment 2/- eight days after delivery, and nine monthly payments of 4/-, making a total of £1.18.0.
CASH PRICE WITHIN 8 DAYS, £1.15.0

Name.....
Address.....
Occupation..... State if Householder.....
Parent's Signature required if under 21..... Date.....
P.P.25 PLEASE FILL IN ALL PARTICULARS ASKED



Let's look up and Smile...

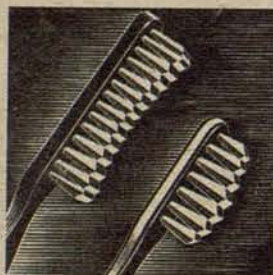
Keep smiling! It's a duty to-day. And a duty to take care of your teeth. So take no chances with tooth-pastes which use abrasives to secure whitening. They injure the thin enamel coating which prevents decay. Put yours to the trial. Grind a little between your front teeth. If you detect any gritty feeling, change to Odol. All Dentists know Odol is absolutely free from grit, yet it makes and keeps your teeth like pearls.

Besides being perfect for natural teeth, Odol Tooth Powder cleans False Teeth and Plates beautifully. 7½d. a tin.

Keep the winning

Odol

TOOTH-PASTE 7½d. & 1/3d. **Smile!**
SOLID DENTIFRICE 7½d.
(including Purchase Tax)



Don't forget
Y-O-U-R
Meritor
Toothbrush

LONG OR SHORT HEAD MODELS.
PRICES FROM 10½d. TO 2/-.
(PLUS PURCHASE TAX)
FROM ALL QUALIFIED CHEMISTS.

MAW OF BARNET
MERITOR CHEMISTS' SUNDRIES
MAW'S SURGICAL DRESSINGS

Swallows are on active service

To-day Swallows are on Active Service in many branches of the Forces and giving, we confidently hope, very welcome protection from the weather's most unpleasant moods.

This naturally means that apart from any Government restriction of supplies there are many fewer Swallows in our stockists' shops than there were a year ago.

None the less the spring deliveries are just going out and we have done our utmost to provide as wide a variety of cloths and styles as possible and to give Swallow purchasers the very best value we are able.

So if you need a new Raincoat now is the time to go along to your nearest Swallow Stockist and see what he can do for you... but if unfortunately you are unable to secure a Swallow and have to be satisfied with the 'next best' you will, we are sure, appreciate the circumstances and add this small sacrifice to the very many others which we are all gladly making.

SWALLOW SLIP-ON STYLE RAINCOATS

Men's Military styles from 45/-.. Ladies' D.B. Belted 45/-.. Write for style folder and name of nearest stockist to Swallow Raincoats Ltd., Dept. P. Birmingham, 19.

From **30/-**



Swallow

"FINE IN THE RAIN"
RAINCOATS

Silvikrin

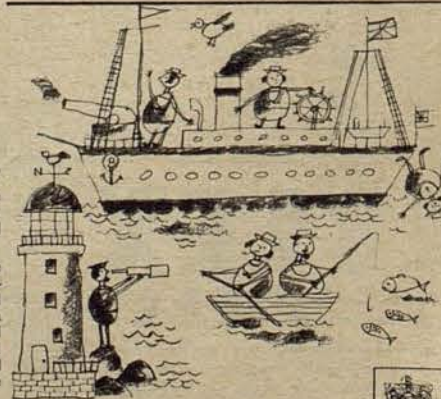
DOES
GROW HAIR

Like some other foods, Silvikrin hair food is 'rationed'. Distribution, owing to restrictions, is limited and your chemist and hairdresser may not have as large a stock as usual. But remember, a little Silvikrin does a great deal of good—keeps scalp healthy and hair roots nourished. Be wise. Save your hair. Ask your supplier to reserve a bottle of Silvikrin.



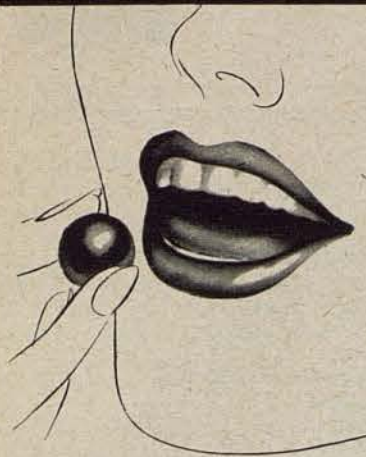
REMEMBER YOUR EARLY PENCIL DRAWINGS?

Did you draw battleships? Where did that first cruise on the sea of life steer you? To the R.N. or the Naval Architect's Office? Whether you became draughtsman or Artist, entered a profession, joined the Services or chose a commercial career, you still use a PENCIL. Carry a good one—RELIABLE—SMOOTH—DURABLE—in fact, the World's best.



—BRITISH MADE
ROYAL SOVEREIGN THE KING OF PENCILS

Open up for MALTESERS



Irresistible chocolate bubbles with crisp honeycomb centres that taste deliciously malty and give you food value besides. Do you wonder you can never say no to Maltesers!

2½ ALSO IN 7½ BOXES



"Not silk darling?"

"Yes, they are. I've been wearing them for ages, but they still look young, thanks to DEB, the new tonic rinse." For years you and I have been washing the natural oil out of silk, threads have become brittle, and ladders have been a nightmare. DEB replaces the natural oil and keeps the threads supple and elastic. It is just as good for rayon, too.

Deb

1/6 FROM ALL
BOOTS' BRANCHES,
CHEMISTS & STORES



Deb Silkwear Protection Ltd., Belper, Derby

MORE ABOUT J.B.P.

If We Had a Few More

Those who think Priestley a bore need not listen to him. But if we had a few more like him in this world, it would be a far happier place. The great need is to face the facts. So good luck to Priestley.

Why are we taking the trouble to fight if not for a healthier and happier place to live, a cleaner and more Godly life?

M. S. Booth, Sea View, Hellingley.

The "La-De-Dahs" To Blame

Why this ramp against J. B. Priestley? The answer is that the "la-de-dah's" who have ruled the country for the last twenty years and got it into the biggest mess ever known, are afraid of losing their jobs and will stick at nothing to keep them. They are all out for the bad old ways and their salaries. Priestley aims at the betterment of the people, but, unless the British public awoken to the sneaking underground movement against him, we shall find Mr. Priestley again off the air.

Lutwee Harris,
Bramhope, Nr. Leeds.

Never Doubted His Sincerity

Thank you for your admirable defence of Priestley and for putting Beverley Baxter in his place. I could have cheered when I read your shattering comments.

I admire Priestley very much and was surprised at the outburst against him in the Press. It had never occurred to me that anyone could doubt Priestley's sincere concern for the people after the war. If we had more men like Priestley in Parliament, we might have a little more action for a better Britain.

Nora E. Mitchell,
Woolton Road, Liverpool, 15.

Diagnosis



Your story about Priestley (March 22) helped me to realise how few broadcasters can beat the B.B.C. blight on its home ground. Judging by results, the notice over the entrance to Broadcasting House should read: "Cast aside your personality and reform your accent, all ye who enter here!" and I have no doubt that the studios are filled with competent muzzlers. Priestley, whose personality and provincial accent seem to have survived, must be a strong man. Many listeners must like him simply for having no B.B.C. fungus on his tongue.

D. Moreton,
Chesterton Road, Cambridge.

Makes a Point of Listening

Congratulations on your Priestley article. It is heartening to read your defence of the man who is so sincerely endeavouring to lead us towards thinking in terms of a "New Britain."

I read Beverley Baxter's article, "J. B. Priestley—Is He Prophet or Bore?" and was astounded that a man of his repute could turn out such utter drivel. I, and many of my friends, make a point of listening regularly to Mr. Priestley's broadcasts and hope that he will long continue to inspire us with his Sunday evening talks.

Frank A. Speller, Colston Avenue,
Carshalton, Surrey.

Yorkshire Bat For Britain



I do appreciate your stirring challenge to those inefficient critics of Priestley. The ordinary people who constitute the "pro - Priestleys" realise that the kind of thing he gives us is exactly what has been wanted for years. Not only new men, disinterested men, but men who can hit back—especially as a Yorkshireman does.

What a different place Germany, indeed, the whole world, might have been if there had been people to hit back at everyone who showed signs of introducing bullying totalitarian methods. There are even signs of it in England now, and many of us look to Priestley to do the hitting back.

D. Thomas, Charlcombe Lane,
Bath.

Seek Advice, Mr. Priestley

It is my belief that Mr. Priestley should seek the advice of some sound unbiased "man of the world" before he attempts to put his whims and fancies to public press and public ear. Undoubtedly, he is a genuine type, but like so many of his kind he is apt to hasten a belief on its wordy way. He begins a theme, right or wrong, sensible or foolish, and carries it through to the bitter end, and having reached the end, dismisses criticism.

So let us hear more of Priestley, but backed by sound criticism.
S. C. Monk, Sundorne Crescent,
Harlescott, Shrewsbury.

The Best of Sunday

"Do listeners like J. B. Priestley?" Yes, very much. Personally, I like his talks better than any on Sunday. I have asked a few people who say "yes" to sign this letter. I have not gone round for signatures; these are only those living in this private hotel.

(Rev.) Henry Ebben, M. E. Conroy,
J. Kaye, J. Clarke, H. Smith,
Winifred Reynolds, F. Smith, A. Bacon,
Randolph Road, Bournemouth.

Open Forum

I have felt for the last month or two that if we are to get the kind of world we want after this war, it will be PICTURE POST who will get it for us. It sounds exaggerated, but I don't think it is. You let every one speak, so that every one can read what people are thinking. There has never been any paper like it before. I am sure it has greatly influenced the country and will greatly influence the world. For instance, they will not dare to remove Priestley from the air again.

(Miss) D. Milner Brown,
Ullet Road, Liverpool, 8.

Lord Astor

The interview with Mr. Young, head gardener of Lord Astor's house at Cliveden, which appeared in PICTURE POST of March 8 may have conveyed a misleading impression to some readers. The gardeners referred to included foresters and the other miscellaneous employees involved in the running of a big agricultural enterprise.

The "golf course" is a field, gravelly, and of poor quality, with a few greens on it, used mainly by the staff of a hospital. It is to this hospital that the fruit produced on the estate is sent.

£150 for Britain's Bonniest Wartime Babies! A photo of your Baby



may win one of the Generous Cash Prizes; a Luxury Perambulator, a Family Set of Six magnificent all-wool Blankets, or one of the numerous other exciting Runner up Prizes

which include:
Baby Scales, Folding and Portable Cots, Nursery Clocks, Shoes, Toys, in Dress Lengths, etc.

Britain's Bonniest Wartime Babies Competition Organised by MOTHER and HOME to be judged by the National Baby Welfare Council (Patron: H.M. QUEEN MARY)

1st Prize £20 Cash—2nd Prize £10 Cash—3rd Prize £5 Cash or Seven National Savings Certificates value Five Guineas. Awarded in each of 3 Classes

It's entirely FREE!

Just choose the best photo and enter Your Baby Early!

Fill in the Free Entry Form in the April Number of Mother and Home

Now on Sale

MOTHER AND HOME 8d

BRITAIN'S FAMILY MAGAZINE monthly

HOW TO SPEND LESS ON SHOES—

even with prices so high



She put her foot in her letters until . . .



You must make shoes last longer now. It's a national duty. Leather is scarce and shoes will cost more and more. Every time you buy new shoes or have old ones repaired get Phillips Stick-a-Soles and

Phillips Heels fitted. Phillips Soles are fixed firm as a rock with Phillips solution only—if your shoes just need heeling, fit Phillips Heels. Phillips save you money at every step.

Phillips STICK-A-SOLES and PHILLIPS HEELS

Phillips Soles and Heels are entirely British made.

The Smiths



prefer patriotism

Mr. Smith : I've just got the estimate for that job we were going to have done.

Mrs. Smith : Not too expensive, I hope?

Mr. Smith : It's very reasonable; but I hate to disappoint you, dear. I've come to the conclusion this is one of those things that ought not to be done in war time.

Mrs. Smith : Oh, how depressing! And I'd set my heart on it, too.

Mr. Smith : I know you had; so had I. But it would have used up material and labour which will be much better employed in helping to win the war.

Mrs. Smith : But we've been saving up for it for such a long time. After all it isn't as if we haven't done our bit. We've both got our full ration of Savings Certificates. Surely. . .

Mr. Smith : I know, old girl, but that's not enough. While Hitler's still on the warpath we mustn't spend on anything we can do without. I think we should go on helping to bring victory nearer by putting this money into Defence Bonds. They're a pretty good proposition, pay a steady 3% and are always worth what you gave for them.

Mrs. Smith : Then we can carry out our little scheme after the war?

Mr. Smith : . . . and be able to make a jolly sight better job of it, too!

Mrs. Smith : That'll be marvellous. Darling, I think you're right. After what you've said, perhaps I *wouldn't* feel happy about spending that money at the present time.

Save regularly week by week. Go to a Post Office or your Bank or Stockbroker and put your money into 3% Savings Bonds 1955-1965, 2½% National War Bonds 1946-1948, or 3% Defence Bonds; or buy Savings Certificates; or deposit your savings in the Post Office or Trustee Savings Banks, Join a Savings Group and make others join with you.

Issued by The National Savings Committee, London.

NO NEED
TO
**BLACK
OUT**
YOUR TEETH

Give
your teeth
a shine with

Gibbs
DENTIFRICE
7½d & 1/3 including Tax
Prices U.K. only

**CLEANS BEST -
LASTS LONGEST**

D. & W. GIBBS LTD., LONDON, E.1 GD217

**INDIGESTION
AND FLATULENCE
AFTER MEALS**

You get burning pain and distressing wind after meals because your stomach is always too acid. Food simply can't digest and your stomach is tortured in the attempt. Why endure this mealtime misery when 'Milk of Magnesia' Tablets will stop it this very day? They relieve acidity and sweeten a sour stomach at once. The stomach starts digesting your food right away and finishes its work with perfect ease. You feel nothing — no heartburn, no flatulence, not a twinge of your old stomach pain. If you suffer from acute attacks of gastric pain 'Milk of Magnesia' Tablets will stop them in five minutes. Try them today! Neat flat boxes for the pocket, 7d. and 1/1½d. Also family sizes, 2/3 and 3/11½d. (Including Purchase Tax). Obtainable everywhere.



MILK OF MAGNESIA
BRAND
TABLETS
SLIP A 7⁰ BOX
IN YOUR POCKET OR BAG

'Milk of Magnesia' is the trade mark of Phillips' preparation of Magnesia.

PICTURE POST

WHY WORRY?

WORRY uses an immense amount of vital force. People who worry not only use up their energy during the day by worrying, but they rob themselves of that greatest of all restoratives, sleep. People who worry can't sleep. They lose their appetite. They often end up by getting really ill. How often have you heard it said, "I am worried to death?"

What do you suppose would happen if a person who was putting himself into mental, moral and physical bankruptcy by worrying were to convert all this worry-energy into constructive action? In no time at all he would have accomplished so much that he would have nothing to worry about.

Nothing is more discouraging to a worrying person than to have someone say, "Oh, don't worry; it will all come out right!"

That is not reassuring at all. The worrying one can't see how it is going to come out all right. But if the men and women who worry could be shown how to overcome the troubles and difficulties that cause worry, they soon would cease wasting their very life-blood in worrying. Instead, they would begin devoting their energies to a constructive effort that would gain them freedom from worry for the rest of their lives.

You say that sounds plausible, but can it be done?

H.M. FORCES

All serving members are now entitled to receive the complete Pelman Course, with full tuition and guidance, at

One-Half Usual Fee

Immediate application should be made for Special Enrolment Form (Services). Approved by War Office.

It can be done, and is being done, by Pelmanism every day in the year. This is all the more remarkable because to-day the whole world is in an upset condition and people are worrying to an unusual extent. Yet, every mail brings letters to the Pelman Institute from grateful Pelmanists who have ceased to worry.

People to-day are all too prone to complain that they just have to worry. But once they become Pelmanists they cease this negative form of thought.

The Pelman Course is fully described in a little book entitled "The Science of Success". The Course is simple and interesting; takes up very little time, and you can enrol on the most convenient terms. The book will be sent you, gratis and post free, on application to-day to:

Pelman Institute (Established over 40 years)

42 Pelman House, Bloomsbury Street, London, W.C.1

PELMAN (OVERSEAS) INSTITUTES: NEW YORK: 271 North Avenue, New Rochelle. MELBOURNE: 306 Flinders Lane. JOHANNESBURG: P.O. Box 4928. DURBAN: Natal Bank Chambers (P.O. Box 1489). DELHI: 10 Alipore Road. CALCUTTA: 102 Clive Street. JAVA: Malabarweg, Malang.

NOW, AS ALWAYS, THE BEST VALUE
ON THE MARKET



Still made from pre-war stocks of fine tobaccos, carefully selected and stored in large quantities to ensure that the De Reszke standard of quality is maintained.

20 FOR 1 1/1^D
10 FOR 6 1/2^D
CORK-TIPPED AS WELL AS PLAIN

ISSUED BY GODFREY PHILLIPS LTD.

CONTENTS

Vol. II. No. I.

April 5, 1941

PICTORIAL FEATURES

	Page
Regimental Sergeant Major	9-13
Torpedoed!	14-17
The Navy Gets a New U.S. Fighter	18, 19
Montagu Norman—Again!	20-23
Franchot Tone Becomes a Wild West Hero: and the Good Old Formula Still Works	24, 25
A Nice Day's Rabbiting	26-28
Wanted—P.T. For Children	30, 31

SPECIAL FEATURES

Diary of the War : No. 81. The Eightieth Week: Yugoslavia's Crisis	29
------------------------------------------------------------------------------	----

ARTICLES

Regimental Sergeant Major: by Macdonald Hastings	9-13
Torpedoed! by James Hanley	14-17
Montagu Norman—Again! by Paul Einzig	20-23
Wanted—P.T. for Children: by Anne Scott-James	30, 31
We Don't Want Money! by Edward Hulton	33
Readers' Letters	3, 5
Our Crossword	34

EDITOR - TOM HOPKINSON

FOUNDER - EDWARD HULTON

Picture Post is published by Hulton Press, Ltd., 43-44 Shoe Lane, London, E.C.4. Telephone: Central 7400 (22 lines). Subscriptions: Inland, 12 months £11/1/8, 6 months 10/10, 3 months 5/5; Foreign, 12 months 19/6, 6 months 9/9, 3 months 4/11; H.M. Forces Overseas, 12 months 18/4, 6 months 9/2, 3 months 4/7; Canada and Newfoundland, 12 months 17/4, 6 months 8/8, 3 months 4/4; Delivered by Newsagent, 12 months 13/-. Postage (this issue only) for single copies (rolled): Inland 2d., Canada and Newfoundland 1d., Imperial and Foreign 1½d. Registered at the G.P.O. as a Newspaper.



Men who live in country places
Have such happy cheery faces
And their skins are

brown as berries

And their cheeks are

pink as cherries

Or like apples rosy red

Drinking Bulmers it is said

Keeps them healthy, young and fit

That must be the cause of it

May they have it by the tun

While they dig to beat the Hun

Bulmer's Cider

Everyone wants Bulmer's these days, but we cannot at present send your dealer more than his pre-war amount, so please do not blame him if he is temporarily out of stock.

H. P. BULMER & CO., LTD., HEREFORD.

royds. 960P

Keep this advertisement with your Wireless Licence -or somewhere in a safe place!

Pilot Radio ANNOUNCE A SPECIAL PLAN WHEREBY YOU CAN MAKE A CONSIDERABLE PERSONAL CASH GAIN AFTER VICTORY . . .

The plain fact is, PILOT RADIO are not able to make any more home receivers to-day. We are, instead, busy helping to win the war in as short a time as possible. The 'Maestro' Models that have been such a success during the last two years are "taking a back seat". So, too, is the startling 'Twin-Miracle' combined battery-mains set—and the Organ-Key Control T.63. Each in its way was new and had features that were different.

The 'Little Maestro' was the first 'small' set to be designed and manufactured in this country. The 'Twin-Miracle' introduced at the Radio Exhibition created enormous interest and soon inspired other makers. So, you see, we were on our toes then, and we still are. We intend to show in new models already being planned for production after the war that our reputation is well earned, and you can benefit through our optimism in looking ahead, by taking quick advantage of our special gift plan which applies to PILOT sets bought after Victory. All you have to do now is

cut this advertisement out

Send us the coupon below. We will acknowledge it and put you on the PILOT 'Victory Gift Register'. Keep the rest of the cutting safely until the war is over and when you look then for a new wireless set ask to hear PILOT and compare it with other makes. Study every feature and if you prove PILOT performance to be a little better than most you will probably decide to buy one. A guarantee card goes with every new PILOT and you should post it to us for registration in the usual way. With it enclose

this advertisement and we will immediately send you in return a cheque for an amount that will vary according to the price of the set you have bought. We cannot say, at this stage, how prices will stand then, nor how big the gift will be. But we give you our word that even if you buy our lowest priced model the cheque will be enough, at least, to buy a new wireless licence (at present cost) and, on the larger models, it may be enough to pay for several licences. This scheme will probably cost us a lot of money, but it will help you—it will help our dealers to get going again, and it will help us to get back quickly to peace production and keep our staff at work. That is why we are doing it. Now it's up to you. Post the coupon (1d. stamp) and keep the rest of the advertisement. Do it now, while you think of it.



The 'Little Maestro' stands for the best in 'small' radio—a 5-valve superhet with two wave bands in a cabinet only 11½" long and 7½" high giving real 'big set' performance. An ideal 'bed-room' radio. Price £5.19.6.

Pilot Radio

THE STANDARD OF EXCELLENCE

To PILOT RADIO LTD., 31/37 Park Royal Rd., London, N.W.10. I am keeping the Pilot advertisement, from which this coupon has been cut, until after Victory. Please acknowledge it and enter me on your 'VICTORY GIFT REGISTER'.

Name _____
Address _____

Fry's Cocoa as a food

IV
AS A NIGHTCAP

FRY'S Cocoa is an ideal nightcap, for its high food value sends every member of the family off to bed feeling warm and 'satisfied', while its easy digestibility ensures sound and refreshing sleep. Fry's Cocoa is so rich in nerve-strengthening substances that a cup at night gently soothes away the frets and worries of the day. Children love the fine chocolate flavour of Fry's and they need no persuading to take their favourite bedtime drink.

Fry's Cocoa makes every meal go further—an important consideration in these days of rationing. It is also one of the few foods that have come down in price since the war, thus bringing within reach of countless families a most valuable addition to their diet.

FRY'S

The cocoa with the real chocolate flavour

5D A QUARTER-LB

C.290.7341

Smokers' 'Fur'

How to detect it—How to prevent it



Try this now. Run your tongue round your mouth—do you notice it . . . a rough woolly feeling? Smokers' fur has got a hold, and is staining your teeth. But don't worry, you can stop this fur from ruining the look of your teeth.

Dentists know smokers' fur is caused by excess acid in the mouth. Kill the acid and you shift the fur. What is the scientific way to destroy mouth acid? 12,000 dentists say 'Milk of Magnesia' brand antacid is the most effective antacid known. They recommend smokers to use the toothpaste containing 'Milk of Magnesia'—the only toothpaste containing it—Phillips' Dental Magnesia.

Commence fighting mouth acid tonight. Get a tube of Phillips' Dental Magnesia and clean your teeth with it each night and morning. Then you'll feel the difference; no more morning mouth; no more stale breath. Instead you'll have teeth which look clean, feel clean, are clean; a sweet mouth to give new zest to smoking. A mouth that will say Good morning! and mean it.

7½d., 1/1 and 1/10½d. (Including Purchase Tax). Sold everywhere.

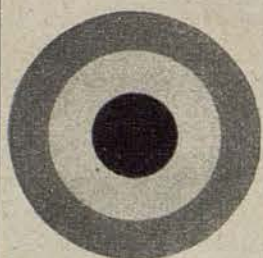
Phillips' Dental Magnesia

★ 'Milk of Magnesia' is the trade mark of Phillips' preparation of Magnesia.

What you can do in the RAF



Flying Duties. The R.A.F. wants keen, fit men between the ages of 17½-32 to volunteer for flying duties. Even if you have registered, you can still volunteer. Maximum ages—for pilots 30, for air observers or wireless operator/air gunners 32.



If you need coaching to the standard of education required for flying duties, are aged 17½-31, and are in other respects suitable, tuition will be provided for you near your own home, at the expense of the Air Ministry. Service training does not begin until 18.



Flight Mechanics. Skilled and semi-skilled tradesmen are needed to maintain and repair air frames, engines, armament and equipment. There are also vacancies for unreserved men who are mechanically minded, handy with tools and willing to be trained.



A.T.C. Those who are between 16-18 and, therefore, still too young for flying duties, should enrol in the Air Training Corps. Having thus obtained valuable preliminary experience they will be able to enrol in the R.A.F. at 17½. Squadrons are being formed in schools, universities and in chief towns.



W.A.A.F. The W.A.A.F. wants women keen to help in the great work of the flying men of the R.A.F. If you have had experience as a Secretary, Typist, Shop Assistant, or Cook, you can be readily trained for important duties.

For fuller information about any of the above duties, apply to the R.A.F. Section of your nearest Combined Recruiting Centre (address from any Employment Exchange). If you cannot call, write today for details.

To Air Ministry Information Bureau, Kingsway, London, W.C.2. Please send me latest details of:—

Flying Duties ☐ NAME _____
Free tuition scheme ☐ ADDRESS _____
Flight Mechanics ☐
A.T.C. ☐
W.A.A.F. ☐
X against the one in which you are interested.

PP 5/4



The Backbone of the British Army: The Sergeant Major Arrives on the Parade Ground
The R.S.M. is a pretty terrifying person in any regiment. But here, accompanied by one of his two Drill Sergeants, comes a Sergeant Major of the Grenadier Guards. You'd better pull your chin in before you turn this page over.

REGIMENTAL SERGEANT MAJOR

He is the favourite subject of the popular songs. The mere mention of his name is a music-hall joke. But the R.S.M. is one of the men about whom the organisation of the Army revolves.

A HOARSE roar swells across the barrack square. The khaki ranks, drawn up with the precision of organ stops, stiffen with anticipation. The roar ranges up the scale. Then with a startling crack, it explodes on the last syllable of the command. Like a perfectly tuned

instrument, the assembly of men responds with a rhythmic crash of foot, hand and rifle. The Regimental Sergeant Major is on parade. His voice is the power which distinguishes an army from a rabble. The man behind it is the microcosm about which the whole military system revolves.

The R.S.M. is at once the symbol of discipline, the encyclopædia of information, the messiah of regulations, and the king-pin of the machinery of Army life. He doesn't only bellow. Besides being the bull, the R.S.M. is also the manager of the china-shop as well.
(Continued overleaf)



THE VOICE OF THE ARMY : *The Sergeant Major Carries On*
For an hour every morning, Regimental Sergeant Major W. Cutts drills the battalion on the barracks square.



He Measures Out the Regulation Marching Pace
Using his pace-stick, opened out like a pair of compasses, the Sergeant Major measures out the correct marching pace of thirty inches.



The Sergeant Major Issues Instructions to His Drill Sergeant
The Drill Sergeant is just completing the execution of a classic about turn, while the Sergeant Major looks approvingly on—well, almost approvingly.

You can recognise him by the badge of the Royal Arms on his sleeve. But you can't mistake him across the length of a parade ground by the swagger of his bearing, and you can find him in a football crowd by the twitch of the muscles in the back of his neck. The R.S.M. is the super-soldier. He fills his uniform as if he were stuffed into it. He trembles with discipline like drawn elastic. He spits polish and unbends as stiffly as an iron bar.

He usually carries a pace-stick, a pair of wooden compasses, which he uses to measure the distance for the regulation pace. But, in practice, the R.S.M. seldom uses the stick for its proper purpose; he handles it more expressively as a sort of conductor's baton.

Like the officers, the R.S.M. wears a Sam Browne belt. In most regiments—except the Brigade of Guards—he also wears officer's cloth uniform and brown boots. In the Brigade of Guards, he wears ranker's uniform and black boots (although he is allowed to wear a lighter type than the regular Army pattern) and, in the Guards alone, the R.S.M. wears the Royal Coat of Arms embroidered on his upper arm. In other regiments the badge is smaller and worn on the lower half of his sleeve. Even if a guardsman is attached to another regiment, he has to lower his badge in size and position (an exception to the rule is if he goes to the Honourable Artillery Company). The Brigade of Guards also differs from other regiments in that the R.S.M. of each battalion has two assistants



He Finds a Chin Sticking Out

The discipline and military bearing of the battalion is the Sergeant Major's special responsibility.

called Drill Sergeants. Further, in the Guards alone, you never refer to the R.S.M., but to the Sergeant Major (with an emphasis on the "the").

The R.S.M. is rated as a Warrant Officer (Class 1), and, as such, he is the only one in his battalion. The other warrant officers of the battalion are W.O. (Class 2) and a few who hold the obsolete rank of W.O. (Class 3). In fact, after the officers, he is the senior soldier of the battalion. He presides over the Sergeants' Mess, and, as a Warrant Officer, he works in close collaboration with the officers of the battalion.

His function is to supplement under the Adjutant's direction all orders given out by the Commanding Officer, and to see that they are carried out. He oils the military machine and sees that all works smoothly and that all ranks know their duty. Under the orders of the Adjutant he undertakes the instruction of new officers in drill, military economy, regimental history, customs and tradition. He similarly trains all the N.C.O.s, in addition to the training given by Company Commanders.

All ranks in a battalion, from the privates to the officers, look to the R.S.M. as an infallible guide on orders and regulations; a Solomon come to judgment in the dispensation of justice; an inexhaustible source of information on everything that happens in the battalion and every individual in it; a diplomat, a clerk, a policeman, a jovial host, an administrator, a compère, a master of all ceremonies, and a model soldier.

(Continued overleaf)



If You Can Get Past the R.S.M. You Can Get Past Anything

The Sergeant Major casts a critical eye over a squad being instructed in the use of the Bren Gun.



"Carry On, Sergeant Major": The Adjutant Hands Over

If you want to know how the super-soldier ought to look when he salutes an officer, here is a demonstration by one of the super-soldiers of the British Army.



"Put Your Hat on Straight." The Sergeant Major Pays a Surprise Visit to an Unfrequented Part of Barracks

The R.S.M. is seldom on parade during the afternoon. He is fully occupied attending to his onerous duties in the Orderly Room. But he finds time to see that all work in the barracks is proceeding in an orderly and efficient manner. If it isn't when he arrives, it certainly is before he departs.



The Sergeant Major Finds Time for a Game of Cards

He plays euchre, which is the favourite game in every sergeants' mess of the Brigade of Guards.

He must have the hide of a rhinoceros, the roar of a lion, and the gentleness of a lamb. He must be brutal and ruthless, tactful and considerate, callous and disbelieving, and, above all, he must be intensely jealous of anything affecting the honour of the regiment.

The popular notion that the R.S.M. is a wooden-headed bully with a facility for ornamental language and a weakness for dropping aitches and putting them back in the wrong places could scarcely be a greater caricature of the truth. The popular songs, the music hall gags, and the joke drawings in the weekly papers are as obsolete as the cavalry. The man who becomes the R.S.M. of a battalion in the modern army is the best soldier in it. Far from being the most hated figure, the Sergeant Major is usually the best liked and always the most hard-worked man in the regiment.

To the private soldier, the emphasis that he puts on discipline will always seem exaggerated. But discipline has won more battles than brilliant generalship. The sergeant major may appear to hand out a stern brand of justice. But he also smooths out more trouble than he ever starts. And if he seems to make a fetish of spit and polish, there could be no better advertisement for spit and polish than the sergeant major himself.

The R.S.M. begins his day by conducting Adjutant's Memoranda. This is a sort of Petty Sessions which concerns the ordinary routine business of the battalion; minor offences, applications for leave and the like. The Adjutant gives instructions to the R.S.M., who, in turn, adds minor detail.



He Presides Over the Monthly Mess Meeting of the Sergeants' Mess

The welfare of the Sergeants is one of the R.S.M.'s chief concerns. He sees that the affairs of the mess are properly conducted, that guests are hospitably received and that the social side is operating as it ought to. The Sergeant Major, besides being the model soldier, must be a model host, too.

At 9 a.m. the R.S.M. goes on Adjutant's drill parade, where for an hour he demonstrates that the tongue is mightier than the sword. Under the Adjutant's orders, he arranges the parade, and deals out the discipline which is the bed-rock of army training.

Back in the Orderly Room—which is the R.S.M.'s spiritual home—he attends to administrative duties, answers questions, frames reports in correct legal jargon, makes programmes of work, training and promotion, investigates charges against N.C.O.s or private soldiers charged with offences, and deals with complaints and suggestions.

At noon he conducts the Commanding Officer's Memoranda. Here the C.O. holds court to settle reports remanded by Company Commanders and Adjutant, and grants applications to men ordered to attend. This is the supreme court in the battalion. It is the R.S.M.'s duty to see that all the necessary evidence and witnesses are ready and in attendance, to march in and out each particular case for the Commanding officer to deal with.

The R.S.M. is seldom on parade during the afternoons, unless parades are of a special nature. He spends the time on administrative duties or visiting unfrequented places in barracks. He keeps his eye on squads under instruction, fatigue parties and employed men at work. (There is always great activity when the R.S.M. is in the vicinity.) Later, he again issues minor details to his Company Sergeant Majors regarding the C.O.'s orders for the next day.

Thenceforward the R.S.M. plays the host in

the Sergeant's Mess. This is one of his most important duties. His chief concern is the welfare of the Sergeants. He sees that the food is good and well served; that the affairs of the Mess are properly conducted; that Mess guests are hospitably received, and that entertainment and games committees are working at full pressure.

Later—as this is the day in the life of an R.S.M. in the Guards—he joins in a hand or two of euchre, a favourite game in Guards Sergeants' Messes. He goes to bed early—his batman calls him at six-thirty in the morning—in his wartime billet. His wife and children, with whom he normally shares a home in the married quarters, are evacuated.

For all this, the R.S.M. is paid a flat rate of 14s. a day (23s. 4d. a week marriage allowance), which makes him the highest-paid soldier in the British Army excepting officers and certain departmental W.O.s. When you consider what a soldier's chances are of becoming an R.S.M. (one in a thousand), the sort of qualities that are required of the rank, and the fact that R.S.M.s have to retire on a maximum pension of £2 15s. a week—on average slightly less than £2—when they're forty-five years old, the reward is little enough. When they retire, a few of the R.S.M.s are commissioned as quarter-masters. But a good many have to find some sort of civil work to eke out their pensions.

For the finest type of man in the British Army, it seems a sad ending.

Carry on, Sergeant Major. . . .

MACDONALD HASTINGS

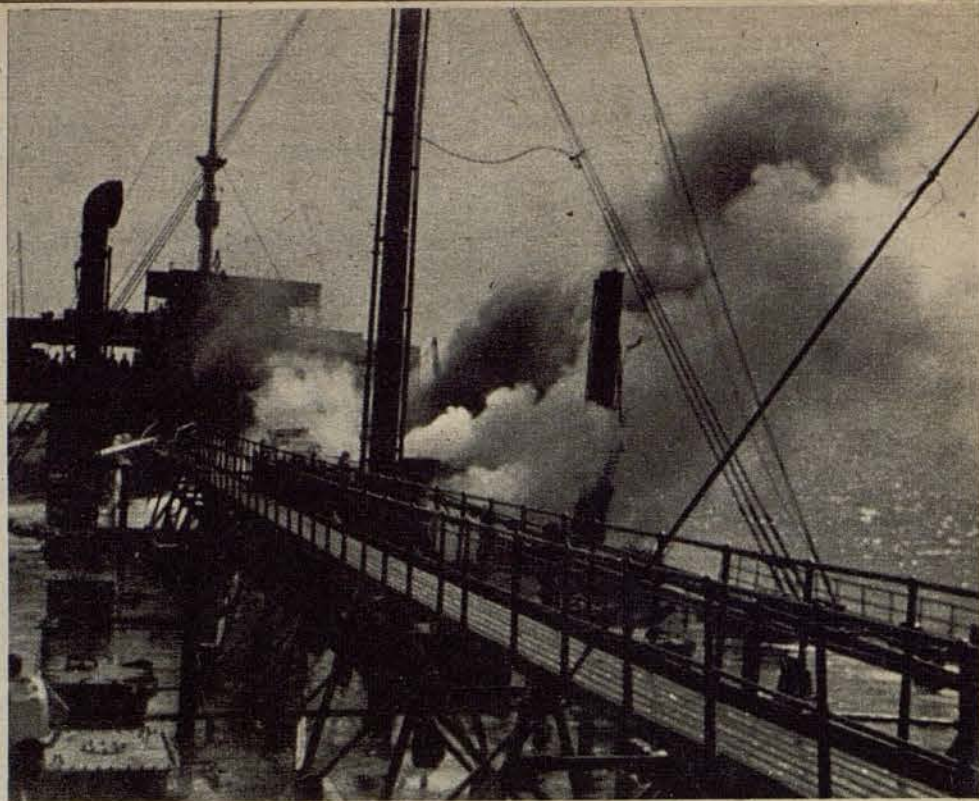


*. . . . So He's Human After All
Even Sergeant Majors can't look smart all the time.
Even Sergeant Majors may fall asleep.*



The First Torpedo Strikes Us

The American oil tanker, Charles Pratt, 200 miles west of Freetown, British West Africa. Suddenly, from a lurking submarine, a torpedo is fired. A deafening explosion shakes the ship.



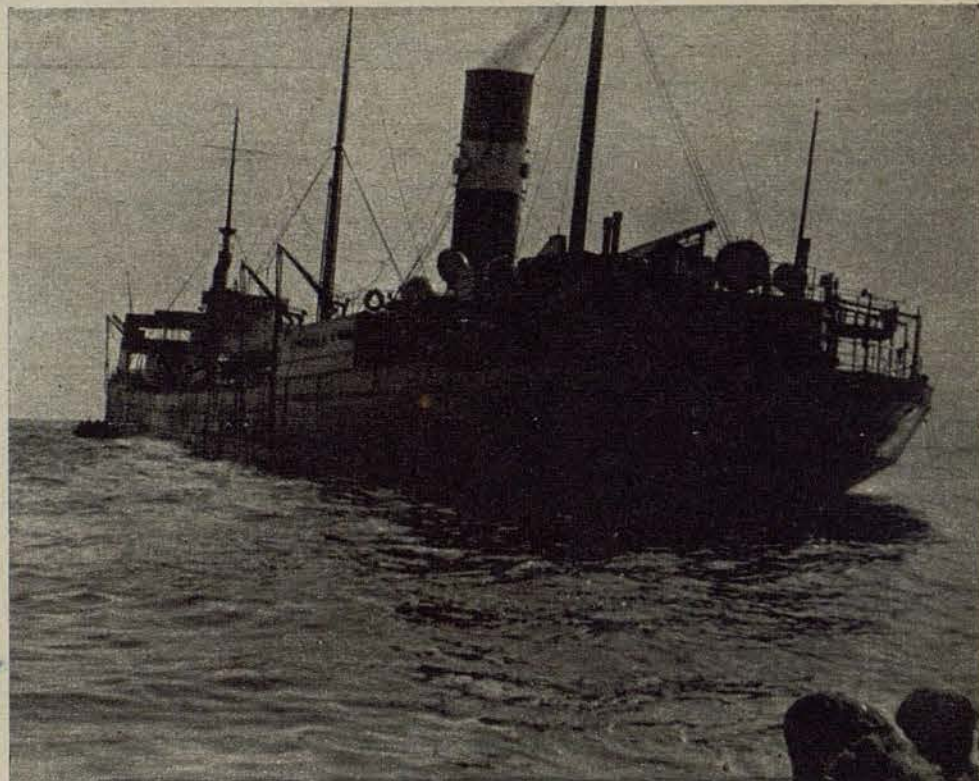
Fire Breaks Out and Starts to Spread

The fire control system comes into play. Its white steam stands out against the black smoke. The wireless aerial (seen loose at top of picture) is down, so there is no hope of sending an S O S.



Soaked in Oil, We Pull Away

No. 3 lifeboat is out now. Its crew have oil on their caps, their overalls, their faces. They push away from the listing tanker.



We Look Back on the Old Ship

The list is getting worse. But the tanker looks fairly comfortable. No sign of the fires now. Everything is peaceful. We may yet return.

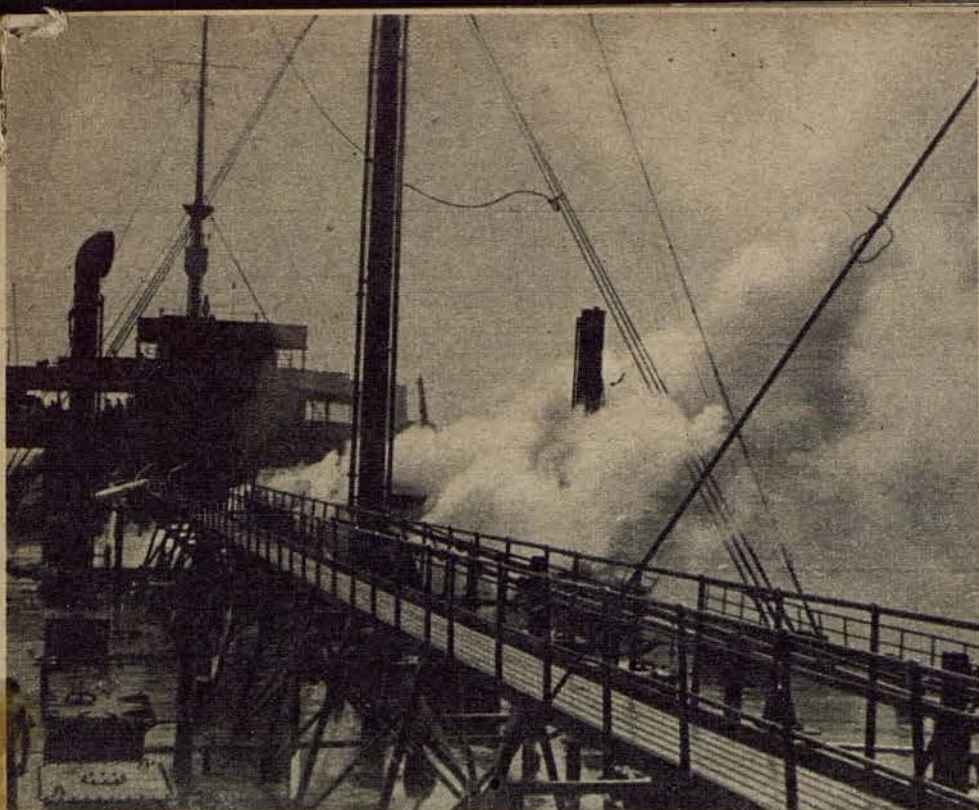
TORPEDOED!

We read of thousands of tons "sunk by enemy action." We hear of fine ships gone to the bottom. But what actually happens when a torpedo strikes? What does it feel like for those on board? A greaser on a torpedoed tanker took these pictures. They tell a vivid and moving story of the sea.

WHAT does it feel like to be torpedoed? First, you must imagine a ship on the sea. High above, in the crow's nest, a man watches. He sees ahead grey, heaving seas. Below him, a man sits upon a hatch, lazily watching others leaning over the rail. A steward is writing a letter, an officer stands tireless on the bridge. Men sprawl in the foc'sle, playing cards, smoking. It is evening. The light begins to go. The shape of the ship dissolves, clear lines vanish, the structures assume fantastic shapes. The throb of engines is clear, the sound seeps over the ship, the pulse is steady, like a voice saying, "Everything all right." Then a deafening explosion shatters the silence.

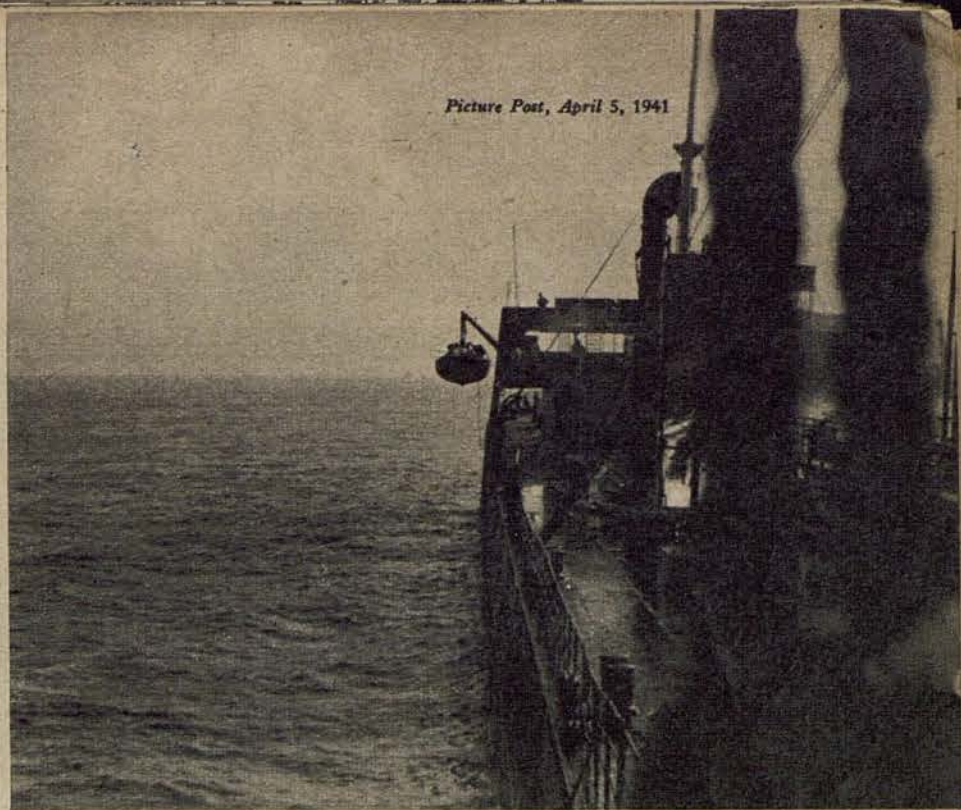
With great suddenness the ship lurches and shudders, the lights go out. The ship is still. Shapes loom up, cries rise on all hands. The ship's whistle suddenly blows. Ghost-like figures scurry along alleyways and decks, up ladders, over rails. Doors clang, crockery keeps up an insane rattling, the engines are silent. There is something particularly unnatural in the absence of their steady beat. The explosion still reverberates in the air, and the ship lurches again, more wildly now. Above this, above the shouts and cries, there surge the newly awakened waters. The ship lurches again, heaves, is tossed up, is cast down. The air is alive with sounds.

From somewhere a voice hails, a voice crying, "Boats." The whistle blows ceaselessly, dim shapes become figures, and men, flung from bunks whilst asleep, men caught half naked, men babbling and swearing, all rush towards the direction from which the voice hailed. The clear, calm voice speaks again, steadying things. "Get your boat clear." "Are the men up from below?" An officer speaks quickly down the tube. "Not all, not all, sir." A sound comes up to this officer. He thinks of the man at the mouthpiece far below. He hears very clearly, "Number one out," and feels relieved.



We Get the Fire Under Control

The black smoke has almost disappeared. White steam is triumphant. The fires are all practically extinguished. No second torpedo has been fired. Maybe the ship can be saved after all.



Picture Post, April 5, 1941

All the Same, We Abandon Ship

The captain decides to take to the boats. He knows the U-boat is still about, fears another torpedo or shelling from the surface. No. 1 lifeboat has been filled, is being lowered.



A Second Torpedo Sends Her Sky-High

The submarine has fired again. The Charles Pratt is gone in a moment. And now there is just a column of black smoke on the sea.



Nothing Left But to Pull For It

Lifeboats draw close together. The white-capped captain in the stern calls the roll. Two seamen and a mate are missing.

He picks up a megaphone and begins to give fresh orders.

The emergency lights have gone out, and he can no longer see the ladder. He calls, "All clear? All clear, there?" He waits for an answer. None comes, and he begins to climb steadily upwards until he finds himself on the grating. He reaches the deck. He stands a moment, but he does not look down again, down where the water boils. The seas swing all these tons of steel like straw, this way, that way. The man staggers along towards where the cries are loudest. He hears a voice through a megaphone, "Number two out." He stumbles towards the davit. Number three is lowering.

Now he stands looking towards the bridge. It seemed to be moving about like a cork, the water is rising everywhere, the ship's nose comes up, then pitches again. Now he hears shouts from below and at the same moment a figure bumps into him, a man he knows.

"Not a hope. I'd have tried, but not a hope."

"I see! Nearly all away; afraid some still below. Can't do anything."

The calmness of his own voice amazes him. His mind turns a key, the inevitable has been reached. The only thing is to get the men away. "Ready," the other says.

They slide down ropes towards the waiting boats. A knife flashes, the boat rocks madly. Oars pointed, they veer away from her. She's no longer a ship, only a huge shape towering into the darkness.

Men huddle close to each other. The wind is rising. Together, they watch the shape, their home once, now a towering, tossing mass of steel. There comes a silence which they hardly realise. Only a sound of swishing oars comes to their ears. Eyes look into eyes. They keep huddled together. It is as if something has gone out of them; they feel powerless sitting there, watching, waiting. They do not wait very long. There is another, more deafening explosion and a sheet of flame shoots up, lights sky and water. The men see each other's face in its glow.

They sit quite still, staring at the crumbling ship. The ship does not move; only the flames move, spreading, roaring as they climb. Debris

shoots skywards, a crescendo of hisses fills the air.

As they watch, the men speak.

"She's finished."

"Couldn't do anything with that."

"Look at that."

Only a little while ago, an hour—it seemed like a minute—they had been talking and laughing. One wrote a letter to his girl. A steward remembered coffee for an officer. A look-out man had been watching the heaving seas, and thinking of going home and all it would mean. Men had talked and laughed in the fore'sle, one sang in his bunk, some mended their clothes. . . .

The ship has broken in two; one half seems to be floating away, trailing its flame behind. The boat draws further away. A man stands up in the bow and hails through cupped hands. They must keep together. They must stick together. That was the law of them all—they must stick together. One falls asleep, weighted on his mate, who does not move. They watch the other half of the ship begin to settle, watch the flame drive down to the water's edge.

They wonder about the other boats. Are they
(Continued overleaf)



THE VIEW THAT NEVER ALTERS: After Three Days at Sea, the Faces of the Men Who Cling to Life
They take turns with the oars. They dole out the water sparsely. They sleep where they can, when they can. And all they have to look at is the sea—and themselves. Bodies are tired, listless. Nerves are frayed, near to snapping.



clear? Are they all away? They must wait till the light comes. Daylight would uncover many things. They had come as they stood, some in trousers and shirts; they think of clothes lost, little treasured things, gone with the ship. Such things were very dear to them, always were. They did not ask for much, and then they got this. They are helpless in the sea, waiting for the light.

One half of the ship suddenly sinks; for a moment the waters appear convulsed, foam boils and swirls, an area of water bubbles. They watch the remaining half burn slowly out. It might never have been a ship, a ship with rooms and cabins, warm light, talk and laughter after work, a little world shattered in a moment.

Now, when they look, there is nothing. Darkness blots out man from man.

Someone shouts: "There's the other boat hailing now." The men turn to look, trying to peer through the lanes of darkness, trying to hear the shout again, but the wind is rising still. Hands change oars. They forget the ship, the home, the deluging water, the spouting flames from oil. They only think of the light. They long for it to come.

"Why bother about what our position is? Row," a man says.

Again comes the hailing voice. It is like warmth to them, for it comes from known friends. The sea is not so desolate, after all. The men pull hard at the oars.

The engineer sits quite still and thinks of a rocking steel ladder, of water at his heels. He wonders about men he knew. And then he falls

Sometimes the Boats Draw Together for a Conference

They have rowed all through the night in an open boat. Should we change our course? the captain asks. They talk it over, decide to row east.



ALL THAT IS SEEN FOR FIVE DAYS: *Our Other Lifeboat Breaks up the Monotony of the Ocean*

At first, eyes are strained for a sight of land. Then more and more of the crew lose hope. They don't even wonder when land will be reached. But the other boat reminds them they are not alone.

asleep. "I was standing having a shave," someone says. They row on through the darkness. Voices cease. Only the rowlocks screech. The ship is only a memory now. The men draw into themselves and are silent, lost in their own thoughts. A wave rises high ahead, swoops down, and one of the men shouts, "Hold on."

The men wonder where the other boats are, if they will see them in the morning. They think about water, about biscuits; they hope all is well. Water and biscuit—it wasn't much—but you never expected much, and then you got this. Flung into a sea without a chance! When the light came they would see each other, find things out. Each wonders if his mate has got clear. He might know in the morning, he might never know.

They think of a good ship gone, a ship that was the world and home. But no ship was ever your own. Over the horizon of the mind the new ship is already in view, the next ship. Life is like that.

The light comes upon them unawares; they do not know how long they have been rowing. In this minute they have only eyes with which to see the first soft light of day, and slowly they see the waters ahead, the waters of an ocean. They think of the other boats. Light gives strength, more power to their hands, they row with renewed vigour and resolve.

"Now we've got a chance," a man says.

The light is full; they watch the horizon's line, they watch for a boat. The past lies behind them, gone with a ship. They think of another ship, they think of the future. They row on in the wilderness.

JAMES HANLEY.



The Last Night Before Rescue: The Captain's Boat Hoists Sail as Night Falls



THE BLUNT-NOSED, BEE-BODIED, HARD-HITTING GRUMMAN "MARTLET I" IS PART OF THE FLEET AIR ARM'S ANSWER TO GERMAN DIVE-BOMBING ATTACKS

THE NAVY GETS A NEW U.S. FIGHTER

The Grumman "Martlet I," is the first United States-made aircraft officially known to be operating with the Navy.

TECHNICALLY, the Grumman "Martlet I" is a mid-wing cantilever monoplane with an undercarriage which retracts sideways into the fuselage and a wing span of only thirty-eight feet. Its appearance with the Fleet is one answer to Germany's hope that help from America will not arrive in time.

The Grumman "Martlet I" has already been in action with the enemy and proved itself by shooting down a Junkers 88.

The aircraft, which is a single seater fighter of all-metal construction, is said to have a maximum speed of 325 m.p.h. at 13,500 feet and a range of 1,150 miles at 285 m.p.h. at 15,000 feet. The rate of initial climb is 3,300 feet per minute; the service ceiling 28,000 feet. Its armament is four machine-guns—two in the wings and two firing through the screw disc. It is powered by a 1,200 h.p. Wright Cyclone Radial Engine. It was first flown in 1937.

It is capable of taking off and landing in the confined space of an aircraft carrier, and giving a good account of itself against enemy dive bombers.

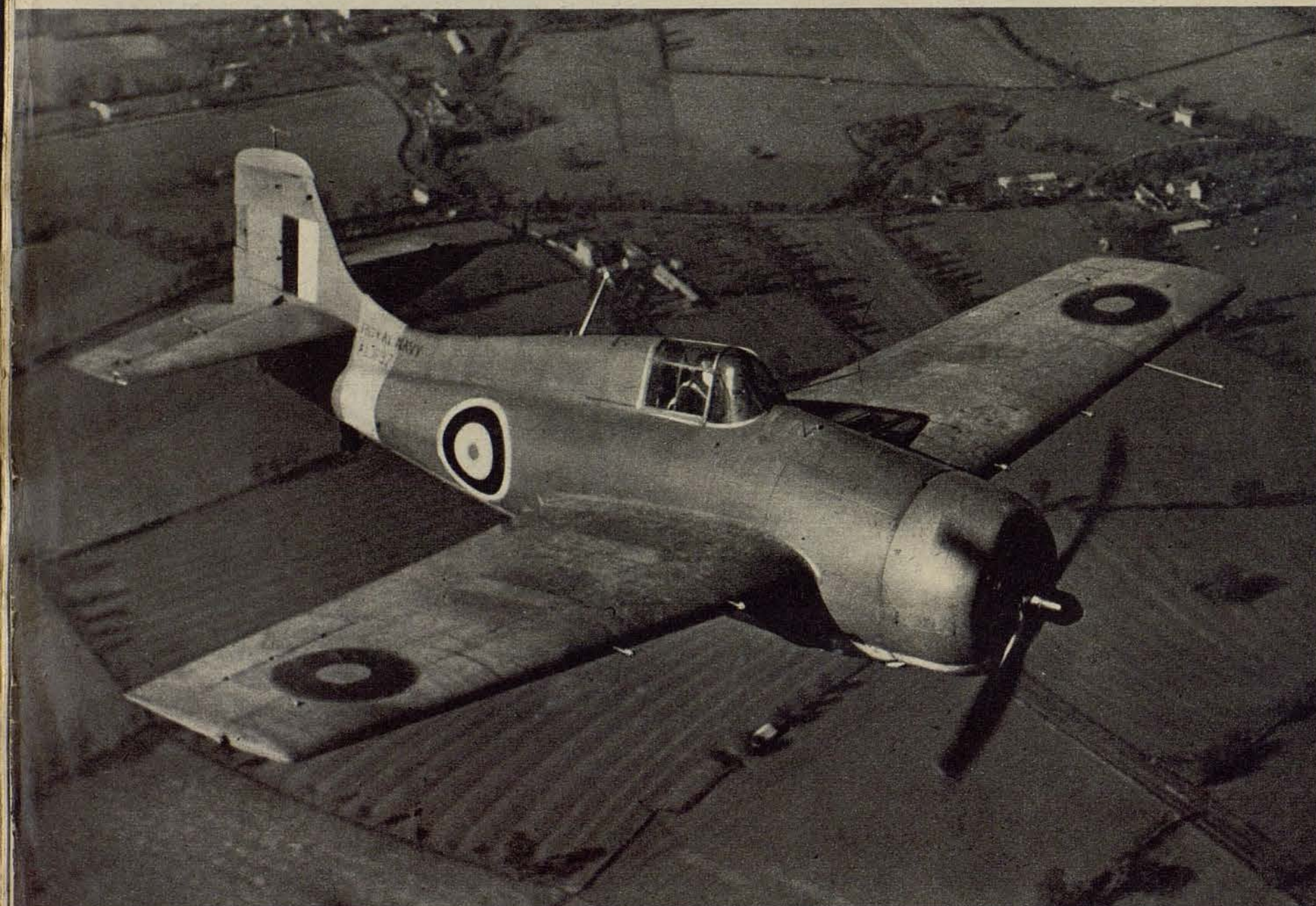
It is already being widely used as a naval fighting type by the U.S. Navy and is a worthy rival of our own Fleet Air Arm fighters—the Fulmars, the Skuas, the Rocs, and the Gladiators.

When Lord Beaverbrook, the Minister of Aircraft Production, broadcast recently to America, he said that Britain was no longer anxious about reserves of aircraft; all our attention was being devoted to the introduction of new and more efficient types. The appearance of the Grumman "Martlet I" is evidence that these new types are already coming into service.

Besides building up numerical equality with the German air force, we are making sure that we preserve the lead in performance and quality which defeated the Luftwaffe last year.



"It's a First Class Machine, and You're Going to Like It"
The instructor tells the pilots something about the new fighter before they take it up on test flights.



A Dive Bomber's View of Our New Fighter

Notable in this picture are the plane's square-clipped wing-tips, short body, handy appearance. Speed is said to be 325 m.p.h.

MONTAGU NORMAN—AGAIN!

by PAUL EINZIG, Foreign Editor of the *Financial News*.

Before the last war a Governor of the Bank of England reigned only two years. Mr. Norman has reigned for twenty. The Governor's retiring age is seventy, and Mr. Norman will be seventy on October 4. Yet he has been re-nominated. Public inquiry into the Governorship of the Bank of England is now due.

MONTAGU NORMAN remains Governor of the Bank of England, although this year brings him to the statutory retiring age of seventy. How has this come about and why is it important?

In November, 1940, the Directors of the Bank of England held their usual Annual Meeting to decide upon the nomination of the Governor and Deputy Governor for the next term. As a rule, little interest is attached to this meeting. It is considered to be a mere formal affair. Now, Mr. Norman's nomination as Governor has been taken for years as a foregone conclusion. Every time he has been re-nominated or re-elected City Editors of newspapers have automatically paid him eulogistic tribute; according to legend, in fact, the same congratulatory paragraphs were left in type year after year, and only the dates and the length of the period of Mr. Norman's service were changed as the years went by.

This year, however, the situation has been somewhat different because of Mr. Norman's advance to the age of seventy, which is the statutory age limit for Directors of the Bank. Now, some of the Directors have felt for some time that, though Mr. Norman has rendered unquestionably great services to the Bank, there is an overwhelming case in favour of replacing him by someone more adaptable and less unpopular. Others, without holding strong views on the subject, have felt that the age limit should be upheld.

An Awkward Question for the Bank

When the Directors met in November, in accordance with practice on such occasions the Governor and Deputy Governor withdrew. Then one of the Directors duly proposed the nomination of Mr. Montagu Collet Norman for the Governorship, and Mr. Basil Gage Catterns for the Deputyship for the term of 1941-1942.

After a minute of awkward silence one of the "Opposition" Directors took his courage in both hands and raised the question: "Has not Mr. Norman reached the statutory age limit?"

Mr. Humphrey Mynors, the former Cambridge don, who for some years has been Secretary to the Bank, answered: "Mr. Norman will reach the age limit during the course of the next term."

"Will the age limit be extended for his benefit?" asked the "Opposition" Director.

"No application has been made for the extension of the age limit in Mr. Norman's favour," replied Mr. Mynors.

Apparently the "Opposition" accepted this answer as an assurance that the coming term would be Mr. Norman's last term, and his nomination was unanimously accepted. It seems by no means certain, however, that Mr.

Norman's tenure of office will necessarily end with the new term. Up to November last year, no application had been made for the extension of the age limit in his favour. But that does not necessarily mean that the age limit will not be extended at the eleventh hour.

Is the Governorship for Life?

We ought to probe more deeply, therefore, into Mr. Norman's apparently unending reign at the Bank of England. In the City of London itself, any criticism of the choice of the Governor's person is still regarded as something like sacrilege. But, with all due respect to the present occupant of the exalted post, we ought to ask ourselves whether it is to the advantage of the country that he should remain Governor during such a critical period.

Mr. Norman's integrity and the prestige he commands both at home and abroad are highly valuable assets. That is admitted, but in themselves they are hardly sufficient to qualify him for life-Governorship of the Bank, especially under the present difficult conditions. A critical examination of his other qualities reveals some very grave defects. His knowledge of monetary and central banking technique is by no means what outsiders suppose it to be. Someone, who was in close touch with him over a period of years in connection with foreign exchange operations, once remarked that "Mr. Norman may be a leading expert on the discount market, but he knows very little about foreign exchange." Another person, who often consulted him on matters concerning the discount market, remarked once that "of course, Mr. Norman is a leading authority on foreign exchange, but he has no idea about discounts." The evidence he gave before the Macmillan Committee ten years ago disclosed an amazing lack of grasp of both technical detail and fundamental principles. Indeed, the text of his evidence had to be edited

by Mr. Keynes in order that readers should be able to make head or tail of it.

It may be argued that, after all, it is not the Governor's job to be a technical specialist. His duty is to lay down the general policy of the Bank; and to that end he needs broad vision, sound judgment and, above all, an adaptable mind, rather than expert knowledge. But then, is it possible to claim that Mr. Norman's vision and judgment have been so sound during his prolonged tenure of office, or that he showed himself adaptable to changed conditions? To answer this question, let us cast a glance at the major policies for which Mr. Norman was responsible since the date he became Governor of the Bank.

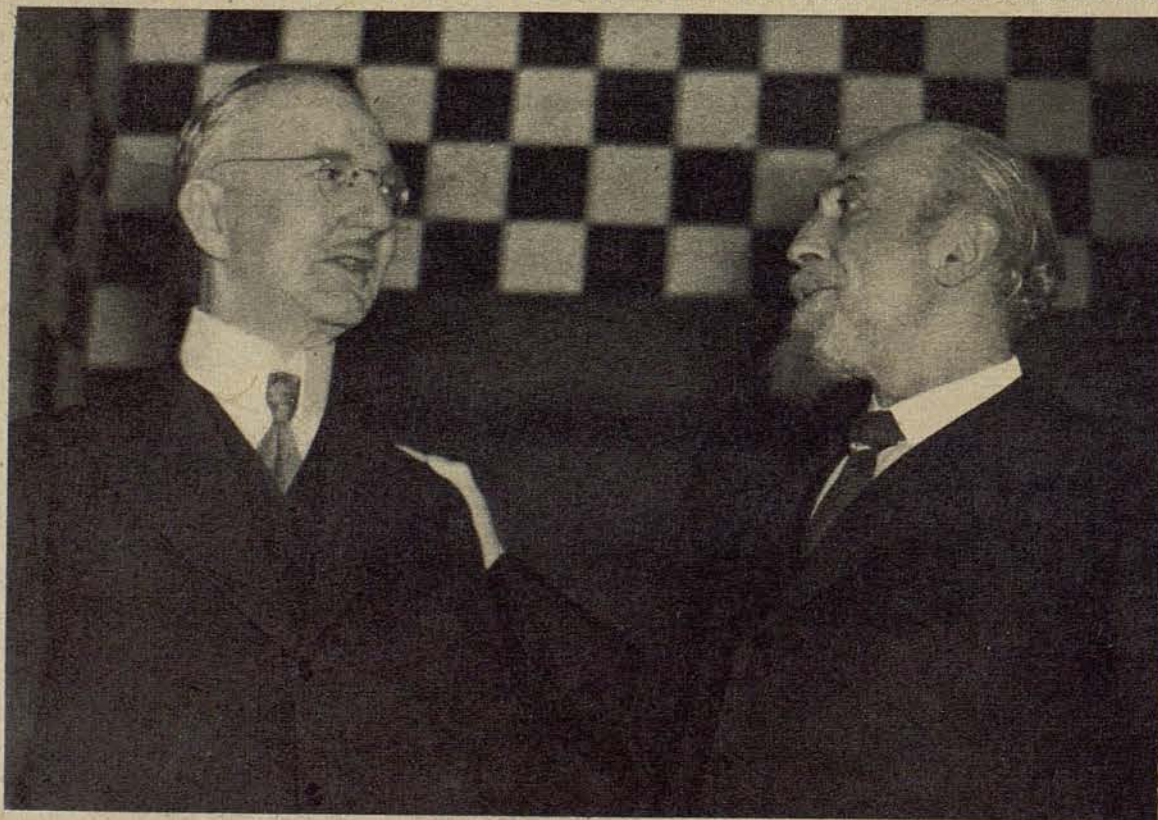
His Five Main Failures

These can be summarised under the following headings:

1. Mr. Norman was largely responsible for the ill-advised return to the Gold Standard in 1925.
2. He was strongly opposed to the Treasury's cheap money policy, and shortly before the outbreak of the war he succeeded in reversing it.
3. He pursued a policy of financial appeasement to Germany until the outbreak of the war.
4. He allowed the City to over-lend to Germany and did not exert his influence to obtain a reduction of the excessive German bank debts.
5. He was strongly opposed to the adoption of effective exchange control during the war.

As for the first of these points, Mr. Norman is held responsible for the monetary policy pursued after the last war, leading to the return to the Gold Standard at the pre-war parity. In all fairness, it must be pointed out that his responsibility in this matter is shared by practically all statesmen, Treasury officials and economists who had a say in the matter. They all took it for granted that it was Great Britain's duty "to make the pound look the dollar in the face," and most people in Mr. Norman's position would have advised the Government in that sense.

He cannot be blamed exclusively for that major error of judgment, therefore, but the part he played scarcely indicates exceptional vision or soundness of views. Indeed, the return to the Gold Standard was a major disaster, the consequences of which are not adequately realised. Everybody knows—or should know by this time—the direct and visible results of fixing too high a value for the pound. It meant difficulties for exporters in keeping their markets, for British goods were too expensive. Consequently there was wholesale unemployment. Wages had to be reduced, which again caused industrial unrest. In order to defend the pound, the volume of



Mr. Norman Welcomes His Friend, Dr. Schacht

Three months after Munich, in 1938, Germany's bank chief is a guest in Mr. Norman's London house. They are said to discuss a mysterious deal over the property of refugees from Hitlerism. Later, Mr. Norman goes to Berlin for the christening of Schacht's grandson. Hitler dismisses Schacht soon after.

credit had to be kept down. This meant a shortage of capital and the throttling of new enterprise. The results were an ever-growing difficulty for the Government as it tried to balance the budget and reduce the Public Debt.

What is not adequately realised is that the ill-advised post-war monetary policy was to some extent responsible for the present war. Why? Because the difficulties of balancing the Budget made the Government think it necessary to enforce rigid economies in national defence expenditure.

His Passion for Dear Money

The question is: Has Mr. Norman learned a lesson from the failure of his early policy? Does he now fully realise that in existing circumstances the measures called for are totally different from those followed during generations of successful central banking amidst stable and prosperous conditions prevailing before the last war? That they must be different will be realised by anybody who reflects that we shall have to spend thousands of millions of pounds on the reconstruction of our destroyed cities and that conventional banking ideas would enforce severe retrenchment in an effort to regain what the conventional banker calls "solvency." Unfortunately, there is reason to fear that Mr. Norman's adaptability to changing conditions leaves much to be desired. This was clearly indicated by the attitude he adopted shortly before the outbreak of this war. On August 24, 1939, he caused the bank rate to be raised from 2 per cent. to 4 per cent. This was the result of his persistent efforts to induce the Treasury to reverse its policy of cheap money adopted since 1932. Mr. Norman was strongly opposed to that policy from the very outset, and it was carried out by Mr. Neville Chamberlain, as Chancellor of the Exchequer, against his advice.

From time to time Mr. Norman urged the Treasury to authorise an increase of the bank rate, in order to cope with minor troubles arising from over-speculation in commodities such as pepper, shellac or monkey nuts. Mr. Chamberlain remained adamant, however, and the minor crises settled themselves without an increase of the bank rate. Mr. Norman did not give up hope, however, and the confusion that prevailed during the days that preceded the outbreak of this war provided him with an opportunity for persuading Lord Simon, the then Chancellor of the Exchequer, to agree to an increase of the bank rate.

Disaster of an Increased Bank Rate

Now, why did Mr. Norman consider it natural to raise the bank rate when the outbreak of war appeared to be imminent? Simply because this was done on the eve of the last war! Even then it was a mistake. It caused world-wide panic which could have been avoided. Meanwhile, the importance of the high bank rate as a means for supporting sterling has greatly declined. The increase of the bank rate in the changed circumstances of 1939 accentuated the confusion on the financial markets; it increased the difficulties of transition from peace economy to war economy; it added to the burdens of financing the war; and it landed trade with an additional burden at a moment when it was gravely preoccupied with various war measures. So far from preventing the flight from the pound, it actually accentuated the movement, as it was considered to be a danger signal.

The only way to check the flight from the pound was by the application of exchange restrictions. For obviously, in order to make the best use of the country's limited gold and foreign exchange resources, it was necessary to stop the outflow of capital, British or foreign. But Mr. Norman failed to realise this, and, throughout the early part of the war, fought a tenacious rearguard action against the slow and half-hearted efforts of the Treasury to tighten exchange restrictions. He was afraid that strict exchange control might affect London's chances to recover its position as a world banking centre after the war, and, since he considered



The Governor of the Bank of England After Twenty Years of Power
Shy of publicity, he once crossed the Atlantic as "Professor Clarence Skinner." A man of secrecy, he encourages the idea that banking is some kind of mystery, into which outsiders have no right to pry. An orthodox financier, he has seen his world crash. But he remains in power.

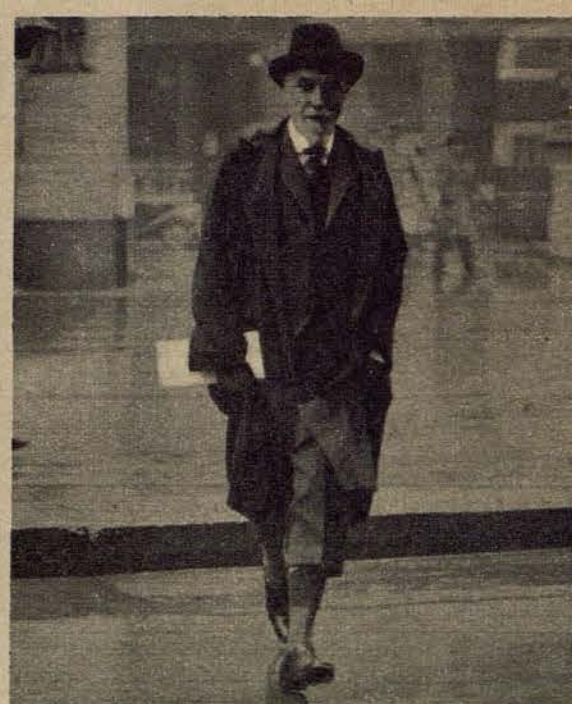
FOR 20 YEARS HIS PICTURESQUE FIGURE HAS DOMINATED THE CITY



He Hurries to the Bank
The Court Meeting is being held. Subject? Re-election of the Governor.



Goes to the Palace
A levee has been held at St. James' Palace. He is a member of the Privy Council.



Takes a Walk in the City
All the precaution he takes in wet streets is to hold his trousers up.



Hides from Publicity
His wedding attracts the Press photographers. But he tries to hide his face.



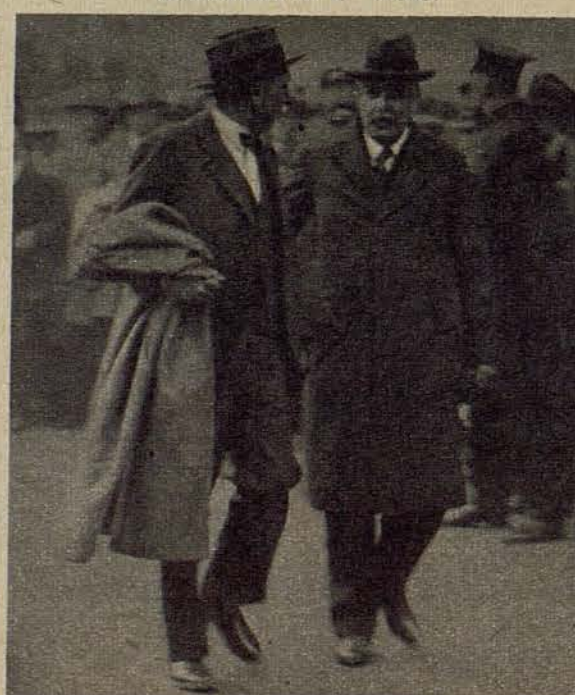
Surrenders to a Flag Seller
It is Alexander Rose Day. In his own way he indicates he is "broke."



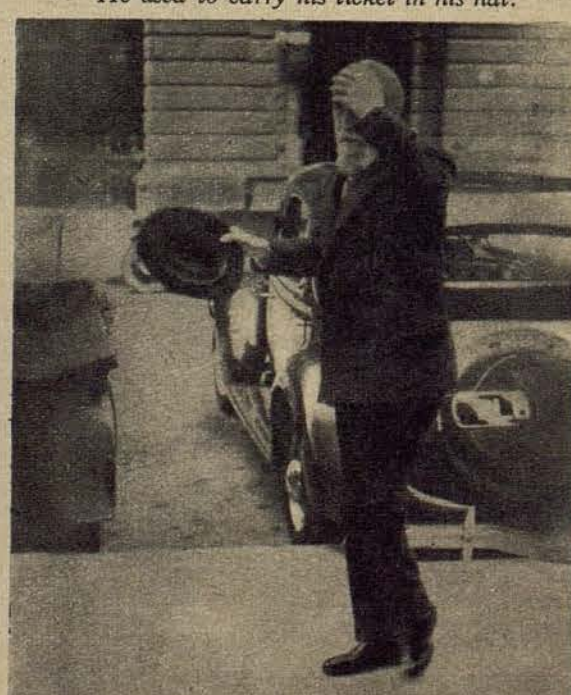
Goes by Tube to Work
From Camden Hill he travels underground. He used to carry his ticket in his hat.



Attends a Fashionable Wedding
Social events have little appeal to him. But he has come to see a friend married.



Returns from Canada
He is met by Lord Stamp, Director of the Bank of England, Chairman of L.M.S.



Sees the Prime Minister
It is three months before Munich. He leaves No. 10 Downing Street as if exhausted.

himself in the first place the representative of the banking community, he did his utmost to influence Lord Simon against a reinforcement of exchange control. It was not until after Lord Simon's departure from the Treasury that his successor, Sir Kingsley Wood—who is not under Mr. Norman's influence to quite the same extent as his predecessor—adopted measures tending to check the outflow of funds. By that time, however, the Treasury's gold and dollar resources had become depleted to a considerable extent, and, as a result, towards the end of the year the placing of orders for war materials in the United States had to be practically suspended.

Another count on which Mr. Norman is open to criticism is his policy of financial appeasement, which he pursued until the eve of the war. During the 'twenties, it must be admitted, this policy was strictly in accordance with the traditional Balance of Power policy of Great Britain. After all, during that period Germany was the weaker party on the Continent, and it may have appeared reasonable to assume that her reconstruction was in accordance with the interests of general economic and political stability in Europe. Even then Mr. Norman's bias in favour of Germany led him to allow the development of a thoroughly unsound position in the City. He did nothing to discourage the granting of excessive short-term credits to Germany, as a result of which some £40,000,000 became hopelessly immobilised in 1931, and the greater part of that amount became a dead loss at the outbreak of this war. Nor did he use his influence to induce bankers to follow the example of American, French, Dutch and Swiss banking creditors of Germany, in cutting their losses and drastically reducing their German commitments.

His Trust in Germany

Evidently Mr. Norman continued to trust and favour Germany long after she had ceased to be the weaker party on the Continent, and long after his attitude ceased to be in accordance with the Balance of Power policy. Had he used his influence in Whitehall, the Treasury might have been induced to take a firmer line in its negotiations to secure the repayment of some British credits.

Instead, Mr. Norman threw himself wholeheartedly on the side of the policy of appeasement. He was opposed to forcing Germany to pay her debts by means of adopting Exchange Clearing and earmarking for the benefit of British creditors part of the proceeds of the German export surplus to this country. He came to the rescue of the Reichsbank with a credit towards the end of 1934. He even allowed London banks to open new credits in favour of Germany, in spite of her default on the old ones. It was not until 1937, under the influence of pressure in Parliament, that, acting upon the request of the Treasury, he addressed a circular to the banks requesting them to refrain, if possible, from granting Germany additional credit facilities.

The Czech Gold Scandal

The part Mr. Norman played in the Czech gold scandal is also open to criticism. It will be remembered that, after the occupation of Austria, the Bank of England at once surrendered to the German authorities the assets it held on behalf of the Austrian National Bank. It would have acted likewise regarding the assets of the Czechoslovak National Bank after the occupation of Prague, had it not been for the request, immediately made by the Treasury, to block these assets. On the other hand, an amount of £6,000,000 of gold held with the Bank of England by the Czechoslovak National Bank, in the name of the Bank for International Settlements, was unhesitatingly surrendered to Germany by the Bank of England upon instructions received from the Bank for International Settlements. Since the instructions to the Bank for International Settlements sent from Prague were obviously given under duress, their execution ought to have been withheld.

Now it may be argued that the Bank of England was not in a position to refuse to carry out the instructions received from the Bank for International Settlements. But even if this argument were acceptable, Mr. Norman's role as one of the



THE END OF AN EPOCH : Sir Horace Wilson and Montagu Norman Leave the Funeral Service of Neville Chamberlain

Sir Horace has been leading adviser to Mr. Chamberlain in the epoch of "appeasement." Mr. Norman has led the financiers who believed negotiation with Germany possible. Now a new age has begun. An age of new methods, new men.

most active Directors of the Bank for International Settlements has still to be cleared up. And, in spite of the uproar caused in Parliament and the Press by the surrender of the Czech gold to Germany, the Bank of England willingly surrendered a small balance which was then left behind a few days before the outbreak of the war.

It is only fair to state that, after the outbreak of the war, Mr. Norman ceased to allow himself to be influenced by his pre-war bias in favour of Germany. Nevertheless, without indulging in unnecessary recriminations for the past, we are entitled to ask whether his policy until the eve of the war was an indication of sound judgment, and whether it does not weaken the case in favour of his retention in a key position during a war against Germany.

What is perhaps much more important is the question whether Mr. Norman's mental make-up qualifies him for the task of being in charge of the Bank of England during the difficult period of post-war reconstruction. It is of the utmost importance to assure the public that the grave mistakes of the period that followed the last war are not going to be repeated this time. The main task will be to make good the destruction of the war and not to concentrate entirely on the financial aspects of the situation. So long as Mr. Norman is entrenched in his impregnable fortress at

Threadneedle Street, it is difficult to expect people in this country, or in any other country, to believe that the British post-war monetary policy will differ materially from the one pursued under Mr. Norman's guidance during the 'twenties.

Mr. Norman's patriotism and public-spirit are above question. Like most people in a similar position, he is probably convinced that he can fill his post with greater benefit for his Bank, the City, and the country than anyone else. Yet he must be made to realise that even if he were better qualified than any alternative candidate, the mere fact of his unpopularity would call for an early change. His continued presence would damage the interests of his Bank, as the movement in favour of its nationalisation would gain in strength. It would damage the interests of the City, as it would increase the unpopularity of the banking and business community. And it would be detrimental to the interests of this country, exactly because the distrust he inspires among the general public constitutes a major obstacle to harmonious collaboration between the City and the nation at a time when the elimination of sectional clashes would be of vital importance.

Perhaps it is possible to hope Mr. Montagu Norman may realise the greatest service he can render to his country in existing circumstances—which is to surrender the seals of his office.

FRANCHOT TONE BECOMES A WILD WEST HERO:



1 "Kansas" (Franchot Tone), hero of "Trail of the Vigilantes," is treated rough when he arrives at Peaceful Valley.



2 Jailed for stealing incriminating papers from the villain, Kansas makes a spectacular getaway by leaping on to the back of his horse.



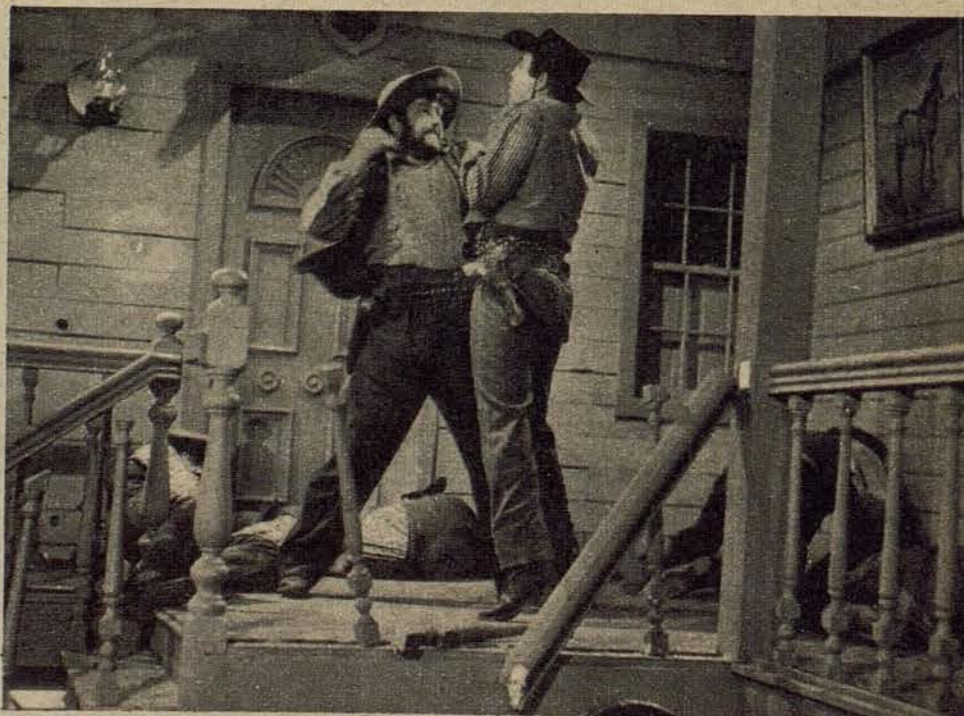
5 The ranchers dash to the rescue, through forest and river. It is a thrilling race. At last the stage coach is saved.



6 The villain has taken refuge in the saloon. His gunmen barricade it. Kansas romps in on a bucking broncho. But how does he dismount?



9 The fight goes on—and up the stairs. Andy Devine pulls down his hat before tackling a bunch of villains.



10 The saloon is wrecked. Bodies litter the floor. Andy Devine and Broderick Crawford exchange blows by mistake in the heat of battle.

AND THE GOOD OLD FORMULA STILL WORKS



3 The villain's henchmen gallop off to hold up the stage coach which is taking the ranchers' money to the city.



4 The stage coach hurtles along the dusty road. The gang are in hot pursuit. The driver lashes his horses to outdistance them.



7 He grabs the chandelier. He sets his teeth. The horse romps on. Kansas takes a flying kick at the nearest of the gunmen.



8 There is a terrific rough-house. Kansas lashes out, and a gunman disappears under the bar. Broderick Crawford takes on two more.



11 The fight has reached its climax. The villain has met his death. Mischa Auer makes an unconventional exit.



12 The love interest (Peggy Moran). After a typical Western courtship, Kansas decides to marry her and settle in the west.



*The Beginning of the Day: A Last-minute Conference
Spade on shoulder, gun under arm, ferrets in sacks on their backs, the party is
ready to start out. Before leaving, they discuss prospects with the local expert.*

A NICE DAY'S RABBITING

Ferretting is the favourite relaxation of the countryman.
Every rabbit killed at this late season means

THE Ministry of Agriculture is waging a campaign to exterminate the rabbit as a pest. The Ministry of Food has put a price on the creature's head as a food product. But rabbits hunted now are unfit for human consumption. Every rabbit destroyed means ten tender young rabbits the less for the pot; but it also means ten hungry young rabbits the less who will grow to maturity and feed on the crops. Which is better? To allow rabbits to multiply as food, or to divide their numbers by ten by killing them during the breeding season?

There is no argument about it. As a meat-for-pasture producer, the rabbit is a flop. Four rabbits eat as much as one sheep; forty rabbits as much as a dairy cow. In return, a full-grown rabbit weighs on average about three pounds; prepared for table, considerably less. From a purely agricultural point of view, it is undoubtedly desirable that the species should be utterly destroyed. From any other viewpoint, the English scene would be the less lovely without the crouching bundle of fur and the startled cotton tail. Have no fear. The rabbit never will be exterminated. It's as much as the Ministry of Agriculture, man, dog and ferret can do, assisted by almost every predatory wild creature, to keep the

rabbit population within reasonable limits.

Nature has provided the "feeble people"—as rabbits used to be called—with no means of defending themselves from their enemies; so instead, to preserve the species, it has given rabbits immense powers of reproduction (a full-grown doe produces forty or fifty young in a season); so immense that, although the mortality rate between breeding is probably in the neighbourhood of 95 per cent. in intensively farmed areas, a warren automatically re-populates itself in a few months. And it's a fact that, while an area can be completely cleared of rabbits in theory, in practice the last rabbit is never destroyed.

The scientific method of exterminating rabbits is by pumping gas into their burrows, but relatively few farmers employ the stuff. The most popular ways are the old-fashioned ones: the long net for the poacher, the ferret and purse-net for the farmhand, the shot-gun and the miniature rifle for the sportsman, the steel trap and the snare for the professional.

The long net—several hundred feet long and about three feet high—is run out at night between the feeding rabbits and their burrows. A lurcher—the poacher's own particular type of mongrel dog—is used to bolt the rabbits into

(Continued overleaf)



*This is What Happens When the Rabbit Doesn't Bolt
The ferret has gone down the burrow. But the rabbit hasn't come up. Young Arthur
Brown puts an ear to the hole to find out what's happening down below.*

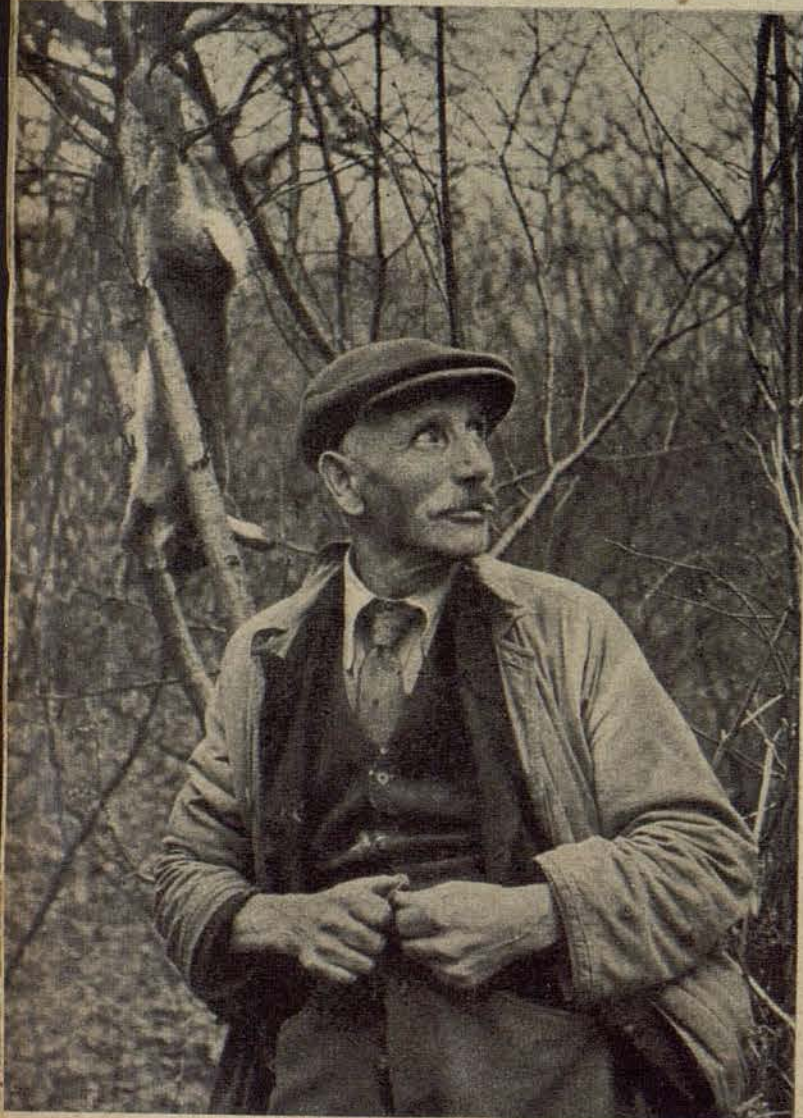
At this time of year it is also an important job on the farm.
ten young rabbits less to damage the crops.



*The Ferret is Put Down the Hole
The dog has "marked" a rabbit. Mr. Voller looks on while his son
puts a ferret into the bury.*



*A Brilliant Snap Shot by the Gamekeeper
The rabbit has bolted. The dog hasn't had time to get to
his feet. But already the keeper has bowled the rabbit over.*



*The First Rabbit of the Day
The rabbits are beginning to bolt. Mr. Voller, of
Fernhurst, looks forward to a good day's sport.*



The End of a Good Day's Sport

Mr. Voller makes a present of a couple of fine rabbits to the little girl at the cottage. The long-handled spade on his shoulder with a hook at one end is specially for ferreting. The ferrets are in the box on his back.

the net. In this way, a clever and silent team of men can catch hundreds of rabbits in a single night.

The snares used by the professional rabbit trappers are wire nooses mounted in the "runs"—the pathways worn in the grass by the rabbits moving out to feed and bobbing back to their burrows. The steel trap is a spring trap with steel jaws, usually set in the mouth of the rabbit's hole.

But the favourite method of hunting rabbits is with the ferret, the purse-net and the gun. Ferreting is the chief relaxation of the ordinary countryman. Every farmyard has a hutch of ferrets hanging on an outhouse wall. Every farm labourer has a pocketful of purse-nets. And there's no better way of spending a morning—or better people to spend it with—than with the farmer and his men when they go out for a "bit o' sport."

There are two ways of "ferreting." Either purse-nets are pegged over the mouths of the holes to enmesh the rabbits as they try to escape, or "guns" stand by to shoot him as he bolts.

The netting method is slower, but more economical; first, because few rabbits succeed in wriggling out of the net, whereas many are missed in shooting and, secondly, because rabbits undamaged by gunshot fetch a higher price in the market.

A terrier is usually employed to "mark" the buries where the rabbits are lying. When he smells or hears a rabbit, he gives the signal by working at the earth with his paws. Then the nets are set or the guns loaded, and the ferret is taken out of his box or sack and popped into the bury.

In tense silence, men and dogs stand back waiting for the rabbit to bolt. If nothing happens—it often doesn't—one of the party throws himself on his face and puts his ear to the hole to listen. When rabbits sense danger, they signal to their kind by beating the ground with their paws. If the man hears that characteristic noise, he knows that the ferret is moving up on his quarry. But sometimes he hears a scratching sound which means that the ferret has killed or cornered the rabbit in a dead end.

Then he puts down another ferret on a line to show where the rabbit is laying, and the others in the party set to work with spades to dig him out.

The "line" ferret is usually a dog ferret, and the free ferret a female (called a "Jill"). The chirruping of the dog ferret attracts the "Jill" who either leaves the rabbit or calls the dog to her. If she comes out of the bury without any trouble, everybody is pleased and examines her claws for rabbit fur to make sure that she has found. If she has made a kill the party digs the rabbit out. But sometimes the ferret lays up, and the diggers are unable to trace her whereabouts. Then all the holes in the bury—except one—are blocked. A bait of rabbit meat and a bed of straw is put down to attract the ferret when she comes out. Somebody returns later to pick her up.

If you watch ferreting you will often see one of the party cut a length of bramble from the hedge. He uses it to probe into the burrow. If the ferret is laying-up on a rabbit just inside the entrance, the thorns in the end of the bramble catch in the fur and tell the ferreters where the quarry is lying.

But the hope of every ferreting party is that the rabbits will bolt well. A lot depends on the ferret. But a lot depends, too, on how quiet the ferreters are, the time of day, and the nature of the weather. Sometimes rabbits won't bolt at all; then it's miserable. But on other days they fly out in all directions as soon as the ferret is put in; then the guns kick and the nets tighten on struggling brown bundles of fur. The party goes home with rows of rabbits hanging on their spades.

The ferrets are rewarded with the liver. The terriers are thrown an old buck rabbit to eat, fur and all (fur is good for dogs and prevents the bones from catching in their throats). The ferreters—dusted with earth and with clay-smeared hands—reward themselves with a pint of old and mild at the local inn.

I admit that it doesn't sound very exciting to a townsman. As a sport, ferreting isn't rated very highly by the swagger people who shoot the pheasants and the partridges. But, in his simple pleasures, the true countryman finds hidden thrills—the warm smell of the earth, the glitter of a good spade, the scent of a spent cartridge, the rustle as a rabbit bolts, and things that happen in the fields and in the woods; things which some people—the fools—are too clever to notice.



And the Ferret That Did All the Work

JUGOSLAVIA'S CRISIS

Hitler's terms to Yugoslavia become known. Four Ministers resign rather than accept. The situation calls for a major diplomatic move on our part.

"THIS is undoubtedly a moment," writes the Belgrade correspondent of *The Times*, "when diplomatic pressure by Britain and the United States would be fully justified. If applied, it might mean a complete and favourable change in the situation."

The words are inspired by the Yugoslav Prime Minister's effort to reform his Cabinet in order to grant Germany facilities which would be directed against Greece. The words are fair enough. Yet what a belated ring they have! Must we always wait until the eleventh hour before we start to apply "diplomatic pressure"?

Our difficulties in this situation are obvious. But if "diplomatic pressure" is possible now, it was possible months ago. The moment to apply it was when Rumania joined the Axis and so gave warning that Yugoslavia would soon be in jeopardy. The character of the Belgrade Government was surely known to our diplomats, and, by asking its intentions, we should have discovered who were our true friends and given them the proper encouragement.

In diplomacy we are still inclined to assume that Germany must set the pace.

MARCH 17: Berbera is Ours Again

Berbera, capital of British Somaliland, is recaptured after a surprise landing from the sea, backed by R.A.F. armoured cars. Berbera, considered to be best base for a march on Addis Ababa, has been in Italian hands for the past seven months. At the same time, important points covering Keren have been taken by British and Indian troops.

A new offensive is launched by the Italians at dawn on the Albanian front. The attacks are beaten off with heavy losses.

A three-cornered agreement has been reached between the U.S., Britain and Vichy to allow the sending of food supplies to France.

From Rome it is reported that Britain has sent a warning to Italy and Germany, through the Vatican, that the R.A.F. will bomb Rome if Athens is bombed. Bremen and Wilhelmshaven are the chief R.A.F. targets. German 51,000-ton liner, *Bremen*, is reported on fire and a total loss.

More details of industrial conscription are given by Mr. Bevin, Minister of Labour. Certain allowances will be made to trainees. At the end of a month wages will take the place of allowances, and the trainee will then be regarded as under a contract of service. Men of 21 and over will receive 60s. 6d. a week, whether living at home or boarding, and women 38s. Training should take three months. In the last month of training, if all tests are passed, the man receives 75s. 6d. and the woman 47s.

MARCH 18: Nazis in U.S. Waters

Mr. Churchill reveals that German battle cruisers and U-boats are in the Western Atlantic, and Lord Halifax tips off the State Department that one of the pirates is already well inside the neutrality belt. Berlin denies these reports. But U.S. submarines and destroyers are to hold manoeuvres all the way down the Atlantic coast.

Our shipping losses for the week ended March 9 were 98,832 tons, 42,482 tons less than the previous week's. A 5,000-ton German supply ship is sunk off the Frisian Islands.



What Kind of Salute Are They Giving Before Weygand?

Some weeks ago we published pictures of Pétain's visit to Marseilles. We were criticised for saying Fascist salutes were given. Now comes this picture from Algiers. General Weygand is reviewing North African Legionnaires. On his right is Admiral Abriol, Governor-General of Algeria. On his left General François, of the French Legion.

Yugoslavia's leading pro-German, the former Premier, Stoyadinovitch, has been removed to the Greek frontier by the police. He might have been the quisling of his country.

There is a heavy air raid on Hull, while the R.A.F. attack Kiel. The Italian's admit heavy losses at Keren, including a general killed.

MARCH 19: We Take Jijiga

British forces occupy Jijiga, an important Abyssinian centre of communications only 50 miles from Harar.

There is the heaviest raid of the year over London, and considerable damage is done to property, including hits on several hospitals. The R.A.F. attack Cologne.

Every day makes the U.S. readier for war. The military critic of the *New York Times* writes: "Britain's shipping losses are extremely serious. The immediate aid that can be expected under the terms of the Lease and Lend Act includes shipping only in small measure . . . that is one reason why more and more people here are discussing and advocating the participation of the U.S. Navy and American Merchant Marine in the British convoy system. That means war . . ." Col. Knox, U.S. Naval Secretary, reveals a plan to allow British ships to use U.S. naval yards for repairs.

MARCH 20: Italy's Shipping Losses

Italy has had more heavy losses at sea. Three of our submarines have sunk at least one crowded troopship and two heavily-laden supply ships. At the same time, it is reported that the Fleet Air Arm has torpedoed a cruiser or large destroyer during attacks on shipping in the Albanian ports, Valona and Durazzo.

The Italians are fiercely resisting around Keren, but a new offensive in Albania has failed. One report says that Greek advanced units are in Tepeleni.

Mr. Churchill announces that the B.B.C. has changed its mind and will not ban from the microphone the artists who attended the People's Convention.

Plymouth has its heaviest raid. The R.A.F. attack the submarine base at Lorient.

MARCH 21: Yugoslav Ministers Resign

After a meeting of the Yugoslav Cabinet, held to discuss Hitler's demands, four Serbian ministers offer to resign. According to one report Yugoslavia is asked to sign the Tripartite Pact without

its military clauses and to allow passage to German materials. A majority of the Belgrade Cabinet is believed to be in favour of signing a compromised agreement. The country's weakness is her economic dependence on Germany, from which she takes threequarters of her imports, and to which she sends over half her exports.

According to a Washington report, 50 U.S. merchant ships will be transferred to Britain within a few days. We have captured Jarabub, oasis-town in the western desert. In British Somaliland, our troops occupy Hargeisa, 60 miles south of Berbera.

For several hours the R.A.F. attack Lorient and Ostend. Plymouth is again the chief German target.

MARCH 22: Prince Paul in a Dilemma

The Yugoslav crisis deepens. The Independent Democratic Party and Serbian Peasant Party have ordered their members holding Government posts to resign. All army leave has been cancelled from next week. Meanwhile, Russia is believed to have renewed her pledge of non-aggression to Turkey in case that country has to fight.

It is announced by the U.S. Maritime Commission that 400 merchant ships will be built for Britain under the Lease and Lend Bill. In Washington, it is stated that 3,400 U.S. planes have been sent here already, and that the production schedule is for 16,000 planes in 18 months. The German battle cruisers in Western waters are now said to be the *Scharnhorst* and *Gneisenau*.

The Italians are beginning to evacuate Addis Ababa, Abyssinian capital, and have lost Negelli.

The former Yugoslav Premier, Stoyadinovitch, has been handed into our keeping.

MARCH 23: Germany's Terms

The four Yugoslav Ministers who resigned have not been replaced. Their protest is backed up by officers of the reserve and Church leaders.

It is now known that the German terms include further clauses guaranteeing Yugoslavia's frontiers and freeing her from military obligations under the Tripartite Pact, which she is required to sign. Under other clauses she will be requested to allow the passage of war material and hospital supplies on her railways, to check all activity against the Axis, and bring her economic system into harmony with the Reich.

Yugoslavia would thus give military assistance to the enemies of Greece, and a Greek protest is expected forthwith.



Alert expressions. Eagerness in every line. This exercise with staves (or wooden stair-rods) demands real concentration from the children.



Skipping is a medicine as well as a game. It speeds up circulation, gives suppleness, balance.



Even the four-year-olds can wield a rope. Barbara and Mary skip with deep concentration.



Good fun as well as good exercise. The bunny hop promotes a sense of rhythm and balance, and always gets a laugh.



Stretching movements make the children keen and lively as well as supple. They bend and stretch swinging their arms.



Now all together! Hands on hips. Knees bend. Backs flat. Barbara don't topple over. This exercise is good for minds and bodies.

WANTED—P.T. FOR CHILDREN

Exercise is an antidote to war strain. We think that children to-day need more of it, so we have started an experimental class which could be copied all over the country.

WHY did we start this children's class? Because we want it to be copied all over the country. Exercise is one of the best things we can give our children during this war, and they are not getting enough of it.

Though it may be invidious to say so, we are neglecting the children at the present time to an astonishing degree. The war has knocked out of most of us the ability to plan; we live from day to day. Parents are still congratulating themselves because they have managed to transfer their children to the country, and are asking no more of the future than their safety. "So long as they're out of it, that's all that matters"—their attitude is the negative one of relief. But safety is not enough. Unless we make a special effort to keep the children healthy, they will grow up showing many signs of early strain.

WAR A STRAIN FOR THEM TOO

Even in the heart of the country, the war is a strain on them. There are few children whose lives are not in some way unnatural. A new home or a new school. Unaccustomed food. Hot black-out rooms. Constant talk around them of shelters, guns, gas masks, war. (Quite apart from the appalling nervous strain on those who still live in raided areas, and must be got out.)

EXERCISE THE ANTIDOTE

How can exercise help? Because it is one of the best antidotes in the world to mental strain. Directed exercise—as opposed to a desultory "free-time-in-the-playground"—teaches

co-ordination of body and mind. It quickens the circulation. It oxygenises the system. It makes you more alert. It braces a stolid disposition, or slows down an excitable one. Paradoxically, it induces relaxation and sound sleep. It is a literal, un-cranky truth, that exercise can create mental confidence and give nervous balance, as surely as it can build up physical health and strength.

OUR EXPERIMENT

What could be done to give the children more exercise? Would it require elaborate organising and skilled instruction? Would it need much space or equipment? Would it cost money?

The answer in each case is "no". We've proved by experiment that it is a simple matter to start a children's exercise class. We got one going with next to no trouble, which could easily be copied all over the country. This is what we did.

First, we discussed the matter with children's doctors and with physical training experts, to see how they felt about it. Opinion was strongly in favour of the idea. Then we asked some parents if they approved of it. Then we arranged with an exercise specialist, Zena Daysh, to start a class. Mrs. Daysh is one of the most progressive fitness experts, for she understands that exercise is a question of intelligence as well as anatomy. She was enthusiastic to start a children's class. If we would find the children, she would start them off on a course, and later hand them on to a volunteer.

We started off in a Hertfordshire village, and it was only too easy to

find the children. Nearly all the parents we approached (foster-parents of evacuees in some cases) were eager to have the children try. In the first place, it would be good for the children to have a regular "fixture" to look forward to each week. Secondly, they welcomed a scheme that would improve the children's discipline and concentration. They confessed that many of them were running pretty wild, through lack of supervision out of school hours.

We collected a class of fourteen children, aged from four to ten, some being local inhabitants, some evacuees, some being of school age, some still too young. Then Zena Daysh came down and took an outdoor class, and we took these photographs. Some of them had done some drill at school and others had not, so the first ten minutes were a ragged struggle. Then out of chaos came order, until at the end of the half-hour the youngest had picked up the idea and Barbara (aged four) was listening eagerly for instructions and following them well. The next class was taken a week later, and was a 100 per cent. more orderly. Now Mrs. Daysh has handed over the class to a volunteer.

THIS APPLIES TO YOU

But can this idea apply to *your* children? Yes, it can. Because an enterprising woman could start a children's class like this in any locality. Provided you are reasonably athletic you need

not be an exercise expert. With Zena Daysh's co-operation, we have worked out for you a complete Children's Exercise Scheme. We have made it simple, so that any amateur could instruct a class from it.

Have you any leisure yourself? If so, do consider starting a children's class once or twice a week. It will only take one or two half-hours of your time. Discuss it with the parents in your town or village: you will find them enthusiastic. If you yourself have no leisure, suggest it to someone else who has.

Then write to me for the Zena Daysh Children's Exercise Scheme, which includes some simple diet rules as well. You will find the exercises sound and simple; so long as you have a natural authority with children you will have no difficulty in instructing them. Deep-breathing, running, marching, exercises and skipping can make a first-class series for developing quickness and intelligence, as well as muscles.

All the apparatus you need is some space in a garden or park and a skipping rope apiece, and you should have access to a barn or large hall for wet days.

Not spectacular, perhaps, this kind of war work, but well worth doing. For all trouble is well spent that goes to help the next generation, whose childhood is being spent in such nervy times.

ANNE SCOTT-JAMES.

OUR COMFORTS FUND. On March 8th we opened a fund for the sailors of Harwich. The response is splendid. We have already received and sent on 325 woolies, 69 parcels of games and books. The men have written enthusiastic letters both to Picture Post and to the senders. Please keep up the good work!



They watch the instructress keenly, soon learn to copy her as she jumps rhythmically and swings her arms.



They run in line, heads back and knees high. Every muscle has to do its share of the work.



SUCCESSFUL SHAVING STRATEGISTS use Palmolive — the 5 point shave

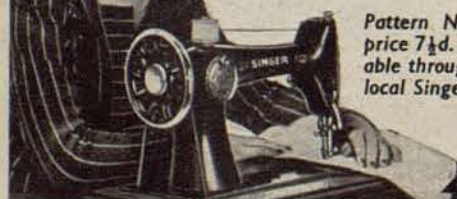
- 1 Multiplies itself in lather 250 times.
- 2 Softens the beard in one minute.
- 3 Maintains its creamy fullness for ten minutes on the face.
- 4 Strong bubbles hold the hairs erect for shaving.
- 5 Fine after-effects due to olive oil content.



7^{1d}/₂ 1^{1d}/₃ 1^{1d}/₁₀^{1d}/₂
including Tax

KIDDIES WEAR — made for a 'song' on a Singer!

Increased prices of clothes will not worry you if you remember that even the most inexperienced amateur can obtain a real professional finish with a Singer Sewing Machine and its modern attachments. Cash or Convenient Easy Terms.



Pattern No. 489 price 7^{1d}/₂ obtainable through your local Singer shop.



no home is complete without a
SINGER
SEWING MACHINE

Call to-day without delay at your local Singer shop or write:
SINGER SEWING MACHINE CO., LTD.
Singer Building, City Road, London E.C.1.

Go to your STOCKBROKER or BANK-MANAGER

IF you wish to invest so as to help the war effort, yet need a higher income than 2¹/₂% or 3% — buy Orthodox Investment Units. The yield is approx. 5¹/₂%, and a fifth of each Unit is composed of the new War Loans. An investment in these Units should remain trouble-free for your lifetime. One reason is that your capital is spread over up to 200 strong securities. All your "eggs" are not in one "basket." Another reason is that these 200 securities are not all of one class or type. The investment is "balanced" over all the chief types — Gilt-Edged, Debentures, Preference Shares, Bank and Insurance Shares, Gold Shares, and nine categories of Industrial Shares. That is the classic way to obtain great Stability of Capital. These policies have made Orthodox Investment Units well-nigh the most reliable medium of investing in Stock Exchange securities. First issued at 7/- in April 1939, the Units are 7/3 now.* You may buy OR sell at 7/3, free of commission & stamp.

Alternative Suggestion: Invest 60% of your capital in the Units, and the other 40% in 3% Savings Bonds. Your average income will then be approx. 4¹/₂%, and, altogether, over HALF your capital will be in War Loans!

ORTHODOX
INVESTMENT
'UNITS'

5¹/₂%

Particulars from any bank or stockbroker.

* ex. div. Issued by Orthodox Unit Trust, 15 George (21/3/41) Street, Mansion House, London, E.C.4

I say —
"Monday's dinner" needs
Yorkshire Relish



Coming Sir!
THIN or THICK
Sir?

THIN 6d. 9d. 1/3d. THICK 6d. 9d.
Still sold at pre-war prices
Made by Goodall, Backhouse & Co. Ltd., Leeds

There's Beauty in every Cultured Curve



THANKS TO
EVER-REST'S
Quality
CRAFTSMANSHIP

THANKS TO
EVER-REST'S
"BRIDGE
BRACING"

Comfort in every Walking Step!

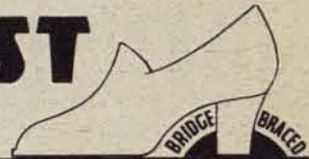
In few Ladies' Shoes to-day will you find the qualities of true Beauty and Grace of Line so perfectly combined with Comfort as in the renowned Ever-Rest range. In the first case, the exclusive use of the finest materials, plus the highly trained skill of Ever-Rest shoe fashioners are responsible. In the second, the supreme comfort secret is Ever-Rest's Unique Bridge-Bracing. Based on correct anatomical principles, this feature

gives poise and "lift" to the delicate arch structure of your feet — ensuring an untiring, easy and graceful walking step. In two ranges — Broad and Slim fitting.

28ER. — Black Glace Kid Fancy Derby Shoe with Suede underlays and tongue. Also in Brown and Blue.

Obtainable from all good Shoe Shops at a price that suits all pockets. If any difficulty, write for address of nearest stockist to TOMLINSON & RILEY, LTD., LEICESTER.

EVER-REST
Shoes



★THEY'RE "Bridge-Braced" FOR POISE & COMFORT

du MAURIER

The filter tip
will keep
you fit



It is now more than ever necessary to empty your packet at the time of purchase and leave it with your tobacconist.

OUR ECONOMIC PROBLEMS. No. 6.

WE DON'T WANT MONEY!

by EDWARD HULTON

The Treasury is the nigger in the wood pile. To win the war we do not want "money," but arms and men.

RAIMONDO, Count of Montecucculi, champion of the Imperialists, and victor over the Turks, was, with Turenne and Condé, amongst the greatest soldiers of the seventeenth century. His great war book *Memorie Della Guerra*, published in Venice in 1703, profoundly influenced the age which followed his own. One of its aphorisms, of which its noble author was most proud, haunts us still. It is the statement that "only three things are needed for war: money, more money, and still more money." It is profound nonsense. Virgil was nearer the mark when he opened with the passage "I sing of arms and of men." To get these today we require a co-ordinated control over both production and consumption.

In the past, when wars were on a much smaller scale, the position was wholly different. During the Crimean War, for example, the expenditure of the Government remained but a fraction of the whole national income. The ordinary economic system retained its flexibility. When the Government got the money by taxation or borrowing, it merely bought the goods and services it wanted like an ordinary large-scale employer, say Mr. Hudson, the "Railway King," of the 'forties. The increased demand for goods and services of these super-employers was merely offset by decreased demands from other people. Sometimes, of course, the Government had to print paper money, because taxes and voluntary loans were insufficient to cover all expenditure. Then prices rose, because the increased purchases of the Government were not balanced by a decline in the purchases of private persons. But, except in the case of the French Revolutionary Government, whose paper "Assignats" became proverbial, things adjusted themselves fairly easily. Only in cases of siege did this system have to be abandoned. "Business as usual" then became obviously ludicrous. Food was rationed. All men were speedily sent to the walls.

Total War

A modern Total War is a great siege. All must labour. "O, the little more, and how much it is! And the little less, and what worlds away!" Our war effort cannot be made by "financial" measures. The Government can always get "finance." But,

when 60 per cent. of the entire national income has to be applied to the war, this does not solve the problem. For increased Government expenditure means increased incomes for the population. These, being duly spent, start what is called an "inflationary spiral." Prices soar like a towering pheasant. Speculators rush in. People possessing capital break into it in order to get the scarce goods. The result is chaos and collapse.

This situation could be dealt with by completely levelling all incomes by taxation, and prohibiting owners of capital from purchasing goods with it. This would hardly persuade manufacturers to put their best foot forward. In fact, their enterprises would have to be taken over by a bureaucracy, for which we are by no means prepared. Thus, the advocates of the orthodox monetary solution, if left alone, would rapidly produce the very totalitarian system which is so abhorrent to their minds.

Wanted-Comprehensive Control

All this can be avoided by comprehensive Government control of production and consumption. Not only food, but our other stocks must be rationed. Then, if people did not feel like purchasing Savings Certificates with their "useless" money, they would really be giving the Government an interest-free loan, because there would be nothing further to buy. Once this proper control the production and consumption is established, the "financial" problem vanishes like a bad dream.

The Role of Finance?

What then is the role of finance and the importance of Budgetary policy? "Finance," even when it has been divorced from war production and consumption, remains important. For it must be used to lubricate the difficult process of completely re-shaping the productive structure. It cannot be set up as the criterion of how this should be done. For money prices and costs are far too artificial in this system to show us, as they do on the whole in peace-time, what method of production is the cheapest, thus the least wasteful of plant, materials and men.

For example, it is ludicrous that we are not using certain port cranes because "to hire them would be too expensive." They are "expensive" because we are paying for the cost of

their erection in the form of interest, and it is this charge for past efforts which makes them dearer than hiring heavy labour, the heavy labour so desperately needed. For only if markets were free could we know by the money cost alone which of the two methods is really the cheaper. And if markets were free the cost of heavy manual labour would shoot up. But we must not let this happen, because it would merely set in train a rise in all wages and prices. However, if we do not let it happen we must not attach to the money cost the importance it would have only if we did let it happen.

There are many more examples. We allow non-essential goods to go up in price when their costs of production rise. Therefore employers do not mind wages going up. But the Ministries giving orders, or managing factories—except where the Cost-plus-a-percentage-for-Profit scheme exists—will not put up wages for fear of inflation. Thus, wages for war work are often much lower than in luxury industries.

We want to train men and women for war work, but will not pay them much more than the unemployed, though it means their giving up a good job in a non-essential industry. We do not pay family allowances. We are reluctant to help the unfortunate manufacturer in the non-essential industry, or the bombed-out shop-keeper.

Can We Afford it?

Can we afford these things? We cannot afford not to have them. True, the national debt will increase. What of it? In war, risk disappears, and with it the reason against increasing taxation. Controls can prevent inflation. Thus we are free to tax or not as we wish. We should tax. Because, if we wish to be free to decide the nature of our economy after the war, we must not have too great a debt. For otherwise we could not loosen the controls without a very great rise in prices. The best method would be a graduated tax on the capital of private individuals. This, unlike a too high income tax, would not discourage enterprise.

Most of us accept that "money" is but counters, and real capital is plant, products and labour.

It is about time we began, from the Treasury downwards, to act on this belief.



"But *how quickly* will my cold be better?"

"With a temperature like this," Dr. H . . . answered, "you can't afford to run risks, new job or no new job. When do you start at the W.V.S.? Um, the day after tomorrow. . . . Well, I think I can promise to have you ready by then. Here's a day's dosage for you. One 'Genasprin' tablet when you wake—and no running about cold passages, please. Two 'Genasprin' after lunch. And two at night with a hot drink . . .

"No," he went on with a smile, "it does *not* matter what kind of hot drink you take, but it does *most* certainly matter what kind of aspirin! That's why I said 'Genasprin'. It's the purest, safest, *quickest*-acting aspirin there is."

'Genasprin' is sold only by qualified chemists at 7d, 1/5, 2/3, 3/11 (Purchase Tax included).

'Genasprin' kills colds quickly—time it!

The word 'GENASPRIN' is the registered trade mark of Genatosan Ltd., Loughborough, Leicestershire.

This they do for you

The convoy zig-zags its way through heavy seas. The threat of danger, ever present, seems more intense in the blackness of a dismal night.

On the escorting corvette keen eyes keep constant watch. Through long days and nights, crossing the Atlantic, anxiety, responsibility and discomfort have been the lot of the crew.

A few hours in port—and then the task must be taken up again. But how the crew welcome the solid comforts and friendliness of the Red Shield Clubs★ during those hours.



Will you do this for them?

Help to ensure that every port has its Red Shield Club! Help to keep the Clubs well supplied with the comforts that sailormen appreciate. Give all you can to help this work.

Please send your gift to
General Carpenter,
101 Queen Victoria St., London, E.C.4.

★ Just one of the 137 services The Salvation Army renders to the community.



THE ARMY THAT SERVES ON EVERY FRONT

NEW LIVES - NEW NEEDS



Manicurist yesterday - to-day makes shell cases

The slenderest hands that ever plied a nail file—now they're minding heavy machinery and filing steel plates! Her life is so fantastically different, she almost has to pinch herself to make sure it's not a dream. Strange new lives, all along the home front—and big new needs for some way to get more stamina and endurance to cope with them.

ON the Home Front, battles are being won every day—big little victories over tiredness, irritability, nervous strain. Nature's own tonic, sound natural sleep (whenever you can get it) is the best thing ever for your new wartime lives. A warming cup of Bourn-vita, still at the old peacetime price, will help you to get your essential ration of body-and-mind-restoring SLEEP. Bourn-vita is a night food-drink with special nerve-soothing properties that bring sleep very quickly.

See panel for analysis of Bourn-vita.



WHY BOURN-VITA SLEEP IS RESTORING SLEEP

Phosphorus } Mineral and
Calcium, Iron } nerve foods

Malt Extract—Tonic and
digestive properties

Calcium } Essential to
Vitamins } the body's
A, B and D } health

NO SUGAR NEEDED

GET THE BEST OUT OF YOUR SLEEP WITH—

CADBURY'S

1/5
PER 1/2 LB

BOURN-VITA

STILL AT PRE-WAR PRICE

Stylish shoes can relieve strain

... if they are Portland shoes. Because, for years and years, Portland designers have exploited fashion's sanest variations and yet have always cleverly concealed comfort-giving width. Now that feet are so hard-worked, it makes such a difference to your physical well-being when your shoes allow ease of movement—and they look as nice as they feel.

Portland prices (inc. Purchase Tax) range from 25/11 to 32/6

as passed by the Central Price Regulation Committee appointed under the Prices of Goods Act, 1939.

Send for the attractive and interesting booklet illustrating the wide Spring range of Portland shoes.

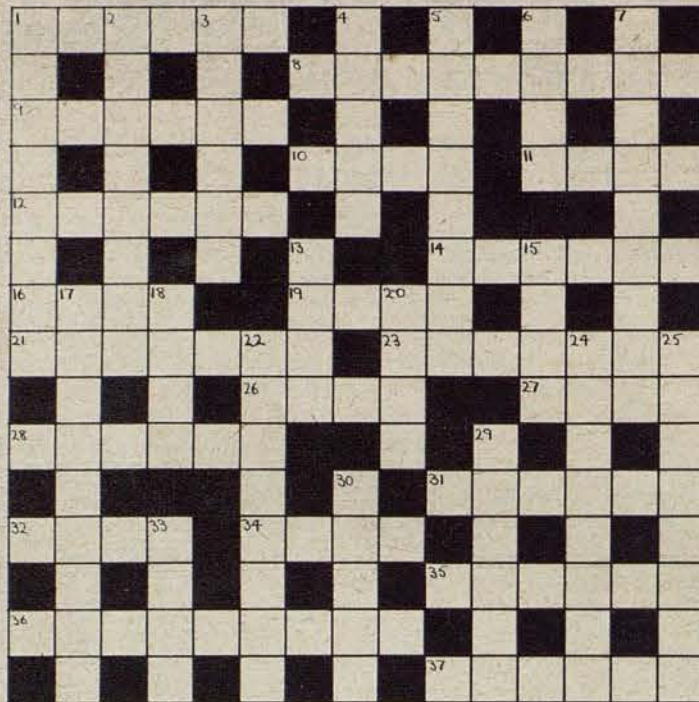
T. ROBERTS & SONS, LTD. (DEPT. 15), PORTLAND SHOE WORKS, LEICESTER.

No. P6503
Lightweight.
Black, Brown
or Navy Blue
kid. Shape 50.
Louis heel
1 1/2 in. high.



Portland
STYLE · COMFORT
SHOES

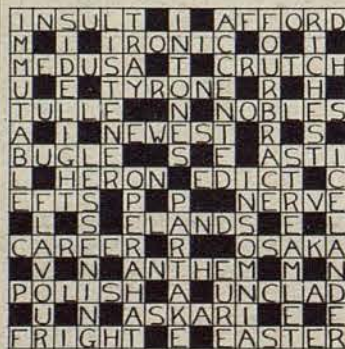
OUR CROSSWORD



ACROSS

1. Involves a second mate and isn't legal (6).
8. Take to flight in two cricket terms. (Three words, 3, 3 and 3).
9. No land-lubber (6).
10. In my experience it is (4).
11. There's a certain importance in such valuable paper (4).
12. My dear, how you've changed! (6).
14. Concludes in trees? (6).
16. You can take this without being a pirate (4).
19. Vessels for the fleet in part of another continent (4).
21. Gossip suggesting the March Hare? (7).
23. Not a Tom perhaps, but certainly not a tabby (7).
26. Goddess who seems to lead a double existence (4).
27. A source of 11 across (4).
28. Does business in Red art (6).
31. Rumour undoubtedly noised abroad (6).
32. At a distance (4).

SOLUTION TO LAST WEEK'S CROSSWORD



34. John, this is fishy (4).
35. Japan wear (6).
36. Mineral effect of putting a spade on an empty table. (Hyphen, 5 and 4).
37. Bob according to Dickens; Tom according to Mark Twain (6).

DOWN

1. Wave about husks on a platter (8).
2. The drainage may be responsible for this example of fragrance (8).
3. Emanation that seems to cause my chest complaint (6).
4. Orchestral potato? (5).
5. Won't be satisfied until there isn't a scrap left (8).
6. Anthony (4).
7. He knows chalk from cheese (9).
13. Not founded to commemorate the Gunpowder Plot (4).
15. Infantry measure? (4).
17. Sincere (9).
18. Drop in pieces (4).
20. I would turn this feature into something audible (4).
22. The dog simply swallows down really good Soviet beer (8).
24. Day after day the same old round (8).
25. Very near home. (Two words, 4 and 4).
29. Aliens always change this lady's name (6).
30. Can do with a whipping (5).
33. All right on the farm, but not in the back, to the farmer's thinking (4).

My Goodne



GUINNESS AT HOME IS GOOD

Have a supply of Guinness delivered regularly to your home. Its crisp head, its unmistakable flavour, invigorating and cheering good will be there for you to enjoy, the give you strength when you are there to help you to sleep soundly and restfully at night. G.E.H.

GUINNESS IS GOOD FOR YOU

completes the
perfect breakfast



ARE YOU ROBINSON CRUSOE

always seeing
footmarks on
the Line



STEPHENSON BROS. LTD. BRADFORD

ORDER YOUR PICTURE POST NOW

Paper is scarcer. We cannot print so many copies. Place a regular order with your newsagent now, or you may be disappointed.

CONDITIONS OF SALE AND SUPPLY. This periodical is sold subject to the following conditions, namely, that it shall not, without the written consent of the publishers first given, be lent, re-sold, hired out or otherwise disposed of by way of Trade except at the full retail price of 3d.; and that it shall not be lent, re-sold, hired out or otherwise disposed of in a mutilated condition or in any unauthorised cover by way of Trade: or affixed to or as part of any publication or advertising, literary or pictorial matter whatsoever.

Now for
brightness in
the house!

BEFORE

AFTER

rub the carpet a light rub with

CHIVERS' CARPET SOAP

It's as easy as this . . . just
rub the carpets lightly with
Chivers' Carpet Soap. Then
you'll see how the dirt comes off!
You'll see stains disappear, and
colours come up like the sun
through the clouds! Chivers'
Carpet Soap is the easiest, the
best way of spring-cleaning your
carpets. You don't take them
up, but clean them just where
they are. What a saving this is!
What a help!

**REMOVE THOSE
STAINS, TOO**

Don't cry over spilt
milk. Get rid of the
greasy stain with Chivers'
Carpet Soap. A light
rub does it.

9^D PER BALL

At Stores, Grocers,
Chemists, Oil Merchants,

Ensign ALL BRITISH
CAMERAS
AND FILMS

**FUL-VUE
26/6**

The super
size view
finder,
showing
your pic-
ture nearly
full size,
makes this the easiest camera of all to
use. Ensign All-distance lens, T. and I.
shutter. Takes 12 pictures 2½" x 2½".

ENSIGN ROLL films fit any camera.
British and 100% satisfactory.
HOUGHTON-BUTCHER MFG. CO., LTD.
Walthamstow, E.17.



Send a Tin to
the Boys on Service

A SPRINKLE OF

KEATING'S

INSIDE UNDERCLOTHING WORKS WONDERS

**AMAZING RELIEF
FOR THIS RHEUMATIC VICTIM
AFTER 10 DAYS!**

READ THIS TRIBUTE

"After months of torturing
pain the relief has been amaz-
ing after using BELTONA
Lotion for only 10 days. I
could not lift my arm or draw
my breath without most
agonising pain."—Mrs. E.
Hudds.

BELTONA brand LOTION
has again demonstrated its
wonderful healing powers and
its capacity to overcome the
most stubborn cases of Rheu-
matic disorders. BELTONA
disperses the uric-acid crystal
formations in joints and
muscles, bringing quick relief
from pain. Buy a bottle to-
day.



INSTANT RELIEF
in cases of:—
RHEUMATISM
LOCKED JOINTS
SCIATICA, GOUT
LUMBAGO
NEURITIS
SPRAINS
STRAINS
BRUISES, etc.

**BELTONA
LOTION**

KILLS THE PAIN — MAKES WELL AGAIN!

From all chemists 1/6, 2/6, 3/6, 5/6, 1/2 Gall. Bottle 14/6

**WAKE UP YOUR
LIVER BILE**

without Calomel!—and you'll jump
out of bed in the morning full of vim
and vigour

The liver should pour out two pints of
liquid bile into your bowels daily. If this
bile is not flowing freely, your food doesn't
digest. It just decays in the bowels. Gas
bloats up your stomach. You get constipated.
Your whole system is poisoned and you
feel sour, sunk, and the world looks punk.

Laxatives help a little, but a mere bowel
movement doesn't get at the cause. It takes
those good old Carters Brand Little Liver
Pills to get these two pints of bile flowing
freely and make you feel "up and up." Harmless,
gentle, yet amazing in making bile flow freely. Ask for Carters Brand Little
Liver Pills. Stubbornly refuse anything else.
1/5 and 3/5.

Let's talk about FOOD

HIGH among the most
healthful and nourishing foods, are
those which we pro-
duce in our own
country. They're
usually cheaper
too. By keeping
an open mind and open eyes when out shopping, you
find for yourself the food bargains of the day;
and it is amazing the variety of economical and
appetising meals you can serve from the simple foods.

QUESTIONS YOU ASKED

There is no canteen at the
factory where my husband
works. Could you advise on
a suitable meal for him to
take with him? He is a
"heavy" worker.

A man doing heavy work needs
plenty of energy food whilst
working. Meat is not a good
energy food. An excellent
packed meal for him would be
a substantial turnover or small
pie made with potato pastry
(recipe sent) and filled with
sliced potatoes, carrots, and
other root vegetables, bound
with a little thick sauce and
seasoned to taste. If liked,
flavour with meat or vegetable
extract. To follow, sand-
wiches of wholemeal bread
and jam are energising; and
a raw carrot or two makes a
nice finish. Carrots are health-
protecting and freshen the
mouth and teeth after a meal.

Fruit is scarce now. What
other foods will give the
same health protection?

All green vegetables give
the same protection as fruit.
Cabbage, broccoli tops,
brussels sprouts, watercress,
mustard-and-cress, and
spinach, are all extremely rich
in health protecting properties.
Potatoes are helpful, too. So
eat plenty of vegetables of all
kinds.

I cannot get orange juice for
my bottle-fed baby. Is there
anything else?

A good alternative to orange
juice is swede juice. The juice
is obtained by squeezing it
from the grated raw vegetable
through muslin, or by making
a hollow in the swede, putting
in a teaspoonful of sugar and
letting it stand until the juice
is drawn out. Baby will need
about twice as much swede
juice as orange juice.

PLEASE NOTE. Many cor-
respondents write to us for
recipes. These have been sent
direct. May we remind readers
that they will find useful
recipes in the B.B.C. Kitchen
Front Talks
every weekday
morning at 8.15;
also in Food
Facts Announce-
ments in the
newspapers.



Little Jane Horner
Goes round the corner
Home-grown foods to buy.
On hints from Food Facts
She cleverly acts,
Says, "What a good girl am I."



Issued by The Ministry of Food.

(S. 9)

Selling Agents: T. H. HARRIS & SONS LTD., LONDON E.15

Printed in Great Britain by THE SUN ENGRAVING CO., LTD., London and Watford, Herts. for the Proprietors and Publishers, HULTON PRESS, LTD., 43/44 Shoe Lane, London, E.C.4. Sole Agents for
Australia and New Zealand, Gordon & Gotch (A/sia) Ltd.; South Africa, Central News Agency, Ltd.



AS NEAT AS A REPARTEE is this divided-vamp 'Zeeland' shoe in natural-finished sealskin. The leather is soft and strong and is unlined for coolness. Choose it in black, blue or sunburn at 29/9 including tax, but please be patient with your retailer—our output is restricted.

Clarks
OF STREET

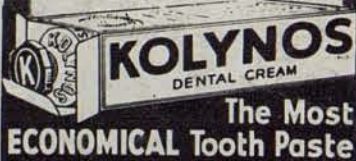
Clarks shoes are sold by selected shops. Write for illustrated leaflet D3 and name of nearest agent. CLARKS OF STREET, SOMERSET.



SPOTLIGHT ON CHARM

Why let the dull and unattractive condition of your teeth rob you of your charm? Try KOLYNOS—and your smile too will be a pleasant memory. Use KOLYNOS regularly and soon your teeth will be whiter, brighter and sparkling with new lustre.

From all Chemists and Stores at 2/2, 1/3 & 7/4d. per tube (incl. Purchase Tax)



but 'FAMILY HEALTH' comes first!



Let your hunger wait just a little longer while you wash with Family Health Soap. That's vital to your health, because the dirt on your hands carries germs. But a scrub with Family Health before every meal, and its antiseptic lather will keep you safe.

First Aid Tips from the Family Health Warden

OPEN WOUNDS

Protect from air with clean dressing, cover with cotton wool and bandage firmly. If presence of glass is suspected, bandage lightly.

KH 70-151

JOHN KNIGHT LIMITED—SOAPMAKERS SINCE 1811



*"Gdziekolwiek mnie los rzuci—
wszędzie dostanę mój tytoń
Afrikander!"*

OR, IN OTHER WORDS:—
"Knocking about all over the place—I
can always buy my Afrikander tobacco!"

COOL AND FRAGRANT

AFRIKANDER

MIXTURE • FLAKE • SHAG • NAVY (rubbed) • HONEYDEW



HEROINES of the HOME

Advice to Women

IT'S the housewives who deserve medals in this war—brave women who struggle on, often without a husband's help, and keep the home going through all the dangers and difficulties of wartime. But even the bravest woman sometimes feels blitz-weary, and shopping-weary, and that's the moment to turn to an old and trusted friend for support. Thousands of women find it helps to sit down at 11 o'clock with a glass of Wincarnis and a biscuit. This rare old Tonic Wine pours new hope, new vitality, new courage into the system. It gives your blood and nerves all the benefit of rare wines blended with the finest beef and vitamin malt extracts. Wincarnis is supported by over 26,000 medical recommendations for cases of debility, neurasthenia and during convalescence. Wincarnis costs 7/6 and 4/3 a bottle—not very much when you think of the high-grade wines used in its manufacture.



WINCARNIS

Tonic Wine



This INSPIRED Ink Invention

To pen users the world over the Parker Vacumatic brought a standard of pen performance previously thought impossible. Now Parker Quink brings new standards too—and just as impressive. For Quink actually cleans your pen as it writes—dissolves gum and sediment left behind by other inks—keeps the "feed" free, the flow constant. Too, Quink is full-bodied—rich and brilliant—never watery. Get a bottle to-day and prove its worth in your pen. THE PERFECT WRITING COMBINATION

Parker
Quink
and your Parker Vacumatic!



Pencils to match 17/6, 15/- & 12/6
Also Parker Television Pen 15/- & 12/6. Pencils 7/6. Victory Pens 17/6 & 15/-
The above prices do not include the Purchase Tax—which is payable at the rate of 4/- for each 20/- retail price on all Parker Pens and Pencils delivered after October 19th 1940.

The Parker Pen Company Limited, Bush House, Strand, London, W.C.2
Patent Nos. 318982, 417546, 539613. Made

0598-0028
ROH