

# LIFE

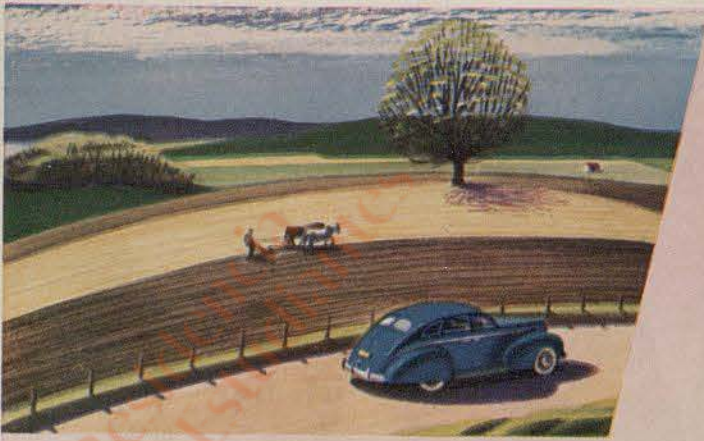


**WAR'S FIRST MEMOIRS**  
BY  
**SIR NEVILLE HENDERSON, LAST  
BRITISH AMBASSADOR TO BERLIN**

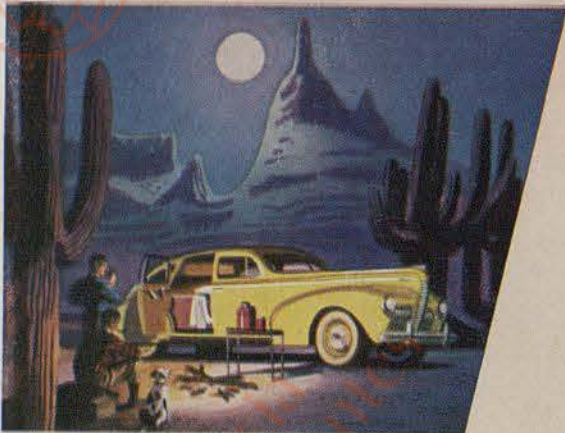
MARCH 25, 1940

**10** CENTS





**23.76 MILES** to the gallon was the record set by the Nash Lafayette, when it beat all others in its class in the 1940 Gilmore-Yosemite Economy Run. With it, you also get flashing pick-up from 15 to 50 MPH in 12.9 seconds, in *high gear*! Go to your dealer and try it!



**SEE AMERICA**, and sleep in your own bed. Double-size Convertible bed in sedans saves money, time, discomfort. Nash service everywhere at 1800 dealers. Product of a company with \$45,000,000 resources. See your dealer.

## You've Had that Longing Long Enough

*DOES THIS THING* called Spring do funny things to you?

Is there something you want—and you don't know what it is?

Go out now and catch hold of a long, low, racy green Nash—and you'll find out!

Slip behind the wheel before 99 frisky colts break loose in a breath-taking dash.

Then look—and listen. There's a click . . . and you're suddenly in a speed so smooth you wonder where your wheels went . . . so quiet you wonder what's happened to the engine . . . so utterly swift you can't imagine what's holding the others back.

(Now you know, with Nash's Fourth Speed Forward, how small the world is!)

See that car ahead? Just toot the horn . . . tap the throttle . . . and *watch* how your Automatic Overtake leaves him dawdling in the distance.

Lightly, blithely you skim over hills that are bursting into green. Sure, there are ruts, but *you* don't feel them in the lullaby-glide of this Arrow-Flight Ride.

There's a flash of light . . . the rumble of thunder . . . and a sudden April shower sends your windows up.

But not even the weather can spoil your day in a Nash. Just turn that magical "Weather Eye" dial and rain and cold and dust are out of motoring forever!

Darkness falls, your Sealed Beam lights go on . . . but you won't stop 'til it's time for your Nash convertible bed.

Then turn in—knowing how different the rest of your life is going to be!

• • •

If you *like* a Nash—it's practically yours *right now*.

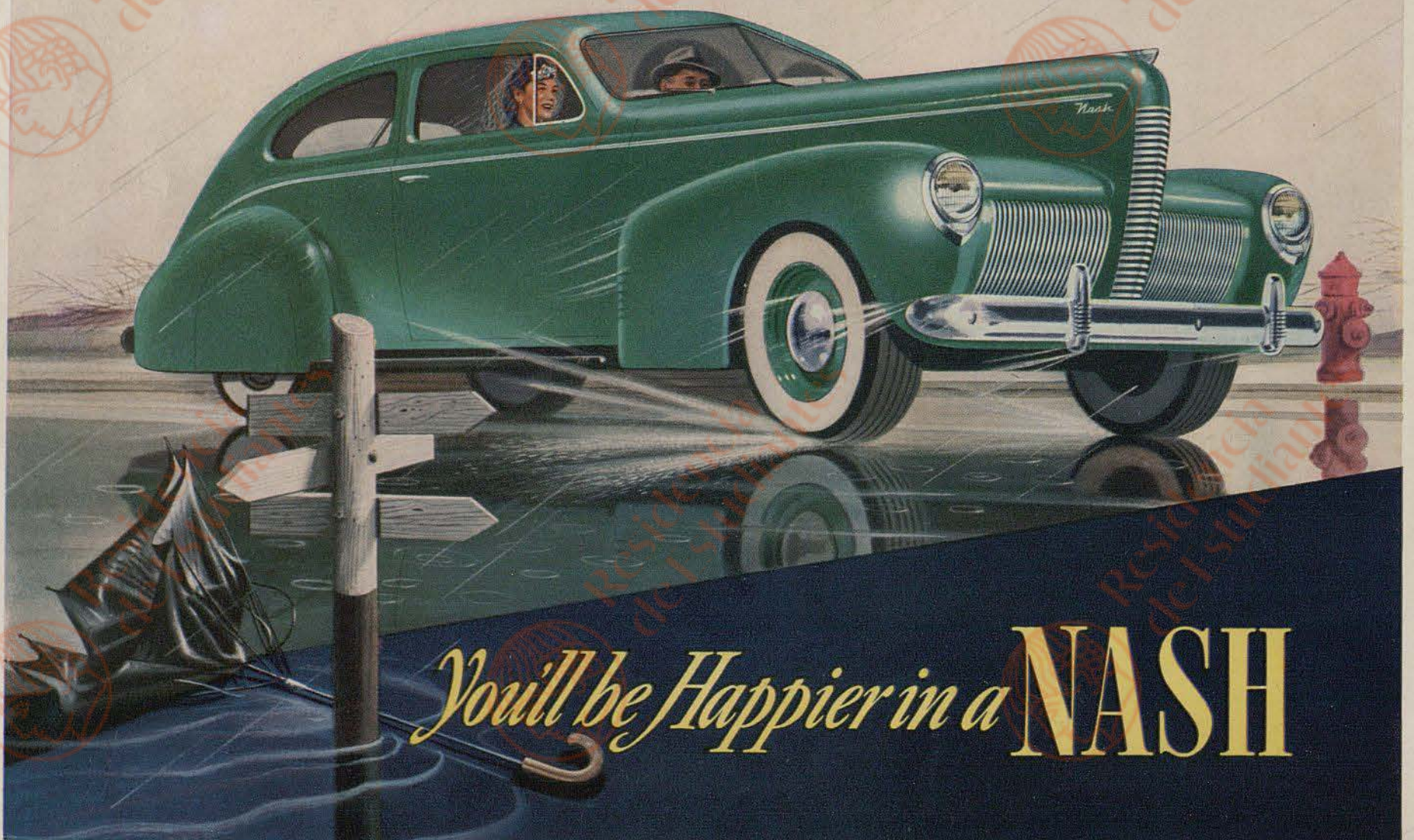
It costs so little more than you'd pay for a small car—and resale value is so high—that you'll actually be money ahead. That is—if you ever want to give it up.

That big double frame, 7 and 9-bearing crankshafts, Manifold-Sealed engine—make your fun a long-life investment.

This magazine can wait, but a Nash can't. Go to your dealer, and get out of town!

LOWER PRICES: from \$795 deliv'd at Factory! Lafayette Series Sedan (below) \$845, includes Standard Equipment, Federal Taxes, White Sidewall Tires, Weather Eye, Rear Wheel-Shields, Fourth Speed, are optional extras.

# \$795



## You'll be Happier in a NASH



# How Much Car Quality Will Low Price Buy?

YOU SEE THE ANSWER WHEN YOU MAKE THIS COMPARISON OF THE THINGS EACH CAR GIVES YOU

**1** See the 1940 Quality Chart. Discover how "All 3" low-priced cars compare with high-priced cars in size, comfort, and engineering...in fundamental value.

OF 22 IMPORTANT FEATURES FOUND IN HIGH-PRICED CARS

*Plymouth has 21...  
Car "2" has 11... Car "3" has 8*

**2** Take the 1940 Plymouth's thrilling Luxury Ride and you'll discover how much more motor-ing pleasure low price can buy! It's truly a wonderful experience!



USE THE "ONE-TWO" GUIDE TO THE BEST BUY

**1. SEE THE QUALITY CHART FOR FACTS...**

**2. TAKE THE LUXURY RIDE FOR PROOF**

THIS YEAR, it's easier than ever to compare "All 3" low-priced cars. Join the thousands who are profiting by the "One-Two" buying method...and switching to Plymouth!

The 1940 Quality Chart shows you that Plymouth is the only one of "All 3" low-priced cars with a majority of 22 important quality features found in high-priced cars.

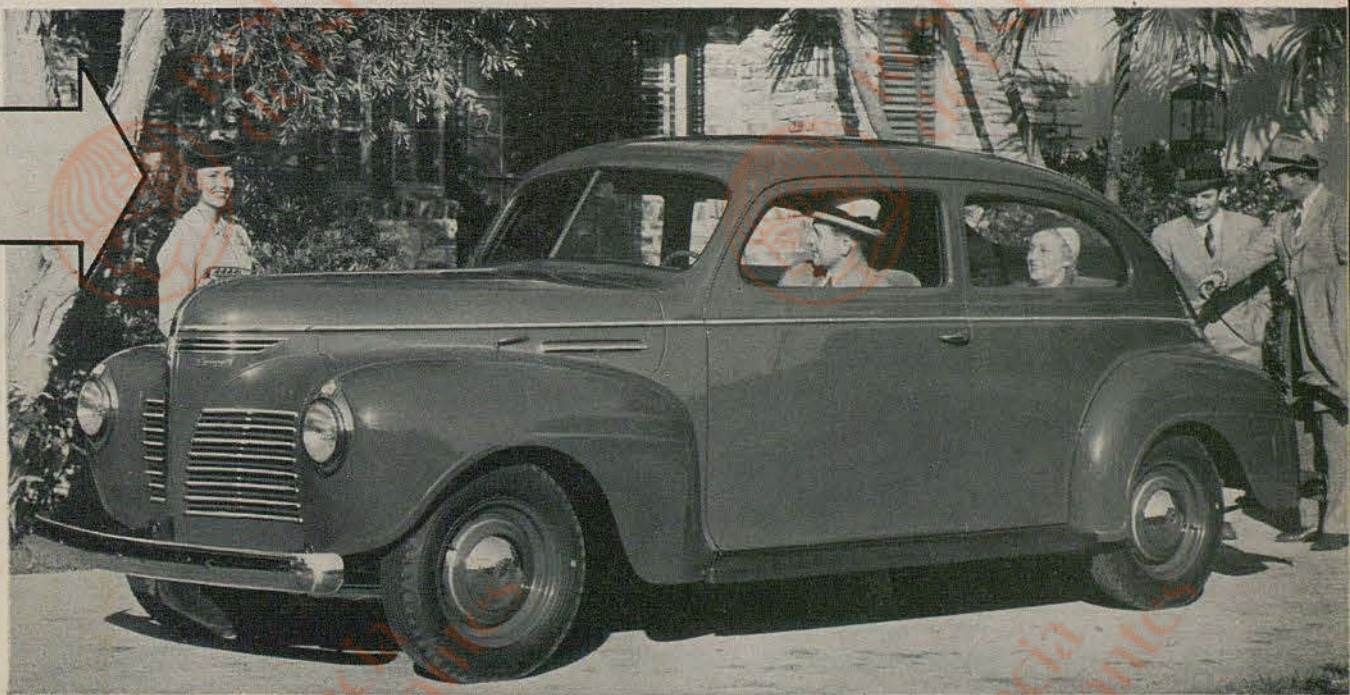
See this Quality Chart at your Plymouth dealer's...then take the great Luxury Ride! Plymouth Division of Chrysler Corporation.

➤ The 1940 Plymouth has a 117-inch wheelbase...compared to 112" and 113" for the "other two" low-priced cars.

➤ Plymouth alone of "All 3" gives you independent front coil springs on all models.

➤ Only Plymouth gives you the long-life economy of 4-ring, aluminum alloy pistons.

➤ Plymouth alone has the performance and economy of a big, Floating Power, "L-head" engine—Superfinished in vital parts.



COUPES START AT \$645 SEDANS START AT \$699

DELIVERED IN DETROIT, MICH., including front and rear bumpers, spare wheel, tire and tube, foot control for headlight beam with indicator on dash, ash-tray front and rear, sun visor, safety glass and big trunk space (21.6 cu. ft.). Prices include all federal taxes. Transportation and state, local taxes, if any, not included.

MAJOR BOWES, C.B.S., THURS., 9 TO 10 P.M., E.S.T. SEE THE NEW LOW-PRICED PLYMOUTH COMMERCIAL PICK-UP AND PANEL DELIVERY!

## PLYMOUTH BUILDS GREAT CARS



## "PROTECTING THE AMERICAN HOME"



In 1835, the Legislature of Pennsylvania threatened to repeal the School Law (Free Public Schools). The leader of the House, Thaddeus Stevens, a Vermont-born lawyer from Gettysburg, was successful in his defense of "free education for all children."

## Children First

If you are the father of growing children, you will read this offer of National Life with particular interest. National Life's Family Income Policy offers you *triple* protection as follows:

1. In case of your death, it provides a monthly income to take care of your wife and children while the children are dependent, for periods of 10, 15 or 20 years from the date of the policy.
2. In addition to the monthly income, your wife will receive the full face amount of the policy at the end of the income period.
3. If you outlive these maximum needs, the policy may be converted into

an endowment to provide a retirement monthly income for you.

What will your wife receive if you should die suddenly?

Example: Insured age, 35. Sum insured, \$10,000. Family Income Period, 20 years. Suppose death occurs 5 years after the policy takes effect. National Life will pay your wife:

1. \$100. a month for 15 years ... \$18,000.
2. At the end of the Family Income Period, a lump sum of ... 10,000.

Total ... \$28,000.

For further information as to how this policy might fit your case, fill in the coupon below and mail to us. No obligation to you, of course.

## NATIONAL LIFE INSURANCE COMPANY HOME OFFICE—VERMONT MONTPELIER, VERMONT

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON

NATIONAL LIFE Insurance Co., DEPT. 115, MONTPELIER, VERMONT

Please tell me more about your Family Income Policy.

Name ..... Date of Birth .....  
Business Address ..... Age of Children .....  
Home Address .....

## LETTERS TO THE EDITORS

Picasso

Sirs:

I have just slipped from my strait-jacket for a few moments to write you about your splendid article on the Spanish painter Pablo Picasso (LIFE, March 4). His work *Girl with a Cock* is indeed a true masterpiece.

Your article states that Picasso gets as much as 25 grand for a single painting. You further advise that his works are now touring this country (presumably for sale).

Now 25 G's is a lot more money than I have been getting on relief. Therefore I have decided to become a great painter like Pablo and start supporting myself. Enclosed find masterpiece (see cut).

I call the picture *Man with Fried Egg* or *Glamor Boy in Long Undies*.

GILBERT MEAD

Stamford, Conn.



GLAMOR BOY IN LONG UNDIES

Sirs:

Lor' Luvaduck, Dear Ed, but what does this guy Picasso drink?

C. RAY ANTON

Burlingame, Calif.

Sirs:

I have yet to see a more hideous, a more nightmarish, a more detestable, a more ghoulish painting than the one called *Girl with a Cock* by Picasso.

SOL SHAPIRO

Brooklyn, N.Y.

Sirs:

As for *Girl with a Cock*, even in their wildest moments with John Barleycorn, few minds are capable of the absurdity of this cock-eyed girl with a cock-eyed cock in her lap, a plume in one hand, a pale fried egg in the other.

R. N. CHAPIN

Leavenworth, Kan.

Sirs:

If Picasso calls his painting, *Girl with a Cock*, art, then he should be hung from the nearest telephone pole. If that's modern art, then I know a great many people (in the first to third grades) who can paint quite a bit better. Every one is out of proportion but *Moulin de la Galette* and *La Vie*. I call it *La Trash*. I don't like to criticize my elders but I know art when I see it.

JO ANN FREDERICK

Marion, Ohio.

Sirs:

Picasso, "the individual," is no more of an artist than a newborn pup with his paws full of paint. My 9-year-old could do better with a dull spoon. He has the technique of a cub bear in boxing gloves and the talent of an orangutan. Lovers of art will undoubtedly agree that if Pablo would press his pants, clean up his messy palette, burn those atrocities and conceal his identity, he might stand a chance at house-painting.

ROBERT WALTHERS

Manitowoc, Wis.

Sirs:

If we couldn't paint a better picture than *Girl With a Cock* by Picasso, we

(continued on p. 4)

TRY GILLETTE'S NEW  
TECH RAZOR AND GET  
HEP TO THE SLICKEST  
SHAVES MEN EVER HAD



GENE SARAZEN,  
Golf Champion

**Solid Bar Guard Stretches  
Skin And Sets Up Whiskers  
As Every Good Barber Does**

FOUR basic improvements, including the solid bar guard, make the new Gillette Tech the easiest shaving razor any man ever used. No wonder Gene Sarazen says: "I wouldn't take big money for my Tech if I couldn't get another like it!" You'll be as enthusiastic from the first time you use this amazing razor... for it gives you the most refreshing shaves of your life.

NO MORE NICKS AND CUTS FOR  
ME SINCE I GOT NEXT TO THE TECH  
AND GILLETTE BLUE BLADES

Johnny Mize, Star First Baseman,  
St. Louis Cardinals



**Made For Each Other**

You whisk off tough beard in perfect comfort... without any smart or burn... with the new Tech Razor and today's Gillette Blue Blade. That's because these two are precision-made for each other... fit exactly... work together perfectly. Today's Gillette Blue Blade has edges of an entirely new kind. They're sharper... longer lasting... and will protect your skin from the irritation caused by misfit blades. Ask your dealer for the new Tech Razor and five Gillette Blue Blades at only 49c.

**FOUR BIG IMPROVEMENTS**

- 1 RIGID  
BLADE  
SUPPORT  
SPEEDS  
SHAVING
- 2 NON-SKID  
TREAD  
PROTECTS  
FACE
- 3 CLEANS  
QUICKLY  
--NEVER  
CLOGS
- 4 SOLID  
BAR  
GUARD  
ASSURES  
COMFORT





# They'll do it every time!

"Joe—if you're considering a new car this spring—you'd better look at Pontiac. Man, that new Pontiac of mine is the finest car I've ever owned. It's not only a beauty, but it . . ."

"Whoa! Wait a minute! I'm afraid you're talking over my head!"

"Not at all! That's one of the biggest surprises about a Pontiac. It's priced right down with the lowest—and it's simply amazing when it comes to gasoline economy. Yes sir—Pontiac's got something!"



*Special Six 4-Door Touring Sedan, as Illustrated \$884\**

# Pontiac

AMERICA'S FINEST LOW-PRICED CAR

\*Delivered at Pontiac, Mich. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. General Motors terms to suit your purse.

IT'S A MIGHTY NICE thing to have owners who go about selling your car for you—like the man in the picture above. Here at Pontiac, we consider our satisfied owners our greatest asset. They sell thousands of cars for us—every year.

If you're interested in a new car, why not talk to the owner of a new Pontiac? He'll tell you not to hesitate a moment—to go ahead and buy this big, beautifully performing car—and that it's a real money saver both in price and upkeep.

The finest driving season of the year is just coming up. Be ready for it—see your Pontiac Dealer.





# GINGIVITIS

## Attacking Thousands Thruout Nation!



**4 OUT OF 5** May have this gum inflammation—often a forerunner of horrible Pyorrhea!

You say you haven't Gingivitis? Well, don't be too sure! Gingivitis is so common today more than 4 out of 5 men, women and even young folks may have it. Some signs are tender, bleeding gums. In itself, Gingivitis may not be serious, but if NEGLECTED it often results in ravaging Pyorrhea with its shrinking gums and loosened teeth.

ONLY your dentist can help Pyorrhea but you can help guard against Gingivitis this easy way—

95% of Gingivitis patients in a recent clinical investigation showed wonderful improvement in just 30 days, simply by cleaning their teeth and massaging gums twice daily with Forhan's Toothpaste—an effective

formula of Dr. R. J. Forhan for cleaning teeth and massaging gums.

**Added Advantages of Forhan's**  
Daily brushing of the teeth with Forhan's not only cleans dull teeth to their "natural" brilliance but it HELPS REMOVE ACID FILM THAT SO OFTEN STARTS TOOTH DECAY. Start using Forhan's today and note the difference! 39¢, 19¢, at drug and department stores. Week-end size, at 10¢ stores.

### SEE DENTIST EVERY 3 MONTHS

Don't wait until teeth ache. Visit your dentist every 3 months so he can study occlusal surfaces, detect and fill small cavities, keep a close watch for gum disorders and thus save you pain and dental bills.



**FREE**

**50¢ GUM MASSAGER:** Send empty carton from 39¢ size tube Forhan's Toothpaste to Forhan's, Dept. C-6, New Brunswick, New Jersey, and receive this wonderful 50¢ Gum Massager FREE.

## LETTERS TO THE EDITOR

(continued)

would tie a rope and rock around our necks and jump into the Hudson River.

PHYLLIS SCHAFMEISTER  
NANCY HILLIKER  
JEAN HILLIKER

Ossining, N. Y.

"No. 39"

Sirs:

LIFE seems to slip when reporting railroad detail. Hoffman's No. 39 series (LIFE, March 4) were good pictures, but since when have trainmen been going over the top to make the routine inspection for hot boxes and loose brake beams, ordinarily made by walking up one side of the track and down the other?

W. F. HALLAHAN

Gouverneur, N. Y.

● When the train is standing still, brakemen make inspection by walking up one side and down the other. When the train is moving, however, Santa Fe brakemen can look for loose brake beams and hot boxes from the top of the cars.—ED.

Sirs:

Picture 6 shows Hogger Ellis as he "pulls the whistle cord for three long blasts before starting No. 39 on run." Shame on you for trying to make us old rails believe that 39 makes its run backing up, and at 65 m. p. h., too.

Oh well, I liked it anyway.

I. M. JENKINS

Train Dispatcher, CB&Q

Casper, Wyo.

● In Chicago's Corwith Yards, three long blasts are a local yard signal for the west wye switch, used by all out-bound trains, including No. 39.—ED.

Sirs:

In your pictures of the journey of Santa Fe's fast freight, No. 39 leaves Chicago as an all-boxcar train but arrives at the entrance to the Kansas City Yards with a string of unlikely tank cars following the tender, and the flags gone from the locomotive, which looks strangely small to pull a hot-shot freight.

E. H. BENNETT JR.

Chicago, Ill.

● On arrival of No. 39 at Kansas City, the merchandise cars were cut out of the train in the yard and picked up by a switch engine to be taken to the freight house for unloading. This switch engine already had several oil cars immediately behind it, before it picked up the cars from No. 39. Yard engines do not necessarily carry classification signals.—ED.

Sirs:

Please notice that the picture captioned "on the top of No. 39" was printed backward. Any railroad man can tell you that the brakewheel is on the left side when facing a railroad car.

JOHN L. HOGG

Washington, D. C.

● Mr. Hogg is right.—ED.

Cobra & Priestess

Sirs:

Being an Indian who is fairly familiar with snakes and charmers, may I make the following observations of your article in the March 4 issue of LIFE, about the Burmese priestess and the cobra.

I assert that the secret of her art is hypnotism and not merely nerve and a thorough knowledge of the snake's mechanics. While the pictures give the impression of being true to life, the interpretation of them is a gross misrepresentation. However, in this the

(continued on p. 6)



## ARTHUR WILLIAM BROWN

He's known to millions of magazine readers for his lovable Mr. Tutt... his lovely, just-as-American girls. He's known to movie fans for his "Artists and Models" role... to his fellow-members in the Society of Amateur Chefs, for his culinary masterpieces. In or with fine foods—Mr. Brown chooses...

# TAYLOR Wines

WITH CAPTURED FLAVOR

Only "pedigreed" wine-grapes are good enough for Taylor! And Taylor's secret Cellar Treatment "captures" the full flavor of these grapes... blends them into unusual wines... gives you the difference you can taste! Serve Taylor Wines at home... ask for them in restaurants... present them as gifts when something special (but not extravagant) is called for...



Try TAYLOR'S ruby PORT\*, or dry club Tawny Port\*—both from the famous family of Taylor's New York State still wines and champagne.

**Free**  
Famous recipes of famous Amateur Chefs—and wine-flavored recipes from the Winery Kitchens. This 52-page booklet will build a reputation for YOU! Write The Taylor Wine Company, Hammondsport, N.Y.

**TAYLOR TESTED RECIPES**  
and wine served

\*Alcohol 19% by Volume.



# Which refrigerator do people choose who've had experience?

Girl reporter finds out why more and more families are replacing other-type refrigerators with Servel Electrolux—the only automatic that freezes silently with **NO MOVING PARTS!**



**1** "Miss, I listened when I looked for my second refrigerator," explains J. S. of St. Albans, N. Y., "and to make a long story short, I picked Servel Electrolux. It just can't make a noise. You don't hear anything now—and you never will—with this refrigerator, because a little gas flame is the whole works in it."

**2** "I wanted convenience, of course," agrees Mrs. F. C. S. of Birmingham, Ala. "But even more important, this time I wanted a refrigerator I could depend on. One that wouldn't cause trouble and need repairs. So when I read how Servel Electrolux operates with no moving parts to wear, I looked into it—and bought!"

**3** "See, young lady, how it saves—just look at these gas bills! That's why we changed to a Servel Electrolux," says N. M. L. of Denver, Colo. "Other refrigerators may cost little to run when new, but I know from experience it takes one *without* moving parts to keep right on operating for just a few cents a day, year in and year out!"



**4** "Who wouldn't pick one with no moving, wearing parts?" asks R. L. T. of Memphis, Tenn. "Especially if you've already had experience with another kind? No one could sell me anything but a Servel Electrolux this time! And from what I've noticed among my friends, more and more people all the time are feeling the same way about the gas refrigerator!"

**AND BESIDES... THE 1940 SERVEL ELECTROLUX IS ADAPTABLE TO YOUR EVERY NEED!**



**MOIST COLD  
DRY COLD  
you get  
BOTH!**



**DEW-ACTION FRESHENER.** Moisture falls like dew from the under side of glass cover... keeps fruits and vegetables garden-fresh.

**DRY OR MOIST MEAT STORAGE.** Permits you to have dry cold or moist cold for meats, simply by changing the position of the cover.

**PLUS...** these other big features: Adjustable Interior Arrangement, Frozen Food Storage Compartment, Trigger Release for Trays, Flexible Metal Ice Cube Release, 3-Position Sliding Shelf, One-Piece Steel Cabinet.

**SEE SERVEL AT YOUR GAS COMPANY** or neighborhood dealer's showrooms. Remember, your own gas company offers prompt service facilities for every Servel Electrolux it installs.

*The*  
**SERVEL**  
**ELECTROLUX**  
*Gas Refrigerator*

*Important*

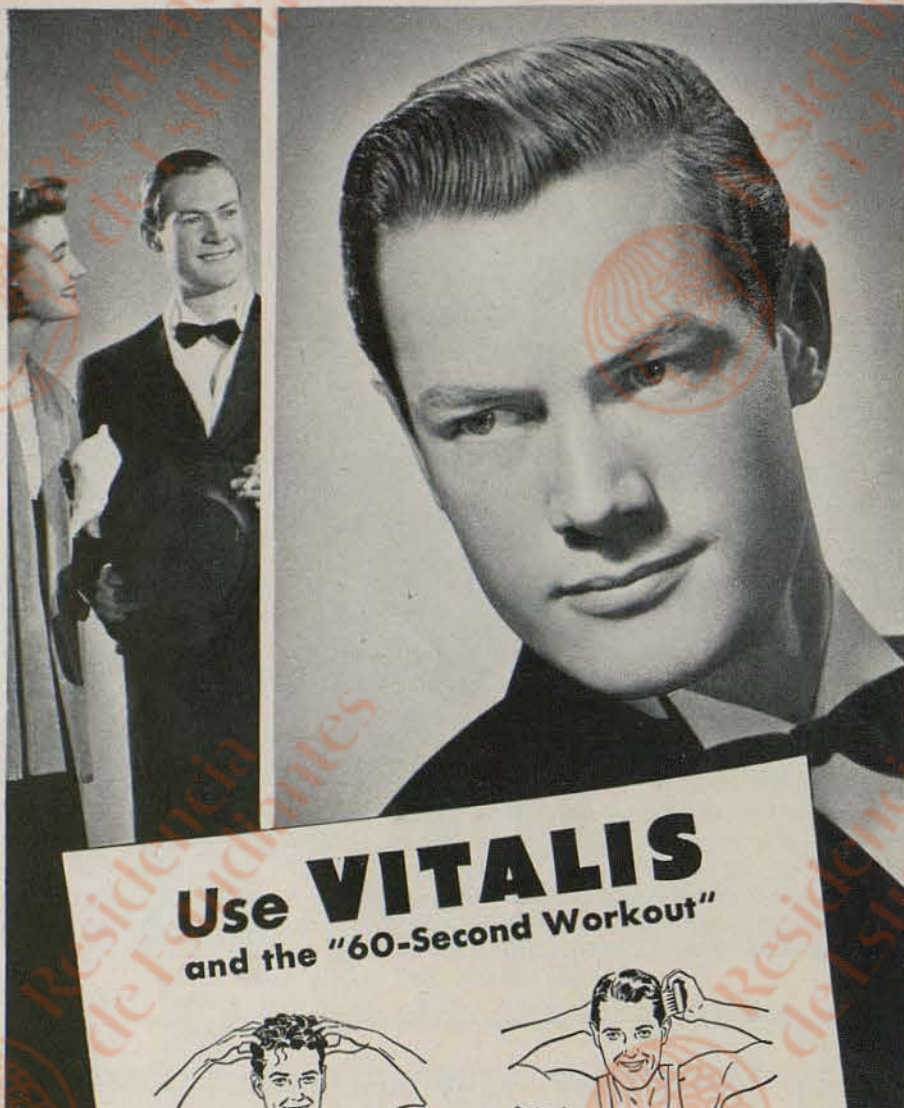
IF YOU LIVE BEYOND THE MAINS,  
THERE ARE MODELS TO RUN

**ALSO ON BOTTLED GAS  
TANK GAS or KEROSENE**

Write for details to Servel, Inc., Evansville, Ind.



# Socially and in Business Good-looking Hair helps you to Success!



## Use VITALIS and the "60-Second Workout"



**1** 50 Seconds to Rub—Circulation quickens—flow of necessary oil is increased—hair has a chance!



**2** 10 Seconds to Comb and Brush—Hair has a lustre—no objectionable "patent-leather" look.

**H**ANDSOME hair alone won't put you over! Brains and initiative and backbone are still the best assets for a real success. But good-looking hair helps—and you can help yourself to good-looking, well-groomed hair... with Vitalis and the famous "60-Second Workout."

Just apply Vitalis briskly on your scalp. Notice that pleasant tingle as sluggish circulation speeds up. Your scalp begins to lose its tightness... becomes more free and supple. Then the pure vegetable oils of Vitalis supplement the natural scalp oil—overcoming dryness—giving your hair a wonderful, natural lustre. See how Vitalis routs unsightly, loose dandruff, and helps prevent excessive fall-

ing hair, too. Now comb your hair. How easily it falls into place—stays put—and there's no trace of that objectionable, "patent-leather" look.

Get a bottle of Vitalis at your druggist's today. Start your "60-Second Workouts" with Vitalis right away, and make them a regular daily habit. Then see for yourself why thousands of men praise Vitalis—the easy way to attractive, good-looking hair!

### Ask Your Barber

He's an expert on the care of scalp and hair. For your protection in the barber shop—genuine Vitalis comes only in sanitary, individual Sealtubes. Next time you go to the barber's insist on Vitalis Sealtubes.

# VITALIS

HELPS KEEP HAIR HEALTHY AND HANDSOME!

## LETTERS TO THE EDITORS

(continued)

priestess should take the responsibility for the lie.

No snake can be brought under such subjection except through hypnotic power. When the cobra strikes viciously, there is ordinarily no escaping from its attack. The cobra shown in the pictures is either hypnotized or defanged. The priestess here is merely posing herself and her trained snake for the sake of fooling the photographer for money.

I have known some cases, hypnotism having failed, which resulted in the death of the charmer. Very often a defanged cobra is put into a hole and the spectator is made to believe that it is a deadly creature that comes out of the hole at the call of the charmer.

J. D. SOURI

New York, N. Y.

● Scientists say that snakes cannot be hypnotized. The cobra was neither hypnotized nor defanged. The pictures are stills from a movie, taken by the Denis-Roosevelt expedition; and careful study of the film, now being exhibited throughout the country, will show the cobra acting very frisky and proudly displaying his fangs.—ED.

### High-School Boy's Dream

Sirs:

I am a high-school boy of 18 years. This week I saw a dream. It was the picture on your cover of Marjorie Henshaw (LIFE, Dec. 4). Ever since then I have been unable to sleep nights, unable to think and eat days. Something about her has just simply gotten me down. I went through & through my copy of your magazine, but no more Marjorie. Just to relieve me, wouldn't you please print a full-face picture of her, and some other adjoining information?

FRED DRAKE

Rochester, N. Y.



MARJORIE HENSHAW

● Dreamer Drake should have hustled out to the Thacher School gymkhana (LIFE, March 18) with LIFE Photographer George Strock. Among the dozens of beautiful girls, none shone more enchantingly than pretty U. C. L. A. Co-ed Marjorie Henshaw.—ED.

### Tree Swallows

Sirs:

For the benefit of bird lovers who are puzzled over your statement that blue martins were killed by the unusual cold weather in southern Florida in late January, please let me say that the little birds pictured are not martins (*Progne subis subis*), which winter in Brazil. The birds are, instead, tree swallows (*Iridoprocne bicolor*), which winter in Florida, feed on the wing and eat small flying insects. The tree swallows not only "collapsed from the cold" but also starved to death in great numbers when their food supply was destroyed. Attempts were made to save the birds by gathering them by the hundreds and placing them in warmed rooms. Many of the birds revived after a few hours

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## ★ ★ ★ HENNESSY COGNAC BRANDY 84 PROOF



Captain Bunsby gives thought to the problem of his friend, Captain Cuttle — Charles Dickens' "Dombey & Son"

In Dickens' day... and long before... Hennessy Cognac Brandy was equally at home in castle and fore-castle. Today the modest price of Three-Star Hennessy makes it an even greater universal favorite, preferred everywhere for its quality, bouquet and "clean" taste. Enjoy it as liqueur... in Hennessy-and-soda... in mixed brandy drinks.

★ QUALITY  
★ BOUQUET  
★ CLEAN TASTE



### FLASKS and FIFTHS

Distilled and bottled at Cognac, France.  
JAS HENNESSY & CO • Established 1765

SOLE U.S. AGENTS: Schieffelin & Co.,  
NEW YORK CITY • IMPORTERS SINCE 1794



SAVE **40%** *now-on these  
two daily  
necessities!*

# Dr. West's-Calox Special!

THE OFFER THAT MADE  
HISTORY—REPEATED BY  
POPULAR DEMAND

## DR. WEST'S WATER-PROOFED. 35¢

For years, Dr. West's Water-proofed Brush outsold all others at 50¢ each. Its super-quality natural bristles are water-proofed against sogginess. Made and guaranteed by the makers of the famous Dr. West's Miracle-Tuft.

## CALOX TOOTH POWDER ..... 30¢

This famous dentifrice has made a sensational 5-year record for popularity. Many of Hollywood's loveliest stars use Calox to help give added sparkle to their smiles. Contains five tested cleansing and polishing ingredients.

VALUE... **65¢**



**BOTH  
FOR**

LIMIT 3 TO  
A CUSTOMER

**39¢**

TO INTRODUCE these two sensationally successful dental aids to new millions of customers, the leading druggists in your community are making this astounding offer. Now—for a limited time only—you can get a genuine Dr. West's *Water-proofed* Toothbrush AND a handy-size package of the popular Calox Tooth Powder BOTH for only 39¢. . . . a regular day-in-and-day-out 65¢ value.

Just think—you save 26¢ on these two daily dental necessities! Two years ago, we offered a Dr. West's Water-proofed brush and a family-size package of Calox at the special price of 59¢. Now you can get the 30¢ size of Calox and a Dr. West's Water-proofed—*both for only 39¢*. 5 million rushed to buy last time. So, here's a word to the wise. Get yours now, while they last. Stock up for the whole family.



# May We Help You Plan Your Vacation?



Smart Lounge Car for Sleeping Car passengers on the famous Union Pacific Challenger trains

With a carefully planned itinerary it is surprising how many western attractions can be visited conveniently and economically by rail. For example, on a round-trip ticket to California, from the east and midwest, you can include both Los Angeles and the San Francisco World's Fair at no additional rail fare. Also, for but a few extra dollars, you can visit spectacular Boulder Dam... or make the short side-trip to the Utah-Arizona National Parks.

Another delightful trip can be planned to include the enchanting Pacific Northwest... Sun Valley, Idaho, which offers a countless variety of summer sports... and Yellowstone National Park.

Any Union Pacific representative will gladly assist you in planning your trip—or just mail the coupon, indicating the regions in which you are interested.



The Progressive

## Union Pacific Railroad



ROAD OF THE STREAMLINERS AND CHALLENGERS

W. S. BASINGER, Room 820  
Union Pacific Railroad, Omaha, Nebr.

I am interested in \_\_\_\_\_

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

☐ Also send information on all-expense, escorted tours.

**UNION PACIFIC SERVES**  
California-Boulder Dam  
San Francisco World's Fair  
Pacific Northwest  
Sun Valley, Idaho  
Yellowstone National Park  
Dude Ranches  
Colorado Rockies  
Utah-Arizona National Parks

## LETTERS TO THE EDITORS (continued)

but refused to eat food to which they were not accustomed.

Your further statement that "these little birds are too small and bony to be edible" may be true, but the Goblins'll git you if you try to find out, because tree swallows are protected by both State and Federal laws.

CLARA BATES, Secretary  
Florida Audubon Society  
Sanford, Fla.

### St. John's College

Sirs:

As a result of the article on St. John's College in your Feb. 5 issue, the college received hundreds of letters daily, seeking information about its educational plan, asking for the list of books, etc. And, what seems to me even more wonderful, I received a raft of letters as a result of the single line at the bottom of a page, saying that my recently published *How to Read a Book* told adults how to read the great books on the St. John's list.

The real joke was on my publishers. Not only did I get letters addressed to Simon and Schuster in care of me at the University of Chicago, but many of them asked: who is, where is, or what is Simon and Schuster?

I may be wrong about my major contention that Americans can't read. They certainly can and do read LIFE.

MORTIMER J. ADLER  
University of Chicago  
Chicago, Ill.

### Planet Line-up

Sirs:

We of the Fels Planetarium staff are somewhat dismayed by your last statement in the story on the line-up of Mercury, Mars, Saturn, Jupiter and Venus (LIFE, Feb. 26). You say: "This conjunction is so rare that no astronomer has calculated when it will occur again."

Because Jupiter catches up to Saturn in the sky roughly each 20 years, and the fast-moving planets (Mercury, Venus, Mars) can come around at least once during the three or four-year period when Jupiter and Saturn stand close together, such a line-up of the five naked-eye planets simultaneously visible will occur roughly each 20 years. It is true that about every other time (for example in 1921 and 1960) the five planets are visible in the morning, before sunrise, and not in the evening after sunset. But in October of 1899 and again in October of 1901, there were fine evening displays, as in this year. The best evening display to come will be in mid-May of the year 2002, when all five bright planets, plus the Moon, will present a much more striking spectacle than we have this year.

A really rare phenomenon begins in August 1940 and lasts until February of 1941; this is a so-called "triple conjunction" of Jupiter and Saturn. It is known to have occurred in 7 B. C., in 1425 and 1682-83 A. D., and no other times have been computed, nor to our knowledge, has any astronomer computed when it will happen again. We have our suspicions, at the Fels Planetarium, that it will occur next about 2199, but we have not yet had time to do any rigorous calculation.

WAGNER SCHLESINGER  
Director

Fels Planetarium  
Franklin Institute  
Philadelphia, Pa.

● Mr. Schlesinger means that the five "naked-eye" planets are visible simultaneously in the sky about every 20 years. What LIFE meant is that it is extremely rare for the five planets to be visible in the evening sky, in an almost vertical ecliptic, and in the same order upward from the horizon as they were on Feb. 28. At present no astronomer has calculated when it will happen again.—ED.

## BORN UNDER ARIES? (Beware!)



Born between March 21 and April 19? You're a born leader. But... watch your ego! Even when you get that Hamilton for your birthday. What if it is "America's Fine Watch"? Don't most born leaders carry Hamiltons?

FREE! Horoscope booklet for every month of the year. Write to the Hamilton Watch Company, 35 Columbia Ave., Lancaster, Penna.

Hamilton's experience building watches for railroad men insures greatest possible accuracy in every other size and grade Hamilton makes.

Left: YORKTOWNE. New! 17 jewels. 10K natural gold-filled. \$45. Right: ROSALIE. 17 jewels. 14K natural gold. \$60. Others from \$37.50 to \$5000.



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the dependable  
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3  
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LIPSTICKS

IN A LEATHER KIT...\$1



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**Tic Tac Toe**

**LUCIEN LEONG**

## FROM LIFE'S CORRESPONDENTS

### France and Propaganda

For some time now, the men who govern France have been acrimoniously debating whether, even in time of war, a good firm should advertise. The good firm in question is the French Republic, and the article it would like to sell is "the French point of view" or, to put it bluntly, French propaganda.

To most people who know France, the problem of stating the French position in the present war, or for that matter in all the political crises that have come up since the last War, is one of explaining an entire civilization rather than a definite policy or an exact demand. Propaganda Minister Goebbels, on the other hand, has always been able to follow Hitler's program of limited objectives, asking only for what was wanted in the next weeks or months, never having to deal with tiresome impalpables. Direct propaganda has given the Germans direct and dramatic results, but the French mostly desire to be left alone, and this is the most undramatic of all human ambitions.

Propaganda, in the final analysis, is nothing more or less than advertising, and of all the great countries of the world, France is without doubt the most lacking in skilled advertising men.

On the other hand, it is not necessary to "sell" France to Frenchmen. They love their country, even though they may hate their Government, condemn their social system, and be at odds with a full half of their compatriots. In his heart of hearts the Frenchman knows he is well off in France. And he knows that the people of most other European countries have good reason to envy his lot.

Agreed on the general principle that France is a good country, worth fighting for, the French are infinitely capacious about methods, anxious to understand the motives and the logic of the people leading them, ready to criticize and heckle. This genuine de-



GIRAUDOUX

sire on the part of the French public to understand what was going on was the first demand that French propaganda had to meet on its home front. The rest of the world wanted news rather than interpretation, and military news most of all. Since each Frenchman has spent part of his life under army discipline and understands the life-and-death importance of the military secret, strict military censorship, which irked the neutral press the most, was taken for granted by the French and has never been seriously questioned. But the closing-off of

(continued on next page)

# WOMEN

Camera shows how women at work take care of their figure problems



Secretaries who care about their figures avoid fatal "spread-hips" appearance from sitting too much by wearing *petal-fresh* rubber foundations. New secret process of Kleinert chemists keeps rubber sweet-smelling. Now wearers of Sturdi-Flex are sure of daintiness.



Newly married women, popular socially, go to luncheons, bridge parties, without figure-worries, keep their figures trim-looking with dainty Sturdi-Flex girdles of sensational new *petal-fresh* rubber.

Kleinert *petal-fresh* rubber foundations include the right model for every kind of figure—from a slight girdle for the almost-right, to an all-in-one with an extra inner-outer panel for "tummy bulge." All are of *petal-fresh* Sturdi-Flex, cost only \$1.25 to \$3.50 at notions counters, need no trying on. More than an inch disappears when the zipper closes on the all-in-one at right, \$3.50!



**FREE!**

FREE 72-PAGE BOOK ON REDUCING, CRAMMED WITH NEW FACTS ON DIET AND EXERCISE FOR IMPROVING YOUR HEALTH AND FIGURE, FLEUR FENTON'S "NOT FOR THE VERY THIN."



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Please send me Fleur Fenton's

"NOT FOR THE VERY THIN," valuable 72-page book on reducing, also your free flower bookmark. I enclose 10c to cover cost of mailing.

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Interesting Fact: Sturdi-Flex is usually found at street-floor Notions Counters.



Is *Teeter-Totter Vitality*  
making you fly at your tasks one  
day . . . dawdle at them the next?



Keep your  
vitality up!

Drink *Horlick's*  
America's delicious energy-builder



Make milk more tempting for children and double its food energy with Horlick's. Helps build sound teeth, bones, body. Ask for "Horlick's" at the fountain, too.



Storyland Poster Stamps, beautifully illustrating famous scenes from famous books, are now free to Horlick users. An album and four stamps will be sent free on receipt of wrapper, label or coupon from any Horlick package. Address Horlick's, Dept. L-3, Racine, Wis.

HERE'S why delicious Horlick's will help end your *Teeter-Totter Vitality*. It contains such vitality-building essentials as (1) nourishing carbohydrates, partially pre-digested by malt enzymes; (2) muscle-building proteins; (3) important minerals like calcium and phosphorus; (4) natural vitamins A, B and G.

#### Why Many Doctors Advise Horlick's

By drinking Horlick's regularly, you help keep your vitality up. Instead of being down one day, up the next—your increased vitality and energy makes most every day an "up" day.

On the advice of their physicians, thousands of peppy people drink Horlick's at meals, between meals, cold or hot, natural or chocolate flavored. To awake refreshed, drink Horlick's hot at bedtime. It relieves night-hunger—refuels your body while you sleep. Keep handy, candy-like Horlick Tablets in your car, hand-bag, office drawer. Get the Horlick habit now—and keep your vitality UP!



**Horlick's**  
The Fountain of Youth

#### FROM LIFE'S CORRESPONDENTS

(continued)

political discussion, which took place as soon as the war began, was a hard pill for the citizen to swallow, and Premier Daladier's recent decision to re-open the press to controversial questions and political issues is one that adds to his stature and shows his deep insight into the mind of the average Frenchman.

Just before the war, Daladier surprised the Republic by naming as chief of French propaganda the poet-dramatist, Jean Giraudoux, famed as the author of *Siegfried*, *The Trojan War Will Not Take Place*, *Amphytrion*\* and other works.

Giraudoux was born of solid provincial stock at Bellac, in the department of the Haute-Vienne, on Oct. 29, 1882. Like so many Frenchmen, his father was a civil servant, an engineer in the highways service. Hippolyte-Jean, as he was baptized, had a life that was normal in every way. At school he was bright enough to pass with flying colors all the competitive examinations that finally took him to the famous *Ecole Normale Supérieure* at Paris to prepare for a career as a teacher.

The *Ecole Normale Supérieure* is itself an institution that has made its mark on many men and on the history of France, and its top-ranking graduates are invariably young men who have demonstrated that they themselves are far above the average. *Normale* supplies France with poets, diplomats, statesmen, scientists and researchers, as well as professors for the State educational system. Graduating at the top of his class, Giraudoux found himself entitled to fellowships and grants for postgraduate study which enabled him to travel considerably. For a while he was tutor to the Prince of Saxe-Meiningen in Germany, and on this visit, as on others made later, he became steeped in the lore and the language of that country which Frenchmen so often think of as their hereditary enemy. Giraudoux, on the contrary, learned to love that Germany of pre-War days, and made the necessary effort to study and understand the Teutonic mentality.

During the War, Giraudoux saw action in France and at the Dardanelles, was commissioned and decorated for gallantry. During the War he also got his first taste of propaganda work and made his first contact with America, when he was sent with two other French officers to train the Harvard University Regiment at Barre, Mass.

When the War was over, Giraudoux returned to diplomacy and his writing. By 1922 he had published, in all, nine books—the greatest of them his monumental *Siegfried and the Limousin*, Giraudoux's magnificent effort towards the intellectual reconciliation of France and Germany. The problems touched on in this book were those of the terrible political period which followed the Armistice, and Giraudoux, the poet, saw clearly through all the muddy political thinking that had enabled France, which had won the

\* Alfred Lunt and Lynn Fontanne have toured the U. S. widely in Giraudoux's *Amphytrion* 38.

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BOTHER  
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**"I've Joined the  
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Here's the speedy HEADACHE RELIEF you've always wanted! STANBACK also relieves nerve strain due to headache! Try STANBACK, not only for headache but neuralgia and muscular aches as well! 10c & 25c at drug stores.

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MILLIONS  
USED  
YEARLY!

**THEY SAID I WAS A  
HYPOCHONDRIAC!**



The family thought I was just "enjoying poor health." But I felt like an empty dinner-dish. Off my feed, nervous. So they avoided me! The Boss thought Nature would pull me around—till he read the Sergeant's DOG BOOK. Then he woke up!



The DOG BOOK described my symptoms and told what medicines I needed. So he got me Sergeant's CONDITION PILLS—and what a change! I feel a lot better just knowing that BOOK is in the house. It tells all the symptoms and treatments for most illnesses. How to feed and train me. Get your free copy at a drug or pet store—or with this coupon.

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## FROM LIFE'S CORRESPONDENTS

(continued)

War, to lose the peace and in doing so make the present war not only possible but inevitable.

Giraudoux and the veteran politician Daladier have been good if not close friends for many years. During the post-War period, when Daladier, also a weary veteran, was asking himself what France was going to do about its relations with Germany, he had a chance to hear Giraudoux's views on reconciliation. And it is noteworthy that in the late 1920's and the early 1930's, Daladier did not hesitate to put forward in political circles the thesis that France must reach some basis of understanding with Germany if peace was to endure. Thus, during the period of Briandism and the Anglo-French drive for collective security, Daladier was considered to be fundamentally anti-League of Nations. Since those days, the Germany of Stresemann and Brüning has become the Nazi Reich of Hitler and Göring, but Daladier's desire for a wholly French policy for France has never wavered, and it is because of this above all that he has the confidence of the French people as a whole in the present war. In this war he has seen to it that France is definitely a senior partner with Great Britain, determining Allied policy to a much greater degree than in the last one, and more than is realized in America.

Except for a few pathological cases, such as the "Stuttgart traitor," the radio speaker Ferdonnet, no Frenchman's patriotism can be seriously questioned. Giraudoux's, like Daladier's, is so complete that the fact that both of them have sought reconciliation with Germany can never under any circumstances be used against them, and any foreign observer who reads into the lenient tone of their speeches or writings any underlying weakness or vacillation is deceiving himself absolutely. Giraudoux's feeling about Germany is comparable to that of a brother whose sister has gone on the streets and developed homicidal tendencies. It is full of pity, terror to some degree, shame as well, but mostly sorrow. Premier Daladier's own understanding of Giraudoux's deep concern with Germany certainly impelled him to choose this poet over the heads of publicists, politicians and other writers who would have liked the job and perhaps had better technical pretensions to it.

Giraudoux may be out of office at the next turn of the political wheel, but the impression he has made on France's conduct of the war will not soon be effaced. He has made it clear that the French are not trying their case in the newspapers, that lies and atrocity tales have no place in their defense of what they love and believe in, and that the tricks of ballyhoo experts are unworthy of serious consideration. Some of Giraudoux's compatriots may even remember his magnificent summation of France's position after the last war with Germany: "Archangels, in giving us the victory, you took away from us the right to hate."

RICHARD de ROCHEMONT  
Paris

## The Happy Home Life of a Bachelor



**PET JOB #1:** Sewing on shirt buttons, complete with needle-threading and finger-piercing . . . What? Arrow Shirts have buttons anchored by a patented button-stay? I'll take a dozen!



**PET JOB #2:** Lashing the laundryman for shirt-shrinking . . . You say it isn't his fault? Arrow Shirts won't shrink even 1%? Well, dish some Sanforized-Shrunk Arrows my way!



**PET JOB #3:** Tossing out shirts because the collars fray. Arrow collars not only are the handsomest made, but also long-wearing . . . For example, the non-wilt collar on Arrow's Dart shirt! Dart is a fine broadcloth, \$2.25.



**YOU'LL LOOK SO GOOD** in Arrows, warding off eligible ladies won't be easy. Arrows have the tops in tailoring, are *Mitoga-cut* for trim body fit. Try Arrow *Trump*, a fine broadcloth with a miracle soft collar. \$2.

## ARROW SHIRTS

Made by Cluett, Peabody & Co., Inc.

*Sanforized-Shrunk—a new shirt free if one ever shrinks out of fit*



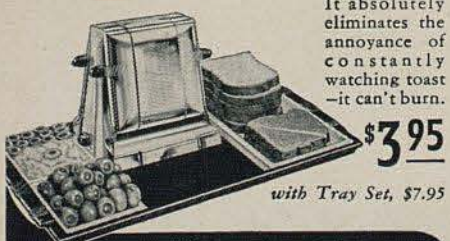
### ... ANSWERS THE MORNING TOAST CHORUS!



Only the Proctor can make toast which pleases everybody!

You can serve all kinds—from regular to Melba—all extra delicious. Keeps toast piping hot 'til needed—no cold, soggy or burned pieces. And *no watching*—two perfect slices "made-to-order," every time. There is no better **\$9.95** toaster. (With Tray Set, \$12.95)

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# SPEAKING OF PICTURES...

... CANNIBALS

## ROAST A MAN

**N**ot pretty but as overpowering as a knockout punch from Joe Louis is the monstrous sight shown here of nine cannibals roasting parts of a man's body. Probably the most daring photograph ever taken of cannibals, it is now published here for the first time from the files of Osa and the late Martin Johnson.

The cannibals—all male—have paused briefly during the long ceremonial dance they perform to the accompaniment of sizzling human flesh to gaze at their meal. The piece second from left on the spit is a lower leg and foot. The large piece at the right is probably a stomach. The rest are entrails.

The shot was sneaked by Osa Johnson, then 18 and fresh out of high school and a vaudeville tour, who hid unobserved in the tall cane grass of the bush while exploring the island of Espiritu Santo in the New Hebrides group in 1912. As a foretaste of grim sights to come, she and her husband had a few minutes earlier passed several extinguished fires next to which lay the charred skulls of human victims (*below*). Four of these skulls now repose as souvenirs in the garage of Osa's mother in Chanute, Kan.

Despite official denials, cannibalism is still prevalent today among several South Sea Island, African and South American tribes. The notion, however, that cannibals boil uninvited missionaries in big, black cast-iron pots is largely fiction. Usually they roast human parts over a spit, as in this picture. By no means a regular item of diet, human flesh is eaten in the Hebrides in the belief that from it the eater will inherit the fighting qualities of the victim. Victims in such cases are males, usually brave warriors from enemy tribes.

As a dish, roasted human flesh has no sharply defined taste like goat, game or pork. Described minutely in *Jungle Ways* by William Seabrook, who sat down once, with a bottle of wine, bowl of rice, pepper and salt at hand, to sample a freshly roasted Ivory Coast native in Africa, "it was like good, fully developed veal. The roast was tender. . . . The steak was slightly tougher than prime veal, but not too tough or stringy to be agreeably edible."



This human skull (*arrow*) was encased in clay, then baked by cannibals in order to preserve it as a trophy in a native hut.





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THE *Florsheim* SHOE

THE FLORSHEIM SHOE COMPANY, Manufacturers, CHICAGO  
Makers of Fine Shoes for Men and Women



## SPEAKING OF PICTURES

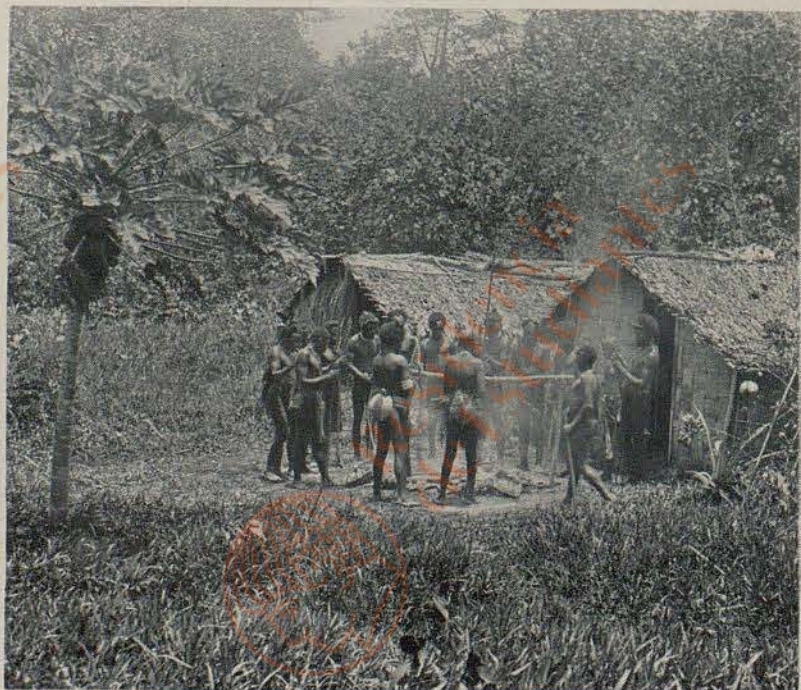
(continued)



Osa Johnson sneaked this shot, unobserved and from a distance, of the cannibals singing and dancing around their human barbecue. Dance lasts for several hours.



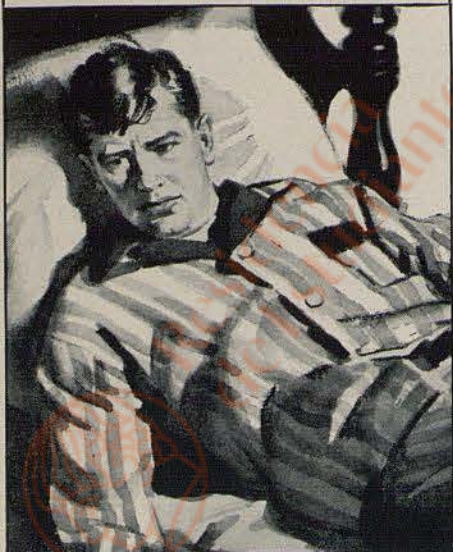
Stealing closer, she got this better view of the celebrating cannibals. The regular diet of these savages is fish, fruit, vegetables and an occasional wild jungle boar.



Closest she dared go was this (above). These cannibals live in huts with roofs of grass and leaves. Their women wear human bones through their noses for decoration.



Find it hard to  
"Get Going" mornings?



**FRESH YEAST**  
to help digestion  
**VITAMINS** for vitality  
Get them **BOTH**  
together to help give  
yourself a needed push

Do you wake up as tired as  
when you went to bed... suffer  
from minor digestive upsets  
that lower your vitality?

Then try this: Add Fleischmann's High-Vitamin Yeast to your daily diet. It is so helpful—scientists say—because it gives you both vitamins and the action of fresh yeast itself.

The fresh yeast stimulates slow digestion and speeds up the assimilation of food. Laboratory tests have shown this is an action of the yeast itself—entirely distinct from known vitamin action.

The vitamins are needed to maintain steady nerves and keep up vitality.

Only in Fleischmann's High-Vitamin Yeast can you get such an abundant supply of the 4 important vitamins, A, B<sub>1</sub>, D and G, and all the vitamins of the amazing Vitamin B Complex.

Eat 2 cakes every day. Give this splendid tonic food a chance to help your pep and energy pick up fast!

Let this Fresh Yeast

give you  
*double*  
help...



**Fleischmann's**  
**HIGH-VITAMIN YEAST**

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## LIFE'S PICTURES



Rarely has the work of Thomas Lea (right), staff photographer for the London *Daily Mirror*, taken him among tougher or better-hearted men than when he shipped himself and his camera aboard a fishing trawler out of Leith. Above, he poses aboard ship with Jimmie Logan. Lea's one visit to the North Sea fishing banks introduced him to a German bomber which strafed the fleet of trawlers, was chased off by the fire of the fishermen's old Lewis guns (see pp. 28-29). Wrote he later: "Seasickness is a bloody awful feeling, you just want to die. The sanitary conditions on these small trawlers are foul. Minesweeping is a holiday compared to trawling, say the fishermen, and I believe them."

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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54—UNITED ARTISTS—HERBERT GEHR  
55—HERBERT GEHR  
56, 57—MAJOR R. D. OLIVER  
58, 59, 60, 61—PETER STACKPOLE  
62—HANSEL MIETH  
63—OTTO HAGEL—HANSEL MIETH—OTTO HAGEL  
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88—A. P., LONDON "ILLUSTRATED"  
89—A. P., ACME  
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101—KARGER-PIX  
102—SAMUEL ELIOT MORISON etc. map by TOBIAS MOSS and FRANK STOCKMAN  
103—SAMUEL ELIOT MORISON etc. t. u. w. w.  
104, 105—SAMUEL ELIOT MORISON  
107—DAVID E. SCHERMAN  
108—LEONARD ROSINGER

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; EUR., EUROPEAN; INT., INTERNATIONAL; P. I., PICTURES INC.; W. W., WIDE WORLD

**FEET HURT?**  
QUICK RELIEF FOR TIRED, BURNING, TENDER, ITCHY, PERSPIRING FEET. SOFTENS CORNS AND CALLOUSES.  
•AT ALL DRUGGISTS SINCE 1870•  
**JOHNSON'S FOOT SOAP**  
BORAX, IODIDE AND GRAM.

## "EVERYTHING THAT GOES ON MUST COME OFF," Ruth Weston

Ruth Weston, famous Broadway actress who created the part of the Suffragette in "The American Way."



Photograph taken at Center Theatre, Rockefeller Center, New York

"A ton of this make-up will probably go on my face if I live long enough," says Ruth Weston. "You put on plenty, too—look at the face powder and rouge you buy every year! One good thing—on the stage, we learn how to cleanse the skin effectively."



"Ever see this professional cleansing cream—Albolene? It's pure—nothing fancy about it—but how it cleans off dirt and make-up! Like many another actress, I swear by Albolene."



"My private life complexion is clear and smooth. I never leave the theatre without cleansing with Albolene. Taking off street make-up is just as important, so I use Albolene at home."



Buy yourself some smart new costume jewelry with what you save on face creams by using Albolene. Get the professional size put up for stage and hospital use, for utmost economy. You save two ways on Albolene. It's economical to use—and leaves your skin so soft and refreshed that you save on expensive night creams.

## Try a "PROFESSIONAL" Cleansing Cream

If there's anyone who demands the most from a cleansing cream, it's an actress. Why not reap the benefit of years of stage experience? Try Albolene. It's not only famous for stage use—but widely used in hospitals where utmost blandness and purity are required. Albolene was originally made for people who want cleansing action pure and simple. You pay only for what you want—a superb cleanser. McKesson & Robbins, Inc., Bridgeport, Conn.







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"... with the Sonotone Audiometer we can determine the nature and *exact* extent of your hearing loss—"



"... with hundreds of Sonotone combinations—in air or bone conduction, carbon or vacuum tube audicles and the Audioscope (below), we can fit any type of hearing loss with *individualized* precision."



"It's the happiest job in America" Sonotone Consultant Felix J. Zames, Manchester, N. H., tells Miss Margaret Collins when she remarks on the Sonotone man's opportunities to do good to other people.

## TROUBLE SHOOTERS TO 18,000,000 PEOPLE

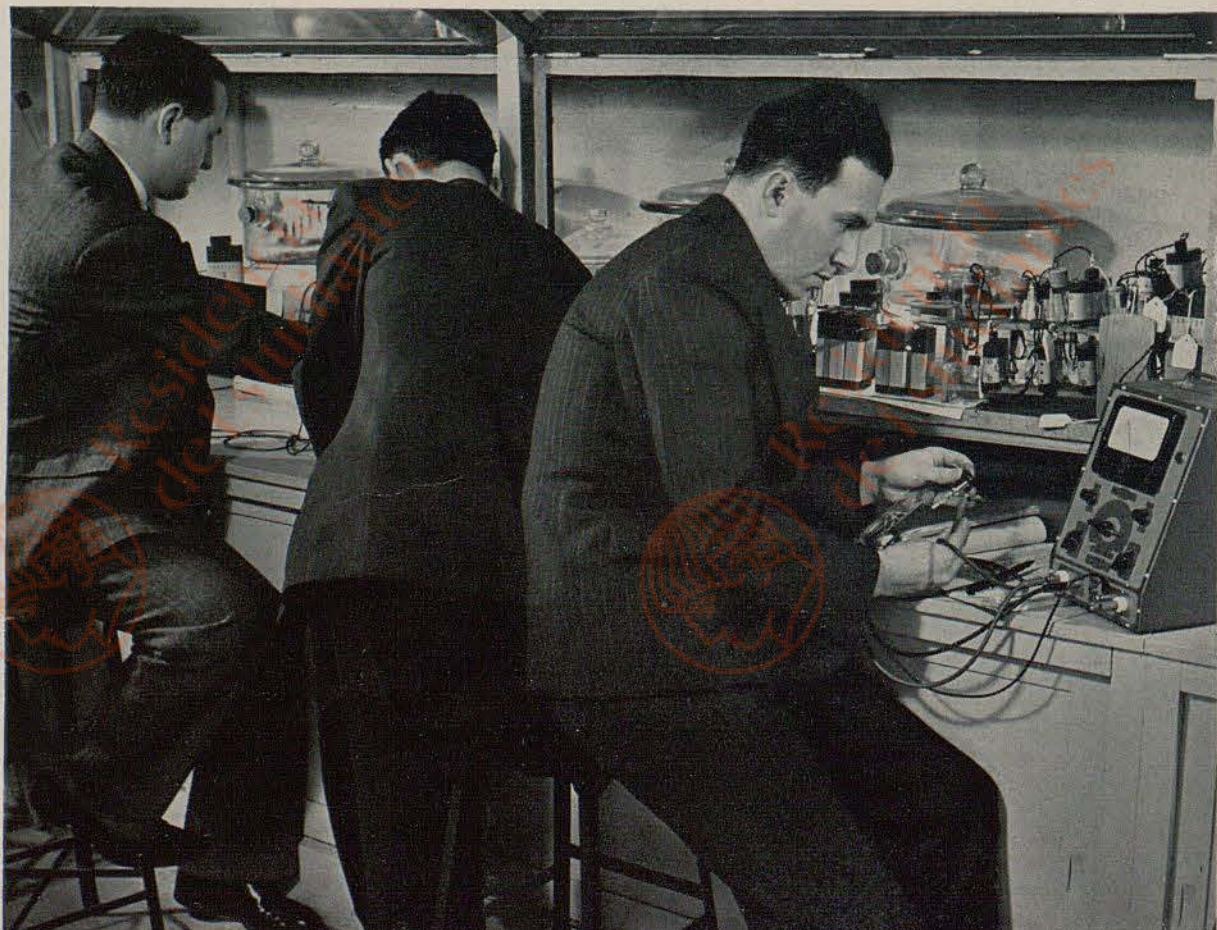
There are over 500 men in America who go through life looking for trouble—*other people's trouble!* And every blessed one of them will tell you it's the happiest job in America.

To them, being Sonotone Consultants is far more than a mere livelihood. They enjoy every minute of it. Day after day they have the rare privilege of seeing a man's face light up, a woman's eyes sparkle with new hope as they realize that with Sonotone they *can* hear again!

In hundreds of communities, the Sonotone Consultant has achieved a professional standing. And rightly so, since he represents the most intensive scientific research on hearing correction in the world, and knows his hearing aids and special equipment for fitting individualized cases are unequalled.

And not unimportant to a man who must earn a living is the unlimited future for service before the Sonotone Consultant, for estimates show 18,000,000 Americans live under the shadow of deafness.

"... then, of course, we Sonotone men know that there in Elmsford, N. Y., is a never-ending scientific research that will always make our jobs easier by giving us the very latest advances in scientific hearing aids."





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**LIFE'S COVER.** Great days of action for the gentlemanly Englishman on the cover ended when all Europe went into action last September. Sir Nevile Henderson was England's Ambassador to Germany up to declaration of war on Sept. 3, 1939. Wearing the black hat of the British Foreign Office, he smokes one of his Turkish cigarettes whose taste he washes out with barley-sugar water. In this issue, LIFE begins the publication of notable pages from his pre-war memoirs, *Failure of a Mission* (see p. 89). He wrote them at his aunt's place in Lincolnshire.

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## How's your "Pep Appeal"?

—by Dorne



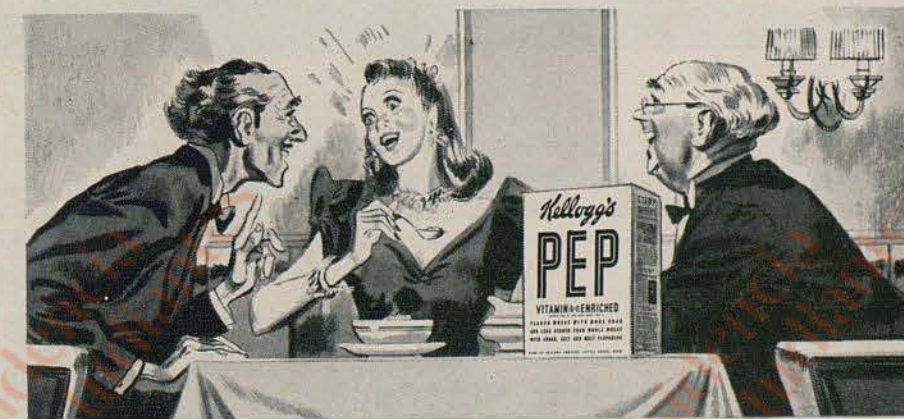
William: Gorgeous voice, Max! But for a night club—no oomph!



The Girl: I heard what you two said! And I can't help it if I'm a flat tire!  
Max: There, there! We're your friends! Come have a bite with us.



William: You know what you said about the flat tire? It gives me an idea. You say you're not feeling right. I'll bet you're not getting all your vitamins. Now if just one or two of those important little factors are missing in our diets, our vitality is punctured—goes *psst!* like a tire.



Max: And your first lesson, my dear, is a bowl of crisp delicious KELLOGG'S PEP—the cereal that's extra rich in two of the most important vitamins, B<sub>1</sub> and D.  
The Girl: Say! This is delicious! If eating PEP will help me get my vitamins, I'm for it every day from now on.

## Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B<sub>1</sub>, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.

MADE BY KELLOGG'S IN BATTLE CREEK

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# FIRST *in Acceleration* *in Hill Climbing* Among All Low-Priced Cars!



The Special De Luxe Sport Sedan, \$802\*

This new Chevrolet for '40 leads the field in all-round performance with all-round economy, just as it leads in beauty, in dollar value and in sales!

***Eye It • Try It • Buy It!***

It's just as easy to take a "front-row seat" in traffic and on the hills this year as it is to take a "back seat" and let other people have all the fun.

Your ticket of admission to the "front-row" thrills is a new Chevrolet for '40!

It's the *front runner* in traffic . . . quick as a magician's trick . . . out-accelerating all other low-priced cars!

It's the *front runner* on the hills . . . and it makes mole-hills out of mountains, too . . . out-climbing all other cars in its price range!

It's also the *longest* and *most luxurious* of all the lowest-priced cars . . . with a sweeping 181-inch measurement from the front of its "Royal Clipper" grille to the rear of its finely tailored Fisher Body . . . and with more comfort, luxury and convenience features than have ever before accompanied such a modest price tag!

You want prompt delivery this spring. So may we suggest that you "do your Chevrolet shopping early"? Better eye it, try it, buy it—today!

**\$659**

AND UP, \*at Flint, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.



A GENERAL MOTORS VALUE

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

# "CHEVROLET'S FIRST Again!"





OWLISH, BUSHY-BROWED EDWARD HULL CRUMP SURVEYS RACETRACK CROWDS AT HOT SPRINGS. AT 64, HE IS JUST ABOUT THE MOST POTENT LOCAL BOSS LEFT IN THE LAND

## BOSS CRUMP OF MEMPHIS TAKES 1,000 GOOD FRIENDS TO THE RACES AT HOT SPRINGS, ARK.

**B**right and early March 9, more than 1,000 horse-loving citizens of Memphis piled aboard a two-section Missouri Pacific train and headed west across the Mississippi to Hot Springs, Ark. There five hours later they joined 9,000 Arkansans at Oaklawn Park in watching a 6-year-old bay gelding named Night Editor win the annual \$1,000 Memphis Day handicap.

Leader and host on this expedition was Edward Hull Crump (*above*), invincible, invulnerable dictator of Memphis. In the changing world of 1940, party junkets are a kind of political anachronism. But Mr. Crump is an old-fashioned boss. For him, Memphis Day is an occasion to round up his brood and display them proudly to the people in the State next door. To record this vanishing political phenomenon, LIFE accompanied Mr. Crump on his day at the Arkansas spa. So lively were his guests that the Crump organization—which takes huge pride in its rectitude—decided next day to dissociate itself from this boisterous outing in 1941.

Guests of honor were two faithful Crumpets: Mayor Walter Chandler of Memphis and Chairman E.W. Hale of the Shelby County Commission. To flatter

them, he called his 31-coach, two-section train "The Mayor Chandler-Commissioner Hale Special." Boarding Section I soon after 8 a.m., he marched through the cars, shaking hands, slapping backs, twitching his big eyebrows. At Wynne, Ark., he left Section I and repeated the performance aboard Section II.



MEMPHIS DAY AT HOT SPRINGS' OAKLAWN PARK

Mr. Crump had little luck at the races. He told newspapermen to stay near him if they wanted money horses. But in eight races he ran second four times, picked no winners. At 6:30, the Special started back to Memphis, leaving Boss Crump in Hot Springs, where he planned to take some baths.

Behind this simple excursion to the races lay two decades of Tennessee politics, during which "The Red Snapper" Crump had ruled city and State with a tactful but inflexible hand. Now he is 64, and all over the U. S. cities are finding they can run their affairs without bosses. But in Memphis Mr. Crump is still supreme. In November, he manifested his power by running for mayor in behalf of Mr. Chandler (who was then in Congress), serving less than a minute, then resigning in Mr. Chandler's favor. Last week Washington prophets foresaw him as Jim Farley's successor at the head of the Democratic National Committee. Should Tennessee's Cordell Hull receive the Democratic nomination for the Presidency, they said, Tennessee's Crump would inevitably become his campaign manager. For pictures of Boss Crump and his followers in action, turn the page.





**Rolling over Arkansas**, Boss Crump (center) strolls with accompanying minstrels through cars of his special train. Peering over his boss's right shoulder is Mayor Chandler of Memphis.



**A Negro jug band** goes to town on the trip home to Memphis. They cheered up the "Shelby County Suckers," most of whom left more dollars at Hot Springs track than they took away.



**Dancing in the aisles** are Commissioner of Public Utilities R. S. Fredericks and Miss Lottie Cole of the City Engineering Dept. To the man in lower-left corner, it all seems like a dream.



**A' tenor and a baritone** lift their voices in dubious harmony. The baritone has managed to capture one of the corsages with which all feminine guests were equipped at start of the trip.



**Boy meets girl** by the old water cooler. At the left, the hand and foot of an interloper may be seen coming round the bend.



**The old maestro**, E. H. Crump, gives his jolly jug blowers the signal to move on. Tags on men's lapels say "Memphis."



**Conversation and song** keep the Memphians busy. Half of the junketeers were women. There were no children present.





↑ In baggage car, some of the boys stage a lively crap game. Last year, careful Mr. Crump was incensed at newspaper reports of crap-shooting aboard his train. This time no crap table was brought aboard, which accounts for the humble facilities.

↓ In men's smoking room, a weary Crumpkin relaxes amid dreary litter. Merry Memphis delegation helped give Hot Springs its biggest take of season: \$155,929. Though Memphis Day will be held again next year, Mr. Crump will not sponsor the ride.





# LIFE ON THE NEWSFRONTS OF THE WORLD

## Germany seals flanks against Allies as Finland escapes with its life

By far the outstanding fact about Finland's peace with Russia was that Finland had escaped with its life. Acknowledging Finland's lucky break, Premier Risto Ryti told the Finnish Diet: "By accepting help, we would have been drawn into the world war, the duration of which is impossible to predict with certainty. . . . The influence of accidental factors sometimes leads to the occurrence of moments during a war when both belligerents desire peace. When that happens, such fleeting moments must be boldly seized upon or it is possible that they may not occur a second time." The Diet accepted Ryti's point, 145-to-3, and ratified the terms. The probable effects on Northern Europe are examined by Major Eliot on pages 30-32.



RYTI

The signers of the agreement in Moscow had been: for Russia, Premier-Foreign Commissar Molotov, Leningrad Commissar Zhdanov and Brigade Commander Vasilevsky; for Finland, Premier Ryti, General Walden, Professor Vaino Voionmaa and Juho Paasikivi. It was estimated that 30,000 Finns had died in the process of killing 250,000 Russians. Some 450,000 Finns in the ceded areas must now trek over the snows to Finland, followed by the battered Finnish armies. A spate of resignations riddled the Finnish Cabinet. But on international exchanges, Finnish bonds soared and Premier Ryti announced that Finland would go on "with a sword in one hand and a trowel in the other." Filling the trowel will be part of the \$20,000,000 U. S. loan to Finland, considered as valid for reconstruction as for war.

**Sealed Flank.** What the Finnish peace did to the world war was to seal hermetically Germany's northern flank against Allied attack. It began to appear that Germany was making headway toward sealing also its southern flank in Rumania. Though Rumania's King Carol was reported as refusing a loaded German-Russian "guarantee" of his borders, he released Nazi Iron Guardists from jail and permitted activities of Nazi youth groups. Suddenly Germany looked like an invulnerable turtle with its head drawn behind the Rhine-Moselle aperture.

The key to Europe, a key which has seemed rusted in its lock since the war began, appeared to be Italy. With both America's Summer Welles and Germany's Joachim von Ribbentrop in Rome, that city rocked with diplomatic tugging and pulling. On March 17, Mussolini left Rome and Hitler left Berlin to meet, for the first time since Munich, at the little mountain town of Brennero. Chief guesses as to what they were up to: 1) guaranteeing peace in the Balkans; 2) forming a German-Italian-Russian-Japanese bloc. Either move would be designed to force on the Allies a negotiated peace.

**1940 Gun.** On March 12, New Hampshire fired the official starting gun of the 1940 Presidential marathon. In the year's first Presidential primaries, Franklin D. Roosevelt stepped out in front for the Democrats with a solid slate of eight delegates pledged to the Third Term. James A. Farley and John Nance Garner were left at the post. The Republican starter was New Hampshire's favorite son, Senator Styles Bridges. Next lap: Wisconsin, April 2.



DEATH OF THE FRUIT PICKERS

**Texas' Worst.** At McAllen, Tex., on March 14, in the worst accident of its kind in Texas history, a Missouri Pacific R. R. passenger train smashed broadside into a truck loaded with Mexican fruit pickers, left 27 dead and 15 injured strewn along its tracks in a heart-rending scene of horror.

**How Many Unemployed?** Last week the New Deal gave ground before the census squawkers (LIFE, March 18). Anyone who does not want to answer the two questions about income out loud, announced Secretary of Commerce Hopkins, may write the figures on an anonymous blank, hand it to the census taker in a sealed envelope to be mailed direct to Washington. Next day President Roosevelt covered this tactical retreat with a blast obviously aimed at New Hampshire's Senator Charles W. Tobey, who by radio had advised citizens not to answer the questions at all. "For the first time in his knowledge," declared the President through his Secretary Early, "a United States Senator openly advised the American people to violate the law." Shot back Rebel Tobey: "If it is your position that an unauthorized ruling of a departmental bureau constitutes a law of the United States, then it is important that the people recall that such were the tactics used by Hitler in gaining powers never sanctioned by the people."



TOBEY

The justification offered by the Census Bureau for the income questions is that they are needed for a complete picture of American unemployment, of which Congress specifically authorized a census. The need for that census was pointed up last week by Columnists Arthur Krock and Dorothy Thompson. "Private industrial economists," they revealed, have figured out that only three or four million employable Americans are unemployed, instead of nine or ten million as generally accepted. Plausible reasons were advanced for official hush-hush about these figures. For Democrats: if they are true, then it appears that the New Deal has been squandering Relief funds. For Republicans: if they are true, then it appears that the New Deal has nearly conquered the unemployment problem.

**Proconsuls.** In a quiet London hall, an old English proconsul told an audience about the great old days in India, how the Afghan raiders considered "the sheep of the mountains sweeter but the sheep of the valleys fatter," how Afghan kings disliked being

serenaded by Scottish bagpipers. He was Sir Michael O'Dwyer, who is supposed to have approved the famed Amritsar massacre in 1919 of 400 Punjabi Indians. As the meeting bumbled on, a Moslem Indian drew out a revolver, took aim. When he stopped shooting, he had killed Sir Michael and winged three other British proconsuls including Secretary of State for India, the Marquess of Zetland. Far worse news was word from India that the Indian Congress was threatening to bolt Gandhi's policy of letting England alone while it fights a war.

**Ginger.** On March 13, Ginger Rogers marched into a Los Angeles divorce court, tearfully testified that on May 14, 1936, her husband, Lew Ayres, "told me to get out and go home to my mother, and there was nothing else to do." For a review of Actress Rogers' new movie, *Primrose Path*, see page 48. For picture research for a movie version of best-selling *Kitty Foyle*, in which Miss Rogers will star, see page 81.



ROGERS

### PICTURE OF THE WEEK

Nevada's Key Pittman, chairman of the Senate Foreign Relations Committee, here inspects a 20-ft. silk scroll which reached him last week in a wooden box plastered with \$33.75 worth of Chinese postage. Sent from beleaguered Kwangsi province and signed by nearly 1,000 citizens ranging from bank president to coolie (see below), the petition reads:

HONORABLE MEMBERS OF  
CONGRESS, U. S. A.,  
AMERICAN FRIENDS,  
CITIZENS OF U. S. A.:

WE ARE IN THE WINTER OF  
VALLEY FORGE NOW. WE  
SINCERELY HOPE YOUR LONG  
CHERISHED IDEALS OF  
RIGHTEOUSNESS & FAIRPLAY  
WILL NOT SUFFER TO SUPPLY  
JAPAN WITH MATERIALS &  
MONEY ANY MORE.

RESPECTFULLY,  
CITIZENS OF THE REPUBLIC  
OF CHINA

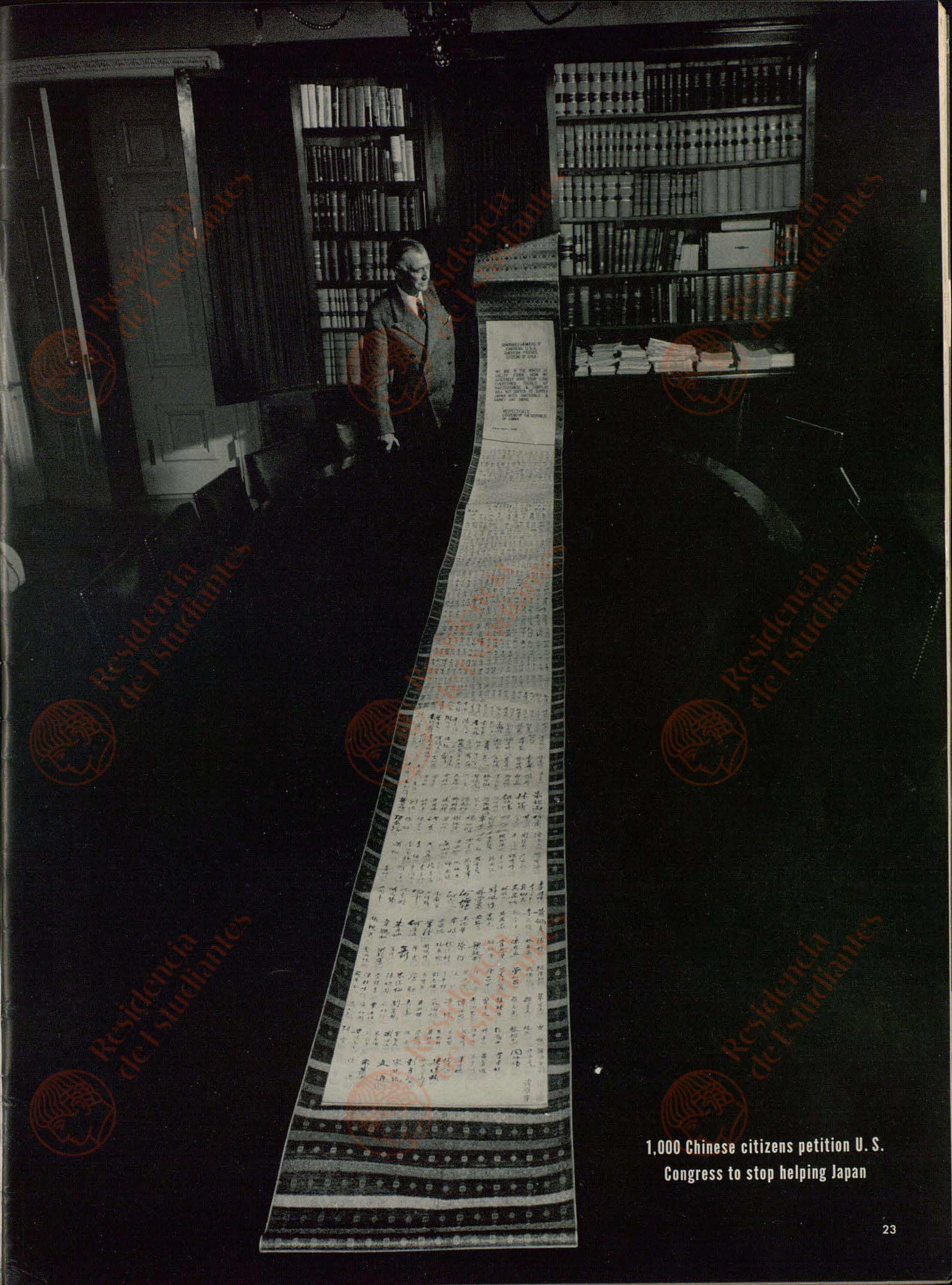
23RD—NOV.—1939

Last week the Chungking *Central Daily News*, official organ of the Chinese Government, exulted that the U. S. Government's new \$20,000,000 loan to China is "equal to a million American soldiers joining the war against Japan." But American businessmen continue to supply Japan with more than half of the imported war materials they are using to conquer China.



"VALLEY FORGE" SIGNATURES





MEMORIAL OF PETITION  
TO THE U.S. CONGRESS  
TO STOP HELPING JAPAN

WE ARE THE PEOPLE OF  
CHINA. WE HAVE BEEN  
SUFFERING FROM THE  
JAPANESE INVASION FOR  
SEVERAL YEARS. WE  
WANT TO STOP THE  
U.S. FROM HELPING  
JAPAN.

RESPECTFULLY  
SUBMITTED BY THE  
PEOPLE OF CHINA

1,000 Chinese citizens petition U. S.  
Congress to stop helping Japan





WITH ARMS OUTFLUNG, THE POPE INVOKES GOD'S AID FOR PEACE IN ST. PETER'S BASILICA BEFORE THE HIGH PAPAL ALTAR WHICH SURMOUNTS THE TOMB OF PETER

## PEACE POPE BESEECHES GOD WITH OUTSTRETCHED HANDS TO END THE WAR

Extending his arms in a sudden, beseeching gesture, Pope Pius XII concluded a special mass on March 3 with a fervent peace plea to God to "restore honor and concord among nations." It was the first known mass ever specially held by a Pope for the people of the city of Rome, and 40,000 Romans jammed St. Peter's to hear the first Roman-born pontiff in 215 years. He spoke in Italian, surrounded by uniformed

guards and purple-robed prelates, before a raised throne in the immense basilica. Looking tired, he had celebrated his 64th birthday the day before and was soon to celebrate his first year as Pope.

Three days after the Pope's peace plea, however, the Vatican laconically announced that a special air-raid shelter secreted under a Vatican courtyard was nearing completion for the peace-seeking Pope.



With a resolute sense of "what must be, must be," this staunch English mother gripped her son's rifle in one hand and clung to her handbag with the other while waiting to kiss him goodbye as he entrained in London to return to France after a recent leave at home. It is typical perhaps of the casualness of war that the photographer who took this picture never bothered to discover the full name of this stout little

lady—heroic in her own quiet way—but simply put her down as "Mrs. Ellis" and left it at that.

Clustered about her on the station platform were other mothers, sweethearts and wives saying farewell to British soldiers, whose potential number was augmented by last week to more than 2,000,000 when men of 25 and 26 years of age were told to register in April, preparatory to being called to the colors later.

## WAR MOTHER IN ENGLAND GRIPS HER SON'S RIFLE AS HE LEAVES FOR FRONT

WITH RESIGNATION, MRS. ELLIS GRASPS HER SON'S ARMY RIFLE WHILE WAITING TO KISS HIM GOODBY AS HE LEAVES LONDON FOR THE FRONT IN FRANCE







# MASS NATURALIZATION

A FEDERAL JUDGE SWEARS IN 205 NEW CITIZENS

In Detroit on March 11, Federal Judge Ernest O'Brien gazed across his high polished bench and heard 205 foreign-born men and women, led by his court clerk, take the oath of allegiance: "I hereby declare, on oath, that I absolutely and entirely renounce and abjure all allegiance and fidelity to any foreign prince, potentate, state, or sovereignty . . . that I will support and defend the Constitution and laws of the United States against all enemies, foreign and domestic; that I will bear true faith and allegiance to the same; and that I take this obligation freely without any mental reservation . . . : So help me God."



Thus in an instant, this nation's electorate, compounded of virtually every racial stock from two hemispheres, received another injection of new commingled blood. The remarkable photograph above, the first ever taken of this ceremony in a U. S. Federal Court, depicts the solemn moment at which aliens are ceasing to be aliens, to become citizens of the U. S. Behind most of them lie five years of continuous residence in this country, a good deal of preparation, some red tape. For his first papers, each paid \$2.50; for his second, \$5. The final ceremony shown here takes place at least 90 days after receipt of second papers.

Mass naturalizations are not isolated phenomena today. In the last two years—since the western hemisphere became the only really comfortable place to live—aliens have clamored for citizenship. In 1938 (fiscal) 162,078 aliens were naturalized; in 1939 the figure was 188,813; estimate for 1940 is 197,040. These figures, lower than those for the boom period before 1929, are substantially above 1932 when 136,598 became citizens, and 1933 when the total fell to 112,368. Though war may be the chief factor in the current rush for citizenship, analysts find other reasons in 1) fear of anti-alien legislation, and 2) U. S. dispensations for relief.





"ARE YOU ALL RIGHT?" IS THE HAIL FROM THE TRAWLER'S COMPANIONS AFTER THE BOMBER HAS GONE. GUN AND MAN CAN BE SEEN ON SHIP AT RIGHT, LEFT OF STACK

## SCOTTISH FISHERMEN FIGHT OFF GERMAN BOMBING PLANE OUT IN THE NORTH SEA

Thomas Lea, staff photographer for the London *Daily Mirror*, was asking for trouble when he found a fishing-trawler skipper in the Ship Inn of Newhaven near Edinburgh. Lea wanted to ship on Skipper "Sandy" Wood's boat, *Star of the Isles*, on his next trip out to the North Sea fishing banks. Wood took him and his camera, and Lea's office insured him for \$25,000. He was frightfully seasick. The weather was too rough for him to stand upright. Queasy and frozen, he was in the wheelhouse soon after dawn when he had the chance of his lifetime.

A German Heinkel bomber loomed overhead and the *Star of the Isles'* companion ships, *Star of the East*, *Ratikpo* and *Starbank*, scattered. The German sprayed a warning fire to tell the Scotsmen to get off their ship and let it be sunk at leisure



**How to survive** against the strafing of a German plane is demonstrated by one of the *Star of the Isles'* crew. The machine-gun bullets can easily penetrate more than a foot of wood.



**Action picture** of Gunner-Fisherman Liston (left) firing his obsolete Lewis in a swell, making his aim highly inaccurate. The other man feeds him the rotary drums of cartridges.





"GERMAN PLANE! GERMAN PLANE!" CRIES THE LOOKOUT ON THE "STAR OF THE ISLES" AS HE SEES A BOMBER SWOOP DOWN ON THE TRAWLER "RATIKPO" SOON AFTER DAWN

with a bomb. Instead, the crews of the four little ships manned their outdated Lewis guns and fought back. So excited was Photographer Lea that it was almost all over before he got his camera into action. What he got is shown on these pages. The trawlers' fire scared the German off.

The work of these fishermen is fantastically hard, uncomfortable and dangerous. Before the Government gave them their Lewis guns, some 130 fishermen were attacked by German planes. Strict international law would have compelled them to stop their ships, man their lifeboats and let the Germans sink the ships. But any skipper who was too quick to abandon ship would have been considered a coward by his mates and perhaps a traitor by the British Government. Trawlermen all have swollen fingertips, mangled from cutting open codfish with jack-knives. Their language on intership and ship-to-shore telephones is incredibly profane. They sail out of Hull, Grimsby, Aberdeen, Leith, Fleetwood, Dundee. Their wives are now busy making nets for Army gun camouflage.

In printing the pictures shown here, the patriotic London *Daily Mirror* added, "You can repay these men. Buy more fish. Eat more fish. Remember this—the price of fish isn't what you pay; the price of fish is the lives of men."



The crew of *Star of the Isles* are (rear) Logan, Jamieson, Steel, Lincoln, Gunner Bob Liston, Skipper Sandy Wood; (squatting) Lonie and McInry. These crews are called "suicide gangs."



Loading cartridges before they get out to sea is done by hand by Gunner Liston (right), Jamieson (left) and Steel. They fill rotary drums with .303 standard cartridges from boxes.



Back to business of hauling cods, jacks and herrings out of the North Sea goes crew. Many fishermen's ships and men have been commandeered by Navy but the rest work overtime.

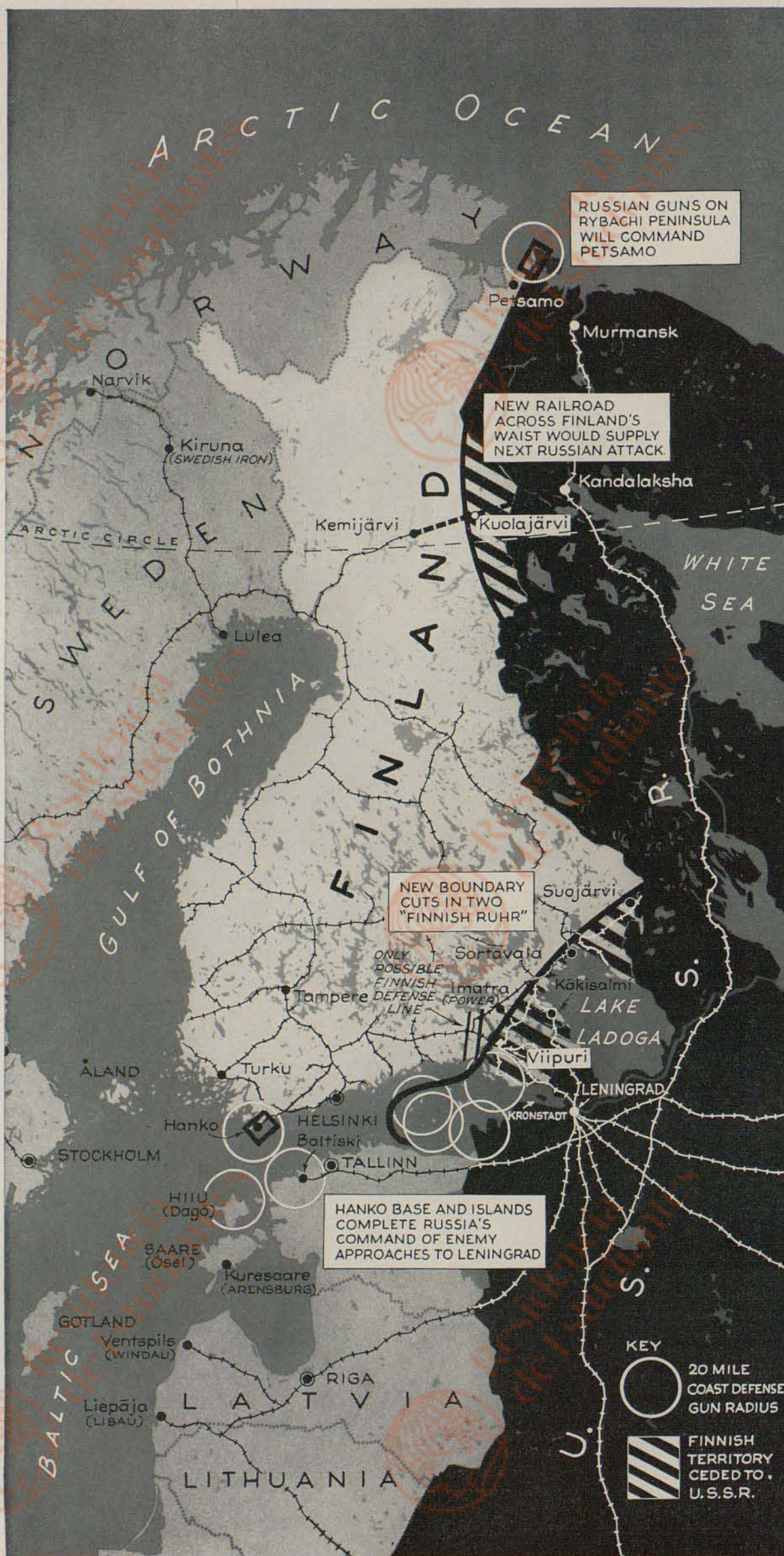


# FINLAND TAKES RUSSIA'S PEACE

by MAJOR GEORGE FIELDING ELIOT

Now that the Finnish parliament has ratified the peace with Russia, it is possible to examine the effects of the 105-day war not only upon the boundaries but also upon the military situation of Northern Europe. On the map at left appear Finland's four chief concessions to Russia—the gateway to Petsamo, the reduced "waist-line," the Lake Ladoga area and Hanko peninsula. The strategic consequences of these peace terms can best be considered from the point of view of the various nations affected:

*Finland.* As to security against a direct attack from Russia proceeding by the short line through the Karelian Isthmus, the Finnish position is seriously if not fatally weakened. Its great strength, previous to the war, lay in the relation to this area of Lake Ladoga. This great inland sea divided any Russian advance into two parts: the one through the Karelian Isthmus itself, where strong fortifications reinforced a naturally difficult terrain on a very narrow front; the other by a long detour north of the lake in difficult country almost devoid of communications. Thus, the Russians could not take full advantage of their great superiority in numbers, except as replacements, because they could deploy comparatively few men on the Isthmus, and supply comparatively few north of the lake. This was the vital factor in the Finnish defense.



At Hanko, monument is inscribed, "German troops landed in Hanko on April 3, 1918 and assisted our land in the fight for freedom [against the Bolsheviks]. . . . Everlasting gratitude."



Now, with the whole of Lake Ladoga in Russian hands, the Russians can make far greater initial use of the numerical superiority which they will always have against Finland, while the Finns are also deprived of the admirable system of rail and road communications centering at Viipuri, which served to supply and support their troops in both sectors. The Finns can undoubtedly construct some sort of fortifications covering the wide gap between the lakes and the Gulf of Finland (see map). But such a line's right flank will rest on the Gulf of Finland, which will, under the new conditions, be more completely commanded by the Russians than in December 1939.

Farther north, the Finns transfer to Russia a part of the Kuolajärvi district, which saw such severe fighting, and are forced to construct a railway from Kemi-järvi eastward to join a new Russian line branching off the Murmansk railway at Kandalaksha on the White Sea. This affords the Russians much easier access to the head of the Gulf of Bothnia, the vital point at which Finland may be cut off from direct rail communication with Sweden, Norway and the outside world.

Changes in the Petsamo area have apparently seriously impeded Finland's free access to the Arctic, another route to the outer world.

Finland's main line of outside contact, the sea route to Sweden, is now commanded by the Russians when they take over the fortress and port of Hanko.

Finally, Finland loses half the so-called "Finnish Ruhr" of Karelia, and its rail system in that area is brutally bisected. Briefly, Finland has been reduced to a point where a second attack by Russia would crumple Finnish resistance at once.

**Russia.** Aside from its strategic advantages against Finland, Russia can now command both sides of the entrance to the Gulf of Finland and thus the vital maritime approach to the city of Leningrad. The acquisition of Hanko and the islands in the Gulf of Finland complements the Estonian ports already controlled by Russia. Hanko threatens the Åland Islands and indeed Sweden itself. The pushing back of the Finn-

CONTINUED ON NEXT PAGE



The secret heart of Kronstadt, Russia's No. 1 naval base at the head of the Gulf of Finland, appears for the first time in this picture sneaked past Red censors. In the foreground

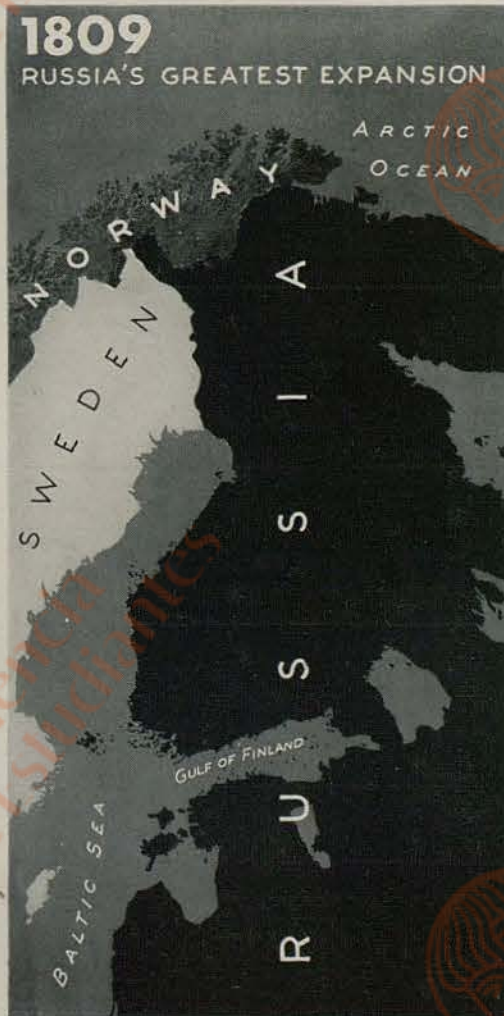
is the breakwater south of the harbor, which is icebound five months of the year; in front, a drydock; at right, the 8,500-ton cruiser *Kirov* being readied for a turn in the Baltic.



**High tide** of Nordic civilization against Russia and Poland came in 1700. Sweden under Charles XII owned Finland then.



**Peter the Great** won for Russia a boundary almost identical with the one won by Joseph Stalin. His daughter Elizabeth in 1743 added the striped area.



**Russia's high tide** came in 1809 when it won Finland from Sweden and held the entire eastern shore of Baltic. Finland became a Russian Grand Duchy.



**The birth of Finland** as a sovereign state, free of Sweden and Russia, came in blood, with German help, in 1920.



## Russian peace (continued)

ish frontier gives the Russians the ability to defend Leningrad from a land attack on the Karelian Isthmus rather than on the very outskirts of the city. On the whole, the Russian defensive situation in the Baltic area is very greatly strengthened, which means that it can be held with much smaller forces than before. Offensively, in the North, the Russian approach to Norway and Sweden is much advantaged, though even now the terrain and communications difficulties are very great.

*Germany.* For the moment the ending of the Russo-Finnish war on the present terms is a great German victory, shutting off the possibility of a new front in the Baltic region, releasing for possible German use Russian supplies which were flowing into the Finnish campaign, and strengthening Russia's ability to defend her southern frontiers and supply areas against possible Allied attack. In the long run, however, there is room to speculate on the possibility that a strengthening of the Russian position in the Baltic may not always be to Germany's advantage.

*Sweden and Norway.* The complete overthrow of Finland and the establishment of the Russian power directly on the Swedish frontier would have been a first-class disaster for Sweden and Norway. The present situation is somewhat less menacing. Finland still exists, but with greatly diminished powers of resistance. Its preservation against a renewal of the Russian attack becomes probably the salient point in Swedish military policy, in which Sweden

will be likely to have the support of Norway. While there are reasons to doubt Russia's intention of driving on to the Atlantic and the ice-free port of Peter the Great's dreams, the Swedes and Norwegians have to bear in mind that in this present war, such an attempt might under some circumstances have German support, since open Atlantic ports would vastly enhance the efficiency of the German naval campaign against Allied shipping.

The establishment of the Russians at Hanko must always be a peril to Swedish maritime interests, and air forces operating thence are within range of Stockholm and other important Swedish centers. It would not, therefore, be surprising to find Sweden actively supporting, at some future time, an attempt to expel the Russians from that port, should there ever be a time when such an attempt could be made without fear of German intervention.

*The Allies.* The Allies have lost an opportunity to open up a German flank, a new front gravely periling such important German interests as the supply of iron ore from the Kiruna mines (*see below*). Their difficulties, including those for which Norwegian and Swedish opposition was responsible, illustrate graphically the advantages which, in military-diplomatic maneuverings of this sort, the dictatorships possess over the democracies. Hesitation and division of counsel were the order of the day; and decision, when taken, came too late. But it is also necessary to bear

in mind the very great difficulty and danger of overseas expeditions of the sort demanded if Finland was to be given any worthwhile help. Such expeditions are not quickly prepared, equipped and transported, nor their communications easily maintained when subject to such interruptions as modern air and submarine forces can provide.

Yet it is possible that Finland's fate may impel both the Scandinavian nations and those of the Balkans to draw closer together, to form military pacts for mutual self-defense. It is to be noted that such pacts must be directed far more against Germany and Russia than against the Allies, for it is from Germany and Russia, and not the Allies, that any real danger to the independence of the small states comes. In the military sense, also, the Allies may in the end derive advantage from greater concentration of effort, from not having to divide their weight between northern, western and southern fronts. In any case, Allied operations in the Baltic area would always have had to be conducted on exterior and eccentric lines, against a centrally placed Germany and Russia with far shorter lines of communication. And the military advantage of the Allies might have been gained only at the expense of the destruction of the beautiful civilization of Sweden. Germany can count on uninterrupted supplies of Swedish iron and munitions. And the Scandinavian nations are for the present saved from the war.

**The great Iron Mountains of Kiruna** in northern Sweden blaze with lights 24 hours a day through the Arctic night, as shifts of miners ceaselessly dig. Its largest single source

of supply, Germany gets more than half the total Kiruna iron output and, without it, would be grievously crippled in this war. Because the Swedish port of Lulea (*see map,*

p. 30) is icebound five months, most German consignments now go by rail to Narvik in Norway and down the "inside passage" along the Norwegian coast to Germany.





# The Brawn Patrol

**AGAIN IN 1939 ! For FIVE Straight Years  
MORE Heavy-Duty\* Internationals were bought  
than ANY OTHER TWO MAKES COMBINED**

INTERNATIONAL HARVESTER COMPANY  
(INCORPORATED)  
180 North Michigan Avenue Chicago, Illinois

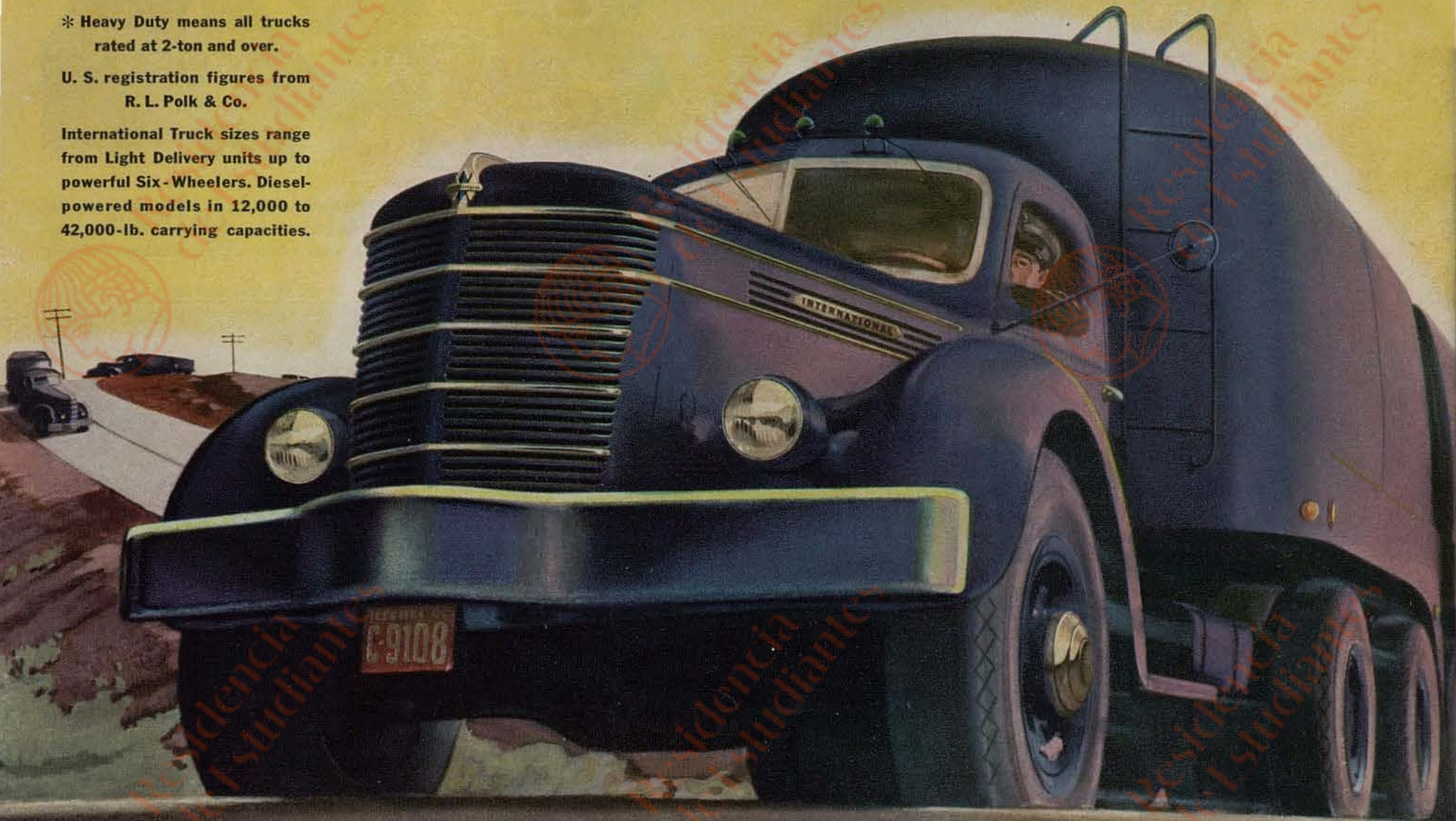
Sold by International Dealers and Company-Owned Branches.  
Outside U.S. A. by Affiliated Companies and Distributors.

Cable Address: Harvester, Chicago

\* Heavy Duty means all trucks  
rated at 2-ton and over.

U. S. registration figures from  
R. L. Polk & Co.

International Truck sizes range  
from Light Delivery units up to  
powerful Six-Wheelers. Diesel-  
powered models in 12,000 to  
42,000-lb. carrying capacities.

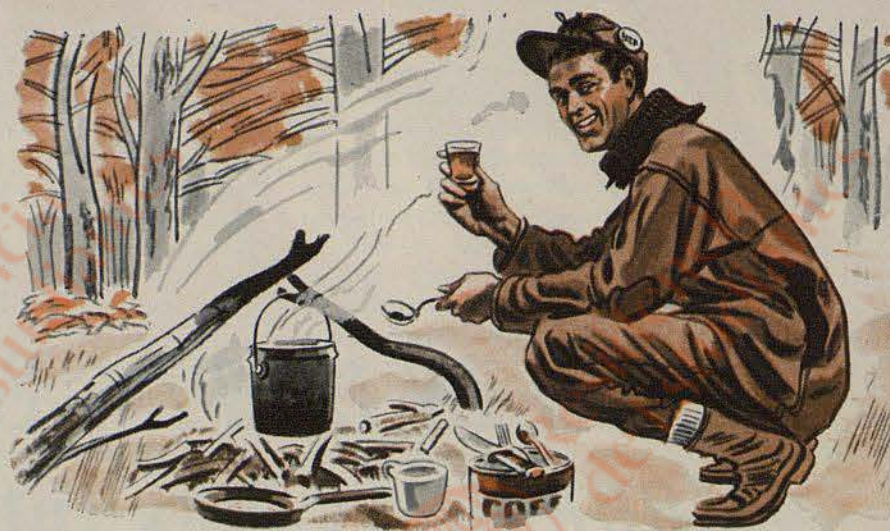


## INTERNATIONAL TRUCKS



# "HAVE YOU HEARD THE ONE ABOUT

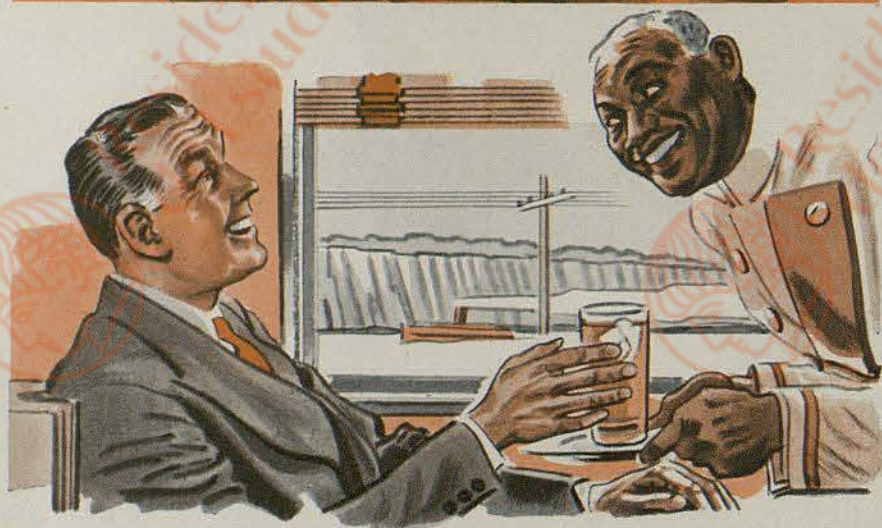
*the traveling salesman, the  
stockbroker, and the hunter?"*



3. The Hunter Said, "Every man to his own drink, of course—but give me my whiskey *straight*. And the best whiskey to drink that way is a thoroughly *DRY* one. That's Paul Jones . . . not a drop of sweetness—and *every drop is whiskey!*"



4. And All Three Agreed: "At its new low price Paul Jones is still the same grand whiskey we used to pay so much more for . . . not one of its 'expensive whiskey' qualities has been changed. Paul Jones has always been a great whiskey—and now it's a great *buy*, too!"



1. The Traveling Salesman Said, "A tall, sparkling *highball* is my idea of the best way to enjoy whiskey. And, for a really brisk, refreshing highball, I like it made with a really *DRY* whiskey—Paul Jones."



2. The Stockbroker Said, "My idea of the pleasantest drink is a good appetizing *cocktail*—and, of course, that calls for a whiskey that's not the slightest bit *sweet*. So naturally, I prefer *DRY* Paul Jones."

YOU'LL LIKE  
**Paul Jones**

AND ITS NEW LOW PRICE

*A Gentleman's Whiskey Since 1865*



**IT'S DRY—AND EVERY DROP IS WHISKEY**

*A blend of straight whiskeys—90 proof. Frankfort Distilleries, Incorporated  
Louisville & Baltimore*





ON JAN. 13, THE RESCUE SHIP "STALIN'S" SEARCHLIGHTS SPOTTED THE "SEDOV," IMPRISONED IN 30 SQUARE MILES OF ICE WHICH HAD CARRIED HER 3,000 MILES IN 27 MONTHS

## SOVIET SHIP, FROZEN IN GRIP OF ARCTIC ICE FOR 27 MONTHS, IS RESCUED

Last month in Moscow, the saga of 15 men—adrift in the Arctic ice pack for 27 months on the old Soviet icebreaker *Georgi Sedov*—ended in the kind of triumph the U. S. S. R. is smart at exploiting.

They had left Murmansk in July 1937 to explore the year-round Arctic sea route that Russia hopes to open up between Europe and Asia. That autumn, the luckless *Sedov* was trapped in an ice jam off Siberia. When its steering gear became damaged, it started drifting helplessly toward the Pole.

By February 1939, it was nearer the Pole than any ship had ever been. Then, with a change of wind, it drifted for the next year toward Greenland. Through gales and ice jams, the ship held together, suffered only a dented hull, flooded engine room.

On Jan. 13, 1940, the new 11,000-ton Soviet icebreaker *J. Stalin* finally battered its way close to the *Sedov* (above and below). The *Sedov's* hull was heated and the surrounding ice dynamited. Thus freed, the hardy *Sedov* was towed home to Murmansk.

"STALIN" (RIGHT) MANEUVERED CLOSE TO THE "SEDOV" IN GREENLAND SEA TO FREE HER FROM ICE PACK IN WHICH SHE HAD STUCK AFTER BREAKING STEERING GEAR IN 1938





# Keeps Your Car's

## Body Beautiful



**"My Car Never Gets Dull  
— thanks to Simoniz!"**

What a thrill to drive a Simonized car. How you'll enjoy its dazzling never-ending beauty. The pleasure you'll get out of those admiring glances. And it'll be a great satisfaction to know that Simoniz keeps the finish always safe . . . protected in all weather from dirt, ultra-violet rays, wear and tear. That it will last longer and never lose its lustre. That you'll seldom have to wash your car . . . dust and dirt wipe off a Simonized finish with a dry cloth. All this you can get with Simoniz and Simoniz Kleener . . . and so easily using them the new quick way. Be sure and give your car this inexpensive deluxe beauty treatment today!

MOTORISTS WISE  
**SIMONIZ**  
MAKES CARS STAY BEAUTIFUL

Always insist on world-famous Simoniz and Simoniz Kleener. Sold at hardware, drug, grocery and auto supply stores, filling stations and garages.

THE SIMONIZ COMPANY  
CHICAGO, U. S. A.



### Arctic rescue (continued)



The two captains, Konstantin Badigin of the *Sedov* (left) and Mikhail Belousov of the rescue ship *Stalin*, met joyously on the ice for first time at 12:07 p.m. on Jan. 13.



To mark their rescue, the *Sedov's* crew, who "knew Stalin himself was protecting us," fired a salute and planted a banner bearing Stalin's name in a nearby ice floe.



A telegram to Stalin announcing the rescue was sent from the *Sedov* by her captain (right) and radioman. Back in Moscow, Stalin gave men medals and 25,000 rubles.



# ARE YOU READY TO TRADE YOUR 1936-'37-'38 CAR?

## Are You Beginning to Worry—

About your tires, battery, gas,  
oil and repair bills?

READ THESE FACTS 

**Y**OUR PRESENT CAR has probably given you good service. You may still get a kick out of driving it. But here's an astonishing fact that you should know.

The 1940 De Soto has at least 39 important new developments you don't have now.

De Soto offers in most cases 5 to 15 more horsepower. More room, comfort—seats up to 8" wider. 50% to 65% better road light.

Great improvements in steering, shifting. A revolutionary, new FLOATING RIDE!

Until you see and *drive* this lower-priced De Soto you have simply no idea how much pleasure and comfort you are missing...how economical motoring can be. You owe it to yourself to investigate all the things you can get in De Soto that you don't have now. Read the list of important developments.

PRICES \$20 TO \$48  
LOWER THAN LAST YEAR



## Lower-priced De Soto *has* 39 New Features Your Car Hasn't Got!

**T**HE FEATURES that follow are only a few of the important improvements you get in the big, beautiful, low-priced De Soto.

- NEW FLOATING RIDE—An entirely new engineering development. *All* passengers now ride "cradled" *between* the axles. No more "over-the-axle" bounce.
- NEW ROOM—A six-passenger car without a squeeze. Seats 51" wide front and rear.

- SEALED BEAM HEADLIGHTS—50% to 65% better road light. No eye-strain.

- HANDY-SHIFT—on steering post! Off the floor! You shift with a flick of the wrist.

See your De Soto Dealer for a good deal on the *one* car in 1940 that offers you all 39 features you don't have now! De Soto Division of Chrysler Corporation, Detroit, Michigan.  
MAJOR BOWES' HOUR, C.B.S., THURSDAYS, 9 TO 10 P.M., E.S.T.

**DESOTO**  
AMERICA'S FAMILY CAR

De Luxe Coupe

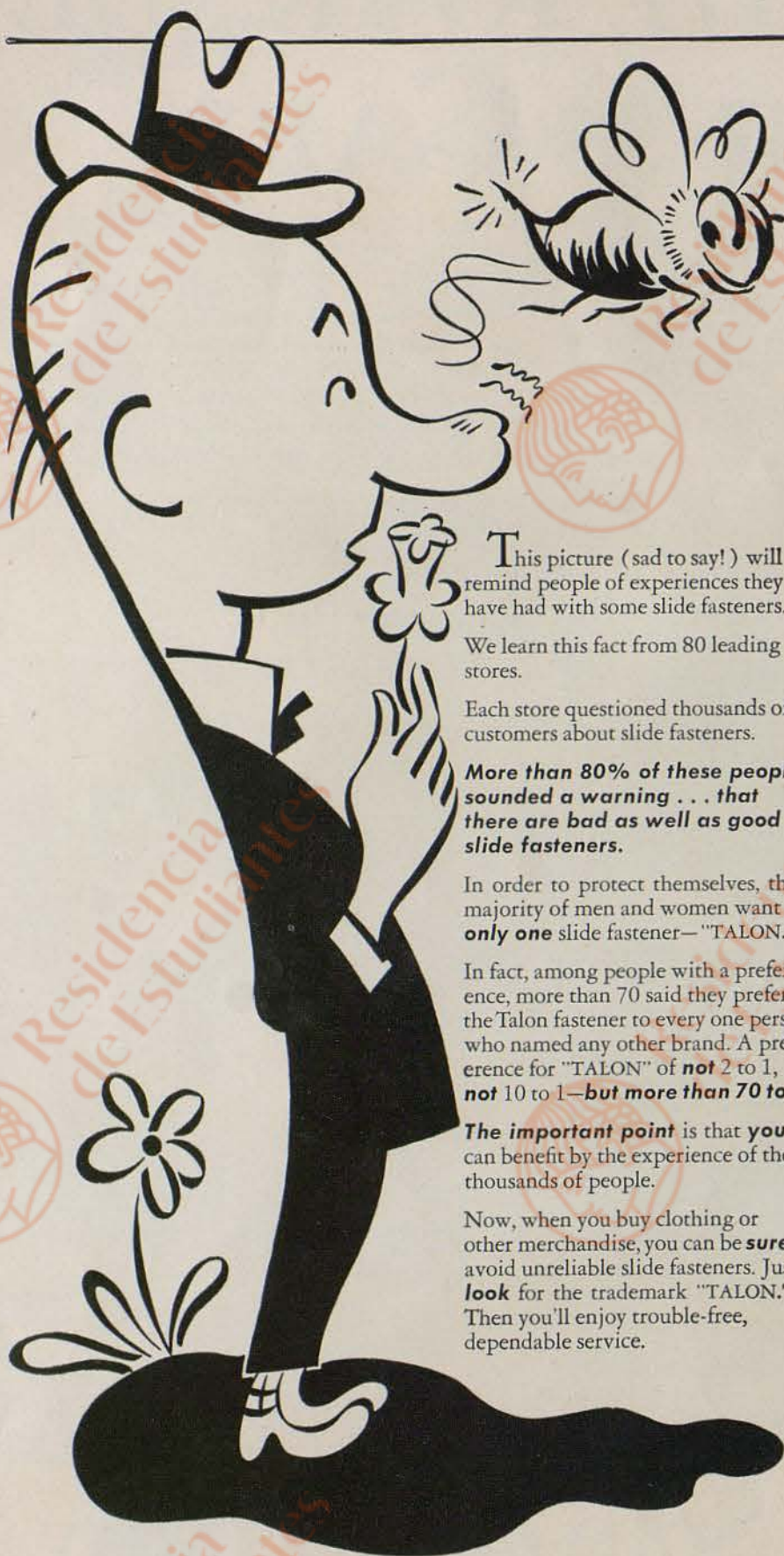
De Luxe Sedan

**\$845 | \$905**

Delivered at Detroit, Mich. Federal taxes included.  
Transportation, state and local taxes, if any, extra.



# The memory lingers on...



This picture (sad to say!) will remind people of experiences they have had with some slide fasteners.

We learn this fact from 80 leading stores.

Each store questioned thousands of customers about slide fasteners.

**More than 80% of these people sounded a warning . . . that there are bad as well as good slide fasteners.**

In order to protect themselves, the majority of men and women want **only one** slide fastener—"TALON."

In fact, among people with a preference, more than 70 said they prefer the Talon fastener to every one person who named any other brand. A preference for "TALON" of **not 2 to 1, not 10 to 1—but more than 70 to 1.**

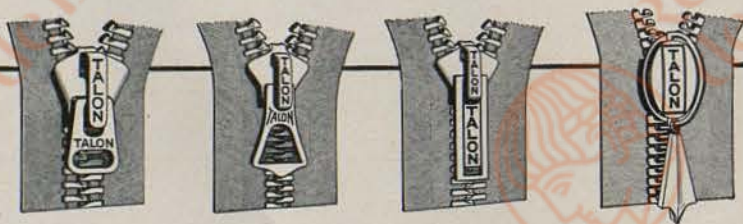
**The important point** is that **you** can benefit by the experience of these thousands of people.

Now, when you buy clothing or other merchandise, you can be **sure** to avoid unreliable slide fasteners. Just **look** for the trademark "TALON." Then you'll enjoy trouble-free, dependable service.

*Because it's the dependable slide fastener—people prefer*

## "TALON" 70 to 1

Reg. U. S. Pat. Off.



**TALON SLIDE FASTENER • MADE BY TALON, INC., MEADVILLE, PA.**  
Reg. U. S. Pat. Off.

## Arctic rescue (continued)



The "Stalin" towed the "Sedov" out of the ice to Murmansk, where *Sedov's* men were hugged by relatives who had not seen them since they steamed off on July 26, 1937.



The "Sedov's" Communist crew and captain were photographed during trip by captain's assistant for political work, whose official title was "educational organizer."

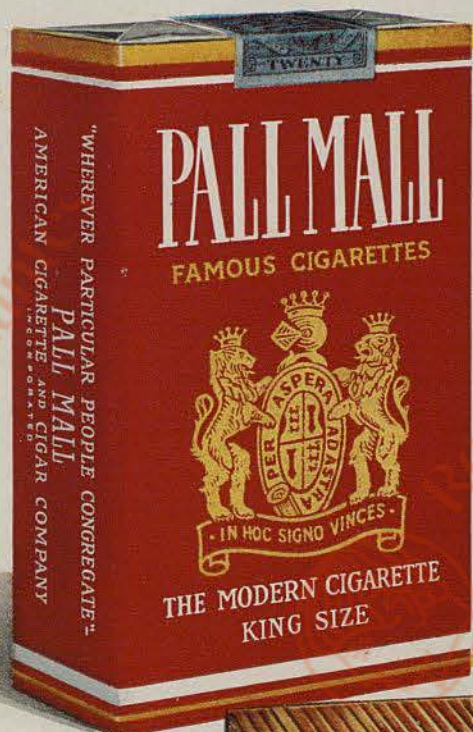


Moscow hailed them with paper snowfall as they rode in garlanded Zis-102's (Russia's latest car) past a new apartment house on way to Kremlin welcome by Stalin.



# Case by Cartier

● THE ADDITIONAL LENGTH TRAVELS THE SMOKE FURTHER



● ONE OF THE MOST interesting evidences of the acceptance by discerning people of the new, longer Pall Mall is the fact that Cartier, one of America's exclusive jewelers, has designed this 14K gold case especially to accommodate this new cigarette.

You will find the new Pall Mall a more delightful smoke whether you carry it in a case by Cartier or in its own distinguished red packet. You will find it a cooler, smoother cigarette, because its additional length travels the smoke further and enhances the flavor of the superb Pall Mall tobaccos. The price remains but 15¢ for twenty.

Yourselves, try Pall Mall critically!











NAGLER'S "LAST SUPPER" SHOWS CHRIST FACING TEN OF HIS APOSTLES

## "CRUCIFIXION" BY A MODERN ARTIST WINS TOP HONORS IN VIRGINIA SHOW

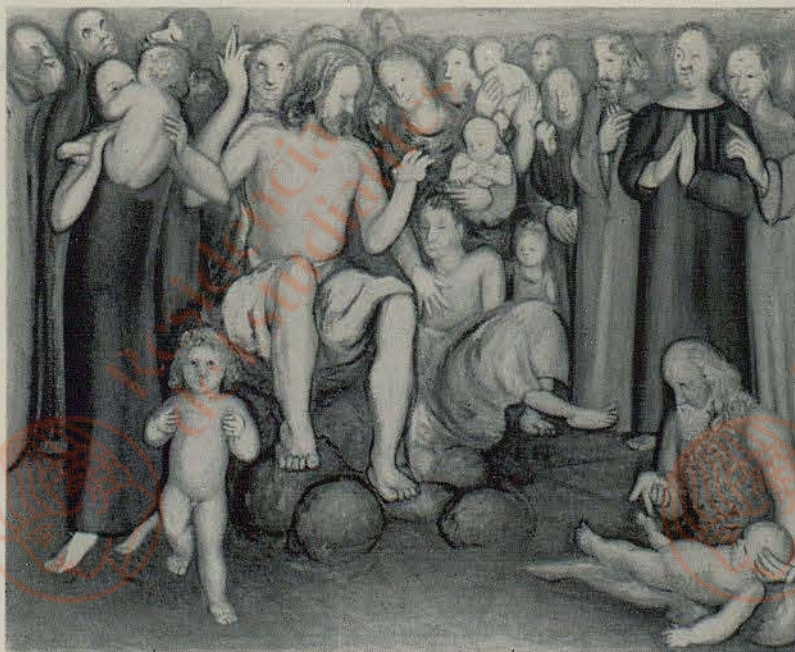
The *Crucifixion*, on the page opposite, is one of the very few religious paintings produced by the very few modern U. S. artists interested in religious subjects. On March 9 it won for Fred Nagler, its almost unknown painter, first real recognition of his career. Among 211 entrants in the current show of contemporary American art at Virginia Museum of Fine Arts, Richmond, Va., *The Crucifixion* won top honors and was purchased by the museum for its collection.

Fred Nagler's *Crucifixion* is unusual not merely as a religious painting by a modern artist. Its bold composition, focused on the pathos of Christ's bereaved disciples, makes it one of the most unusual paintings of its subject ever done by any artist.

A pious and devoted painter, Fred Nagler has been more interested in his garden in suburban Riverdale, N.Y., and his farm in Massachusetts' Berkshires than in public recognition for his work. For the last 25 years, he has maintained a steady production of landscapes and religious paintings. Among them, the critics who are now inspecting his work have found other notable canvases, like the two shown on this page. They reflect the best traditions in religious painting—in color the vigor of the Italian primitives, in spirit the mystic, flowing lines of William Blake.



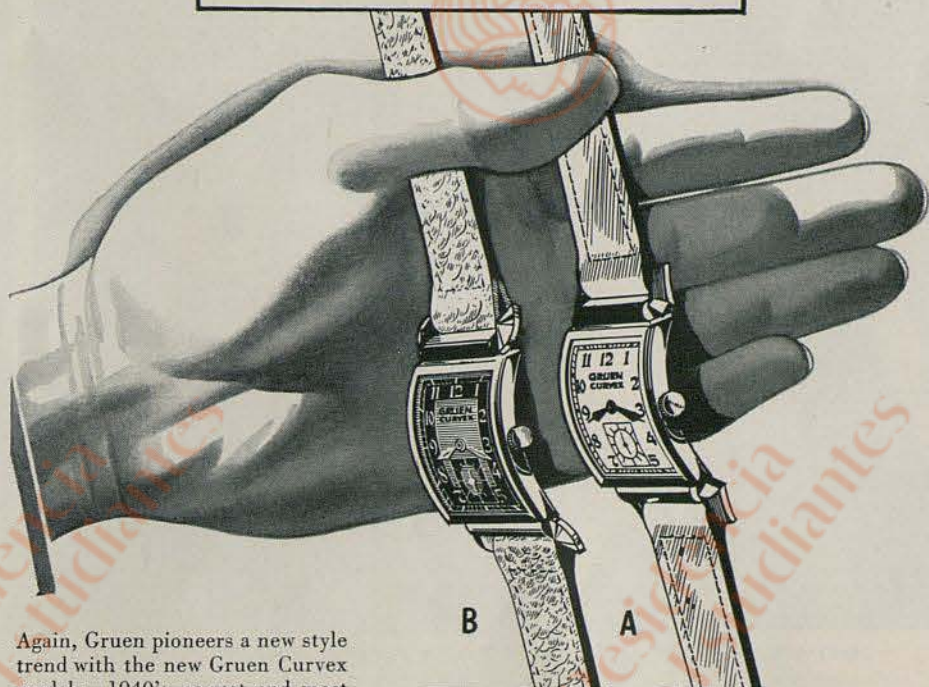
ARTIST FRED NAGLER



"HEALING THE SICK" IS ANIMATED WITH DEEP WARMTH AND TENDERNESS

# Famous GRUEN Curvex in a brilliant new style

Smartly Modern, Handsomely  
Right, Here's a Brand-new  
Trend in Design!



Again, Gruen pioneers a new style trend with the new Gruen Curvex models—1940's newest and most brilliantly styled wrist-watches for men! They're new in their smart, custom curved cases—they're new in their handsome yellow or pink gold with dials of pink or silver or grey and black—and they're famous for their patented Gruen Curvex movements, with large, sturdy working parts in a case curved to fit your wrist. Other Gruen models, from \$24.75 to \$250; with precious stones, up to \$2500. Write for folder. The Gruen Watch Co., Time Hill, Cincinnati, O., U. S. A. In Canada, Toronto, Ont.

## GRUEN Curvex

WHY A CURVED WATCH SHOULD  
HAVE A CURVED MOVEMENT

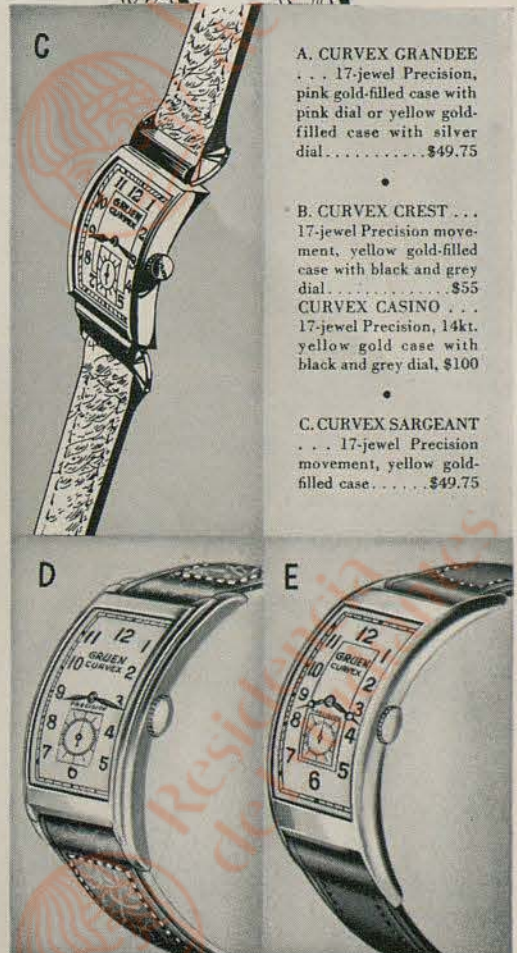


Only the Patented Gruen Curvex movement is curved both top and bottom to fit the wrist form case. The Curvex construction assures pocket watch accuracy, ruggedness and long life.



An ordinary flat movement inside a curved case.

\*Reg. U. S. Pat. Office. Patented U. S. Patent Nos. 1833922, Re. 20480, Canadian Patent No. 77097. Copyright 1940 by The Gruen Watch Company.



A. CURVEX GRANDEE . . . 17-jewel Precision, pink gold-filled case with pink dial or yellow gold-filled case with silver dial. . . . \$49.75

B. CURVEX CREST . . . 17-jewel Precision movement, yellow gold-filled case with black and grey dial. . . . \$55  
CURVEX CASINO . . . 17-jewel Precision, 14kt. yellow gold case with black and grey dial, \$100

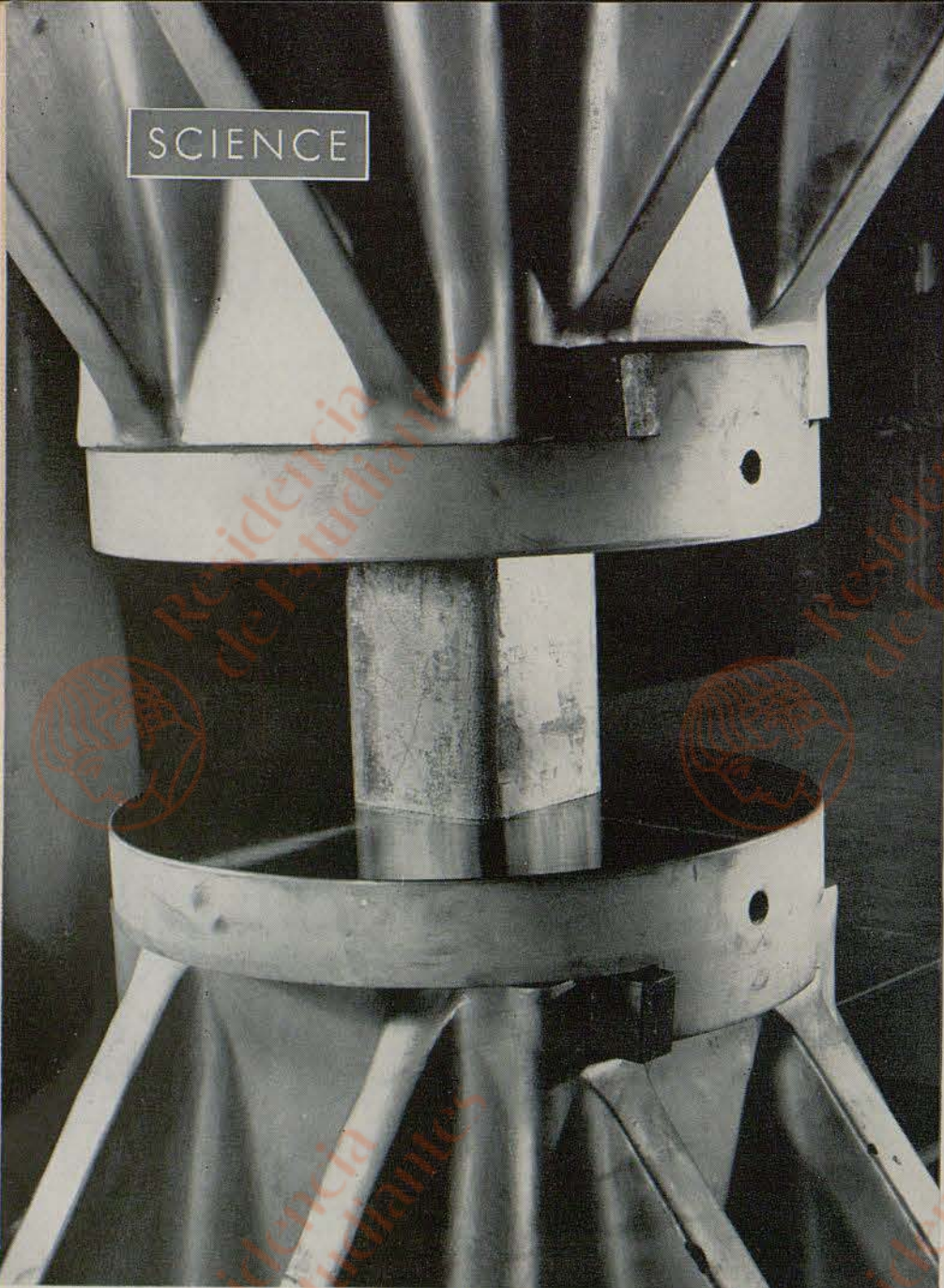
C. CURVEX SARGEANT . . . 17-jewel Precision movement, yellow gold-filled case. . . . \$49.75

D. CURVEX CADET . . . 17-jewel Precision, yellow gold-filled case with pink or silver dial. . . . \$47.50

E. CURVEX GENERAL . . . 17-jewel Precision movement, yellow gold-filled case. . . . \$55  
CURVEX PRINCE . . . 17-jewel Precision, 14kt. gold case. . . . \$125

GIFTS FROM YOUR JEWELER ARE GIFTS AT THEIR BEST  
Copyright 1940, The Gruen Watch Co.

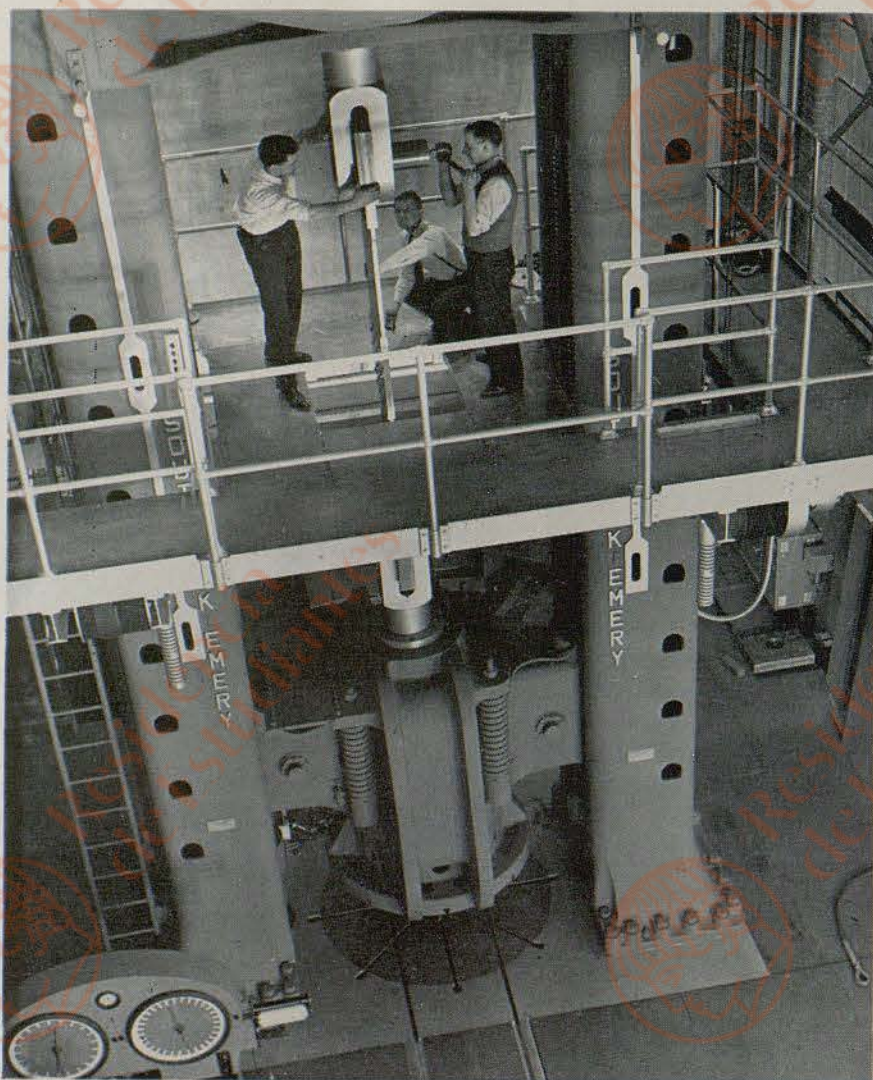




6-BY-6-IN. BLOCK OF ALUMINUM IS PLACED BETWEEN THE JAWS OF TESTER



IT IS PANKAKED TO 2½-IN. THICKNESS BY A PRESSURE OF 2,500,000 LB.



DIALS AT LOWER LEFT REGISTER 3,000,000-LB. PUSHES, 1,000,000-LB. PULLS

## NEW PRESS HAS 3,000,000-LB. SQUEEZE

The latest contribution to the destructive side of engineering is the enormous testing machine shown in the photographs on this and the following pages. Strong enough to squash solid metal billets, its adjustments are so precise that it can crack the crystal of a watch (below) with 80 lb. of pressure without harming the watch itself.

Weighing 162 tons, this machine is the pride and joy of the research staff of the Aluminum Co. of America laboratory at New Kensington, Pa. In structure, it is nothing but a high-powered version of the machine most garages use when they change your tires—a hydraulic jack. Its compression head, which is seen in the photograph at the left, is moved downwards with tremendous force by oil pressure in the cylinders below. It can be used as a forging press as well as for testing.



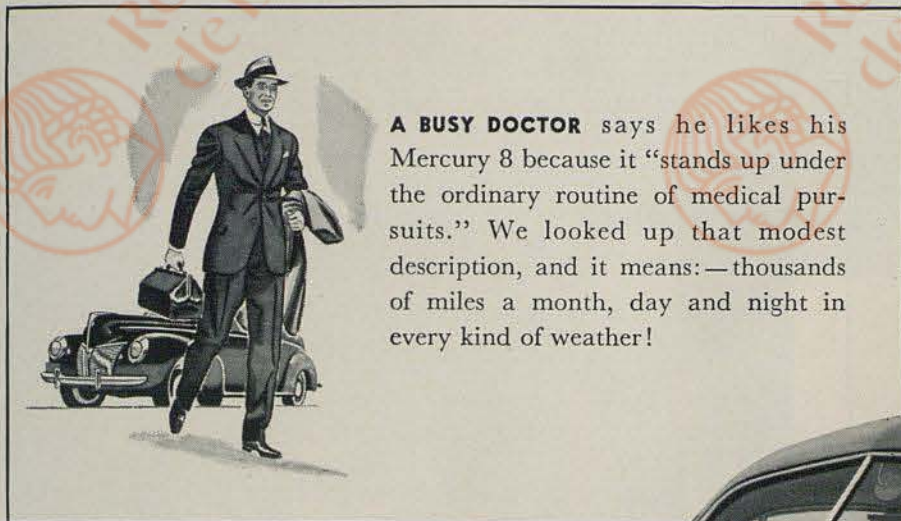
AFTER THIS WATCH CRYSTAL WAS CRACKED, THE WATCH STILL RAN PERFECTLY

CONTINUED ON PAGE 44

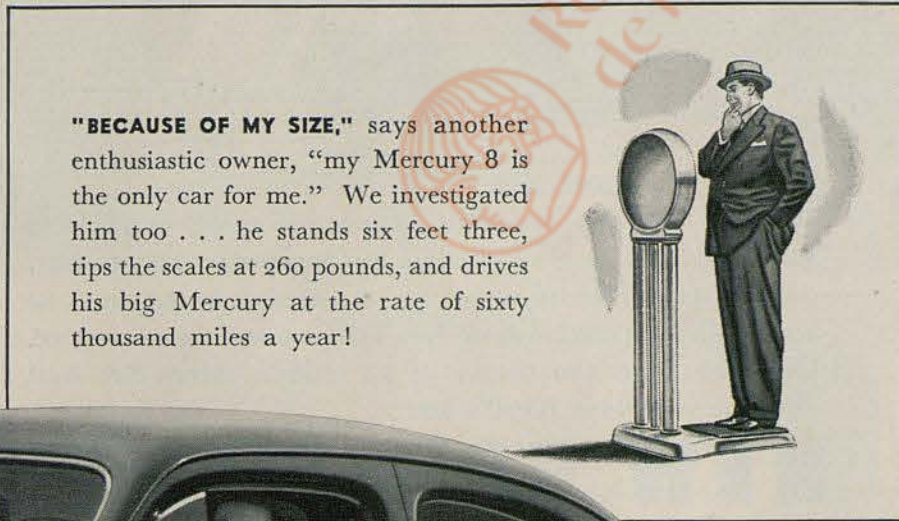


# Smart People—

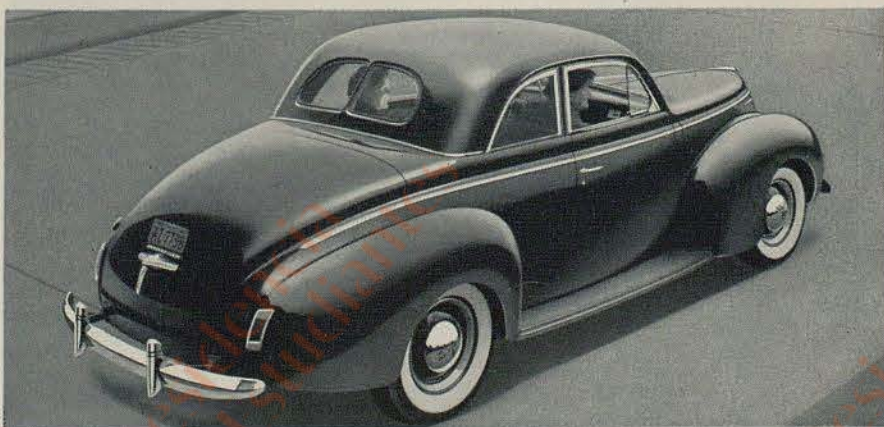
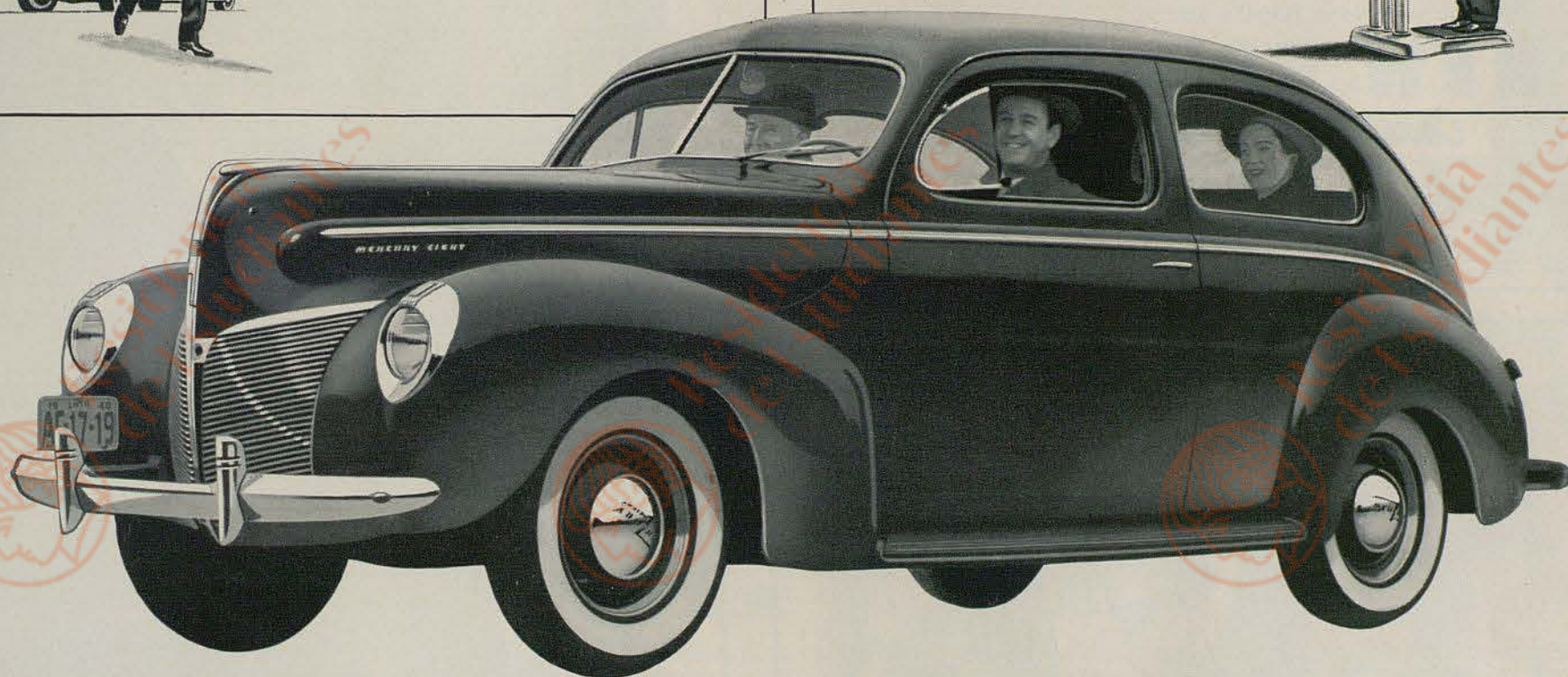
## THESE MERCURY OWNERS!



**A BUSY DOCTOR** says he likes his Mercury 8 because it "stands up under the ordinary routine of medical pursuits." We looked up that modest description, and it means:—thousands of miles a month, day and night in every kind of weather!



**"BECAUSE OF MY SIZE,"** says another enthusiastic owner, "my Mercury 8 is the only car for me." We investigated him too . . . he stands six feet three, tips the scales at 260 pounds, and drives his big Mercury at the rate of sixty thousand miles a year!



**YOU GET A HINT** of the Mercury's innovations when you notice how body lines curve out over the running boards—adding inches of seat-width. Five miles at the wheel discloses another Mercury achievement—the smooth, silent, relaxing Mercury Ride. And an unusually high power-to-weight ratio is directly responsible for the Mercury's newsworthy combination of power and get-away *with economy!*

**SMART**—these people who own Mercurys. Experienced motorists, most of them, who know value when they see it, who know what they want in a car. Their praise has boomed the big Mercury 8 to record-breaking success.

"Up to 20 miles per gallon of gas!" they bragged—and other car owners began to take notice. "Smoothest riding and driving

car ever" . . . "Steers as if it were geared to the road," they said—and even skeptics drove the car and agreed!

What combination of big-car advantages interests *you* most? Roominess and comfort? Style and luxury? Power and safety? The Mercury 8 can show you *all* these qualities—**PLUS ECONOMY!** Stop in and drive it today.



# Mercury 8

BUILT BY THE FORD MOTOR COMPANY—DISTRIBUTED BY MERCURY, LINCOLN-ZEPHYR AND FORD DEALERS



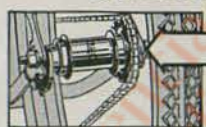
# The Heart of the Bicycle



Operates from the foot pedals, drives and coasts and brakes better. Lightest weight—greatest braking power—smoother, quicker stops. Factory-adjusted and sealed, it is certain in its action—hot or cold, wet or dry. The genuine costs no more. Over the years the choice of 12 million riders. For best value be sure your bicycle has a . . .

## NEW DEPARTURE

*Coaster Brake in the Rear Hub*



LOOK ON THE HUBS OF YOUR BICYCLE FOR THE NAME  
NEW DEPARTURE—MOST FAMOUS NAME IN BICYCLING!



"It's not his LINE . . . or his LINES . . .  
it's his Mennen Skin Bracer!"

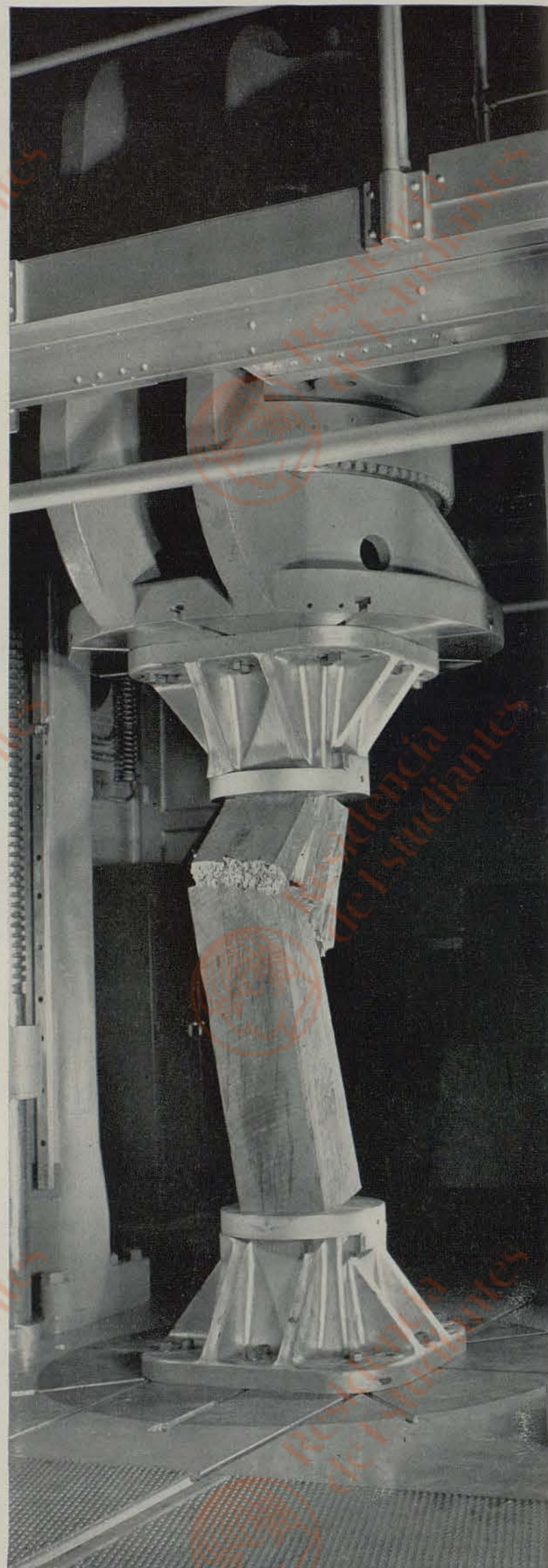


The ladies can't resist . . . the intriguing odor of Mennen Skin Bracer. And, boy, how a few drops soothe and refresh your face! Follow up with Mennen Talcum for Men. Neutral tint—doesn't show. Try them, and you'll know why these are the most popular after-shave products.

Grand for electric shaving, too.

TRY THE 3-STEP MENNEN SHAVE—SHAVE CREAM—SKIN BRACER—TALCUM FOR MEN

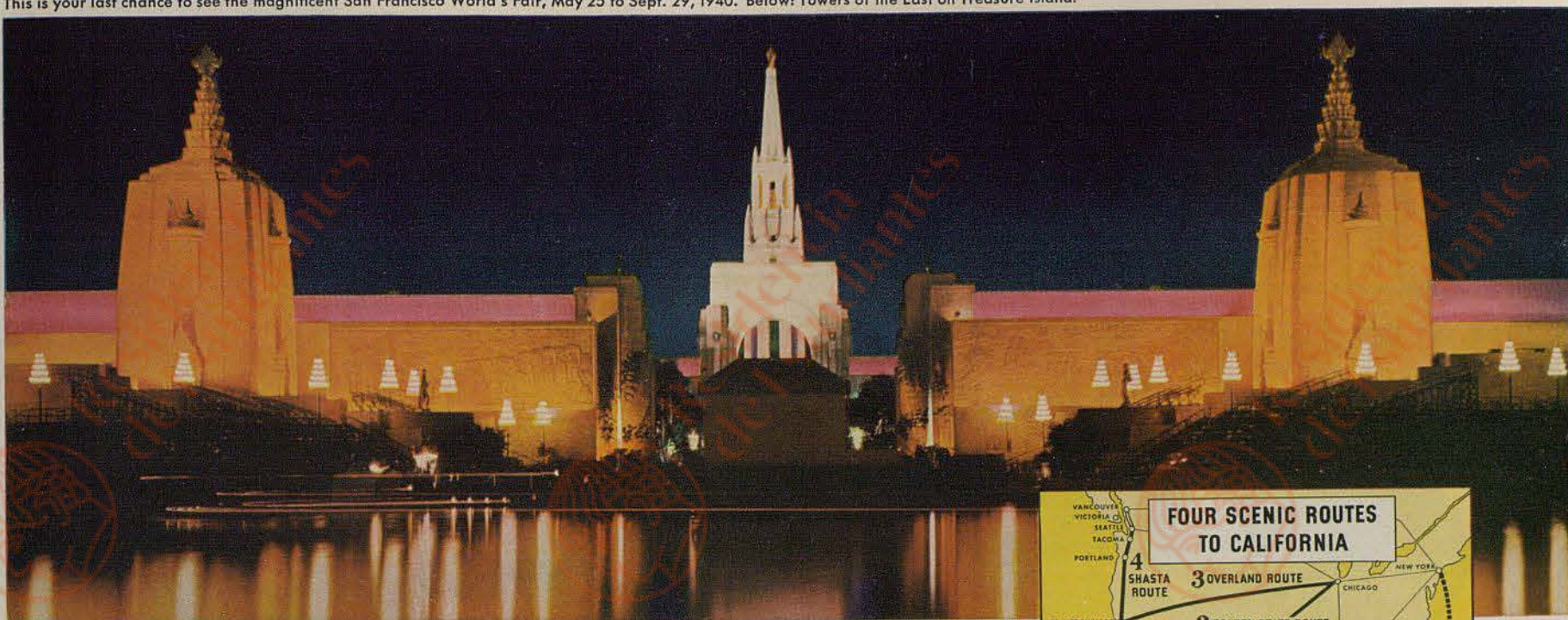
## Testing machine (continued)



Solid oak timber, a foot square, is crushed under 370,000-lb. pressure. One of the most important uses of this new testing machine is finding the relative strengths of materials and structure, particularly in the case of new alloys or new designs.



This is your last chance to see the magnificent San Francisco World's Fair, May 25 to Sept. 29, 1940. Below: Towers of the East on Treasure Island.



HOW TO

## See Twice as Much of the West

ON YOUR TRIP TO CALIFORNIA AND THE

## San Francisco World's Fair



**1** "THIS MAP shows how Southern Pacific's Four Scenic Routes all meet at San Francisco. By going to San Francisco on one of these routes and returning on another S. P. route, you see an entirely different part of the United States each way. You actually see *twice* as much of the West. Let me give you an example...



CARLSBAD CAVERNS NATIONAL PARK



SOUTHERN ARIZONA



SOUTHERN CALIFORNIA



YOSEMITE NATIONAL PARK



**2** "GO, for instance, on Southern Pacific's great *Golden State Limited*, or the friendly *Californian* (good meals for 90¢ a day, stewardess-nurse), over the direct Golden State Route to Southern California. See El Paso, the romantic Mexican Border country and Southern

Arizona. Enjoy thrilling side trips to Carlsbad Caverns National Park, the Big Trees of General Grant and Sequoia National Parks, the granite cliffs and leaping waterfalls of Yosemite. Then the magic beauty of San Francisco's new World's Fair on Treasure Island.

GIANT REDWOODS



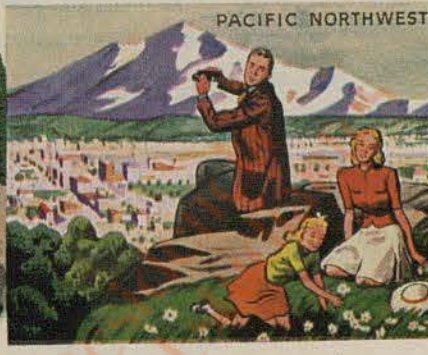
MT. SHASTA



CRATER LAKE NATIONAL PARK



PACIFIC NORTHWEST



**4** MAIL THIS COUPON today for free, illustrated booklet describing the 1940 San Francisco World's Fair and our Four Scenic Routes. Address O. P. Bartlett, Southern Pacific, Dept. LE-3, 310 So. Michigan Ave., Chicago, Illinois.

Your Name \_\_\_\_\_

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City \_\_\_\_\_

State \_\_\_\_\_

**3** "RETURN on our de luxe *Cascade* or *Oregonian*, tracing the Shasta Route through the evergreen Pacific Northwest, with side trips (if you wish) through the Redwood Empire or to Crater Lake National Park.

"From most eastern places, such a 'go one way, return another' Southern Pacific ticket costs you not 1¢ more rail fare (except for side trips) than a trip straight to California and back on the same route!"

# Southern Pacific

THE ROAD OF WESTERN HOSPITALITY



*New Arrivals* \_\_\_\_\_



## THIS GREAT NEW HOOVER

Reg. U. S. Pat. Off.

**WILL DO MORE FOR WOMEN THAN ANY OTHER CLEANER EVER BUILT.** You've been waiting for a cleaner like this. It's as modern in its way as this year's new cars. It's the finest, most efficient Hoover ever built—and the easiest to use. It's lower, it's quieter and does a cleaning job you'll be proud of in lots less time, with lots less work than required by ordinary cleaners.

Read about its new conveniences here—try

them yourself at home. Phone your Hoover dealer and ask his representative to leave this model with you for a "no charge" try-out.

This great new Hoover Cleaner (Model 60) is the Flagship of three great Hoovers at three prices, now on display at leading stores everywhere. You can own a Hoover for as little as \$1.00 a week, payable monthly. **THE HOOVER COMPANY.** Factories: North Canton, Ohio; Hamilton, Ontario.

### A NOAH'S ARK OF PLEASANT SURPRISES

New beauty comes to cleaners—Styled by Henry Dreyfuss—without a protruding knob or "gadget." Brown-on-brown with modern metal contrast.

**New cleaning principle**—"Air-Cushioned Vibration"—Lifts rug on cushion of air—taps out hidden grit. Fluffs nap.

**New patented Rug Vibrator**—Restores rug colors. Removes dog hairs. Adjustable brushes with new nylon bristles—the longest wearing ever known on a cleaner.

**Finger-tip handle control**—to change angle of handle.

**Snap-in tools**—in handy kit—a complete ensemble.

**No adjustment necessary**—always maximum efficiency on any thickness of rug.

**Full width lens in dirt light**—"Flood-lights" more carpet in front of cleaner.

**REMEMBER**—between five and six million women have already bought the Hoover. Responsible stores sell and back it. Your friends know it and own it.

*Again Years Ahead!*

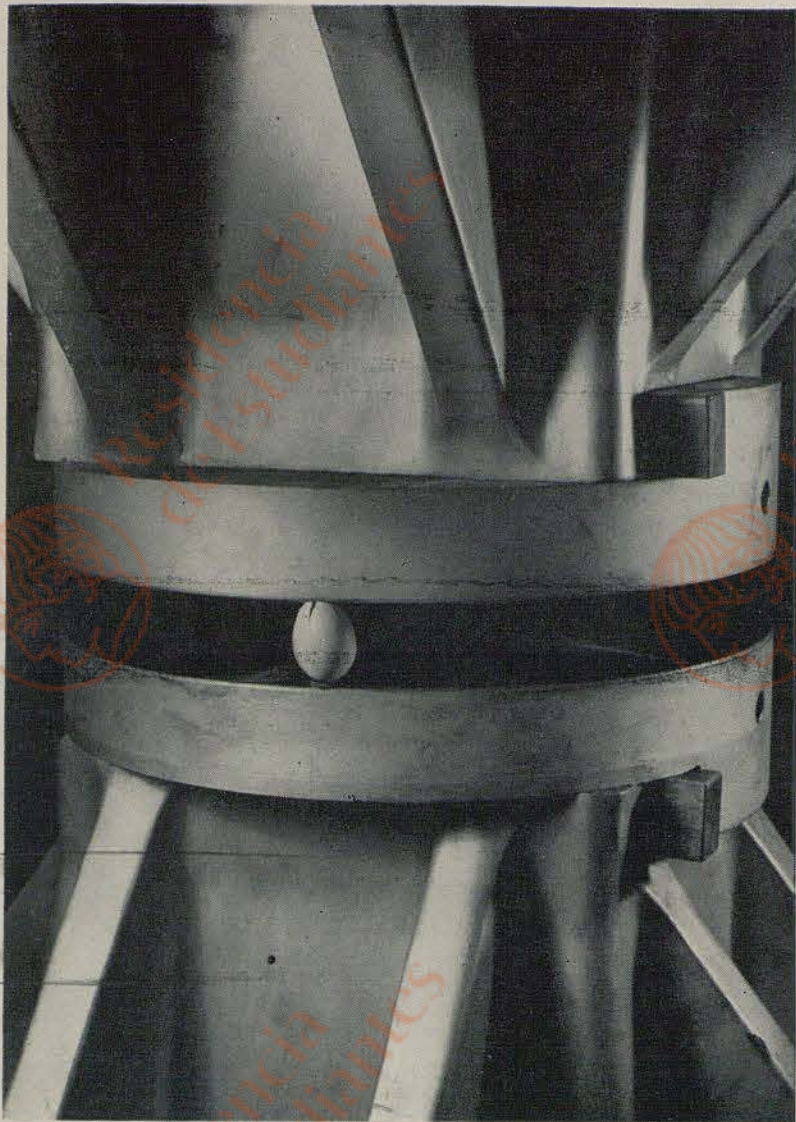


**EASIER TO EMPTY—** Handsome rayon bag zips open at back. Lift out Hygienisac unit containing dirt, which then tumbles out quickly, neatly and without shaking. Five disposable Hygienisacs included. Standard type bag optional equipment.

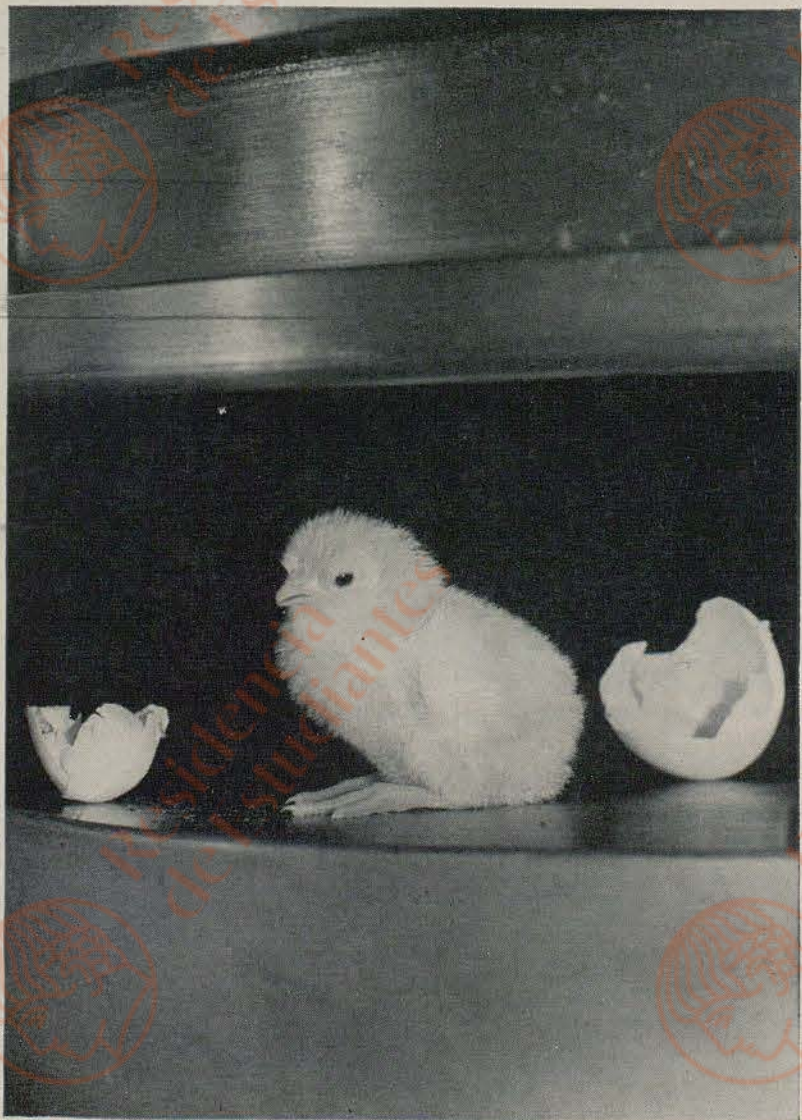


**EASIER TO USE UNDER LOW FURNITURE** without moving heavy pieces. New low-slung design—slips under furniture close to the floor. Note the set-in handle (without bail) which also helps get under low pieces.





Two pounds' pressure was all that was necessary to crack this egg, thereby hatching chick inside. Movements of the machine are controlled to a fraction of an inch.



Hatched chick is unharmed between gigantic pressure plates. Such stunts as this, though impractical, show the delicate control which must be built into the tester.

# WHAT NAME MEANS BEST IN GASOLINE ?



**THE NAME "ETHYL"** on a pump or its globe means that: 1. The gasoline contains enough lead (tetraethyl) for highest anti-knock. 2. It is your gasoline dealer's finest grade of motor fuel. 3. It permits you to have your engine's spark advanced closest to the point of maximum power and economy, without "knock" or "ping."

## AND

*The better the gas -  
the better your car!*

**TUNE IN EVERY MONDAY NIGHT**—Tony Martin, Andre Kostelanetz and his orchestra, featured on "Tune-Up Time" over coast-to-coast network Columbia Broadcasting System.





HOLLYWOOD'S MOST VERSATILE ACTRESS REVEALS NEW TALENT IN THE ROLE OF A 17-YEAR-OLD GIRL FROM SHANTYTOWN WITH A HEADACHE AND A PAIR OF SORE FEET

## MOVIE OF THE WEEK:

### *Primrose Path*

**RKO screens the ribald romances  
of a family of moral delinquents**

The girl in the shabby home above has just been abandoned by her husband. All through the day she has hunted in vain for a job. Her heart is heavy and her feet ache. She is now, at the age of 17, faced with turning from the straight and narrow path she has so far trod for the primrose path of her mother and grandmother.

If this sounds like a startling part for Ginger Rogers, *Primrose Path* is a startling film for Hollywood and the Hays office. In its general outlines, this tale of a harum-scarum shantytown family was inspired by Victoria Lincoln's best-selling novel, *February Hill* (1934). Its ribald characters were there

called the Harris family of Fall River, Mass. Because of a threatened libel suit, the characters appeared in George Abbott's stage version (1939) as the Wallace family near Buffalo, N. Y. On the screen, plentifully whitewashed but still fairly crimson, they are called the Adams family of Monterey, Calif.

As Ellie May Adams, Ginger Rogers plays what may well be remembered as her finest performance. For the girl who was a dancer in *Top Hat* (1935), an ingenue in *Stage Door* (1937) and a comedienne in *Having Wonderful Time* (1938) now plays an emotional adolescent with such restraint and verity that she qualifies for top Hollywood honors in versatility.





*"More Delicate Now"*  
**KILIAEN M.  
VAN RENSSELAER**

"This fine Canadian whisky," says the socially prominent Mr. Van Rensselaer, "has always been my favorite highball whisky—but I have noticed in the past year or two that it tastes even finer and more delicate than ever."



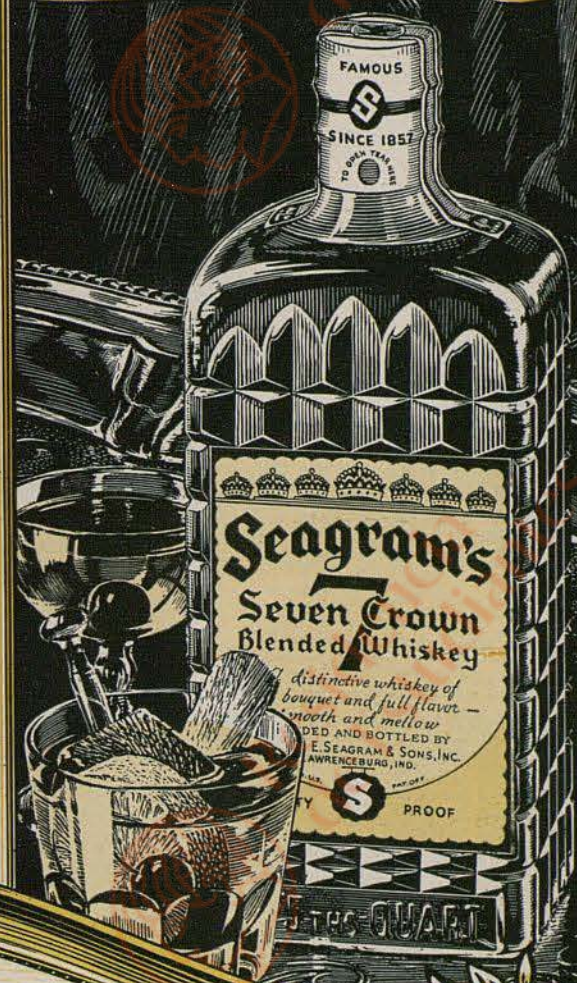
*"Smoother than Ever"*  
**TED HUSING**

"Your present Seagram's 5 Crown wins by a wide margin," says Ted Husing, radio's famous sports announcer. "It is smoother and finer for cocktails, highballs or straight. The 5 Crown of today, in my opinion, is the finest Seagram ever made."



*"Yes, Much Finer"*  
**ELY CULBERTSON**

When we asked Ely Culbertson to compare Seagram's 7 Crown with the 7 Crown of 1934, the world-renowned expert on bridge said: "Your present 7 Crown takes the honors—it's positively delicious in a Manhattan or an old fashioned."



*Have you tasted Seagram's lately?*

WHEN did you last taste Seagram's "V.O.", Seagram's Seven Crown, or Seagram's Five Crown? A year ago?...two years? If you haven't tried them lately be prepared for a pleasant surprise. They are whiskies at their very best. These luxury

liquors, each the finest of its class and type, are smoother, mellower, more delicate than ever—the result of never ceasing improvement. For every Seagram brand does become smoother and finer as the years roll by. Try Seagram's today.

*Since  
1857*

**Seagram's**

**SMOOTHER AND FINER  
AS THE YEARS ROLL BY**

SEAGRAM'S "V.O." Canadian. Rare old Blended Canadian Whisky. 86.8 Proof. This whisky is 6 years old.

SEAGRAM'S 5 CROWN Blended Whiskey. The straight whiskies in this product are 4 years or more old, 27½% straight whiskies, 72½% Grain Neutral Spirits. 90 Proof.

SEAGRAM'S 7 CROWN Blended Whiskey. The straight whiskies in this product are 4 years or more old, 40% straight whiskies, 60% Grain Neutral Spirits. 90 Proof. Copr., 1940, Seagram-Distillers Corporation, Offices: New York.



## HARRY'S HARD WINTER OVER AT LAST

### MRS. H. FOUND A GRAND "SPRING TONE-UP" THAT THEY ALL SIMPLY LOVED

WHAT A LONG, HARD WINTER IT'S BEEN! MY HARRY IS ALL RUN-DOWN. WHY, HE'S SO LISTLESS, HE DOESN'T EVEN TAKE AN INTEREST IN HIS SEED-CATALOGUES

WHY DON'T YOU START SERVING TEA TO HARRY? TEA PEPS A PERSON UP—IT'S VERY GOOD FOR YOU THIS TIME OF YEAR

THAT'S A GOOD IDEA. TEA IS ALWAYS GOOD FOR YOU AND ALWAYS A BARGAIN—THERE ARE 200 CUPS TO THE POUND IN QUALITY BLACK TEA. THAT'S THE SIZE MY CUSTOMERS BUY

SAY, THIS TEA'S GREAT! GOT ENOUGH FOR SECONDS THERE? I FEEL LIVELIER THAN I HAVE IN A COON'S AGE

IT DOES TASTE GOOD, DOESN'T IT? WE'RE HAVING TEA REGULARLY FROM NOW ON. AND IT'S SO ECONOMICAL—TWO CUPS COST LESS THAN A CENT

LISTEN TO THIS, LIZ! 'GIANT KENTUCKY WONDER BEANS—STRINGLESS, PLUMP, MELTINGLY TENDER, AND OF SUPERB FLAVOR. NEW VARIETY GOLDEN BANTAM CORN—MATURES FIVE DAYS EARLIER—THE SWEETEST, TENDEREST, DAINTIEST SWEET CORN—A DELICIOUS MORSEL!' BOY, OH BOY!

THREE WEEKS LATER

THEY'RE UP! THEY'RE UP LIZ! ONIONS, RADISHES, CARROTS, 'MOST EVERYTHING. WHAT'S THAT YOU GOT THERE? LOOKS MIGHTY APPETIZING

OUR AFTERNOON CUP OF TEA, SIR, FOR YOU AND ME—MADE HEARTY FOR THE SPECIAL PURPOSE OF KEEPING UP THE PEP OF A CERTAIN GENTLEMAN!

#### SIX GOOD TIMES TO ENJOY TEA

**BREAKFAST**—TEA GIVES YOU A QUICK PICK-UP—AND IT'S SO EASY TO DIGEST.

**AT 11 A.M.**—TEA HELPS YOU TO WORK BETTER, THINK FASTER.

**LUNCHEON**—FOR A GOOD AFTERNOON'S WORK, LET TEA PEP YOU UP.

**AT 4 P.M.**—SO REFRESHING—TEA CHASES AWAY 4 O'CLOCK FATIGUE.

**DINNER**—TEA TASTES SWELL AND MAKES FOOD TASTE BETTER.

**EVENING**—ENJOY TEA FREELY—TEA LETS YOU SLEEP.

### IT'S AS EASY AS A-B-C TO GET A REALLY GOOD CUP OF TEA

- A**—ALWAYS USE BUBBLING BOILING WATER AND POUR IT ON THE TEA.
- B**—USE 1 TEASPOONFUL PER CUP PLUS ONE FOR THE POT.
- C**—STEEP TO ANY STRENGTH YOU PREFER. (MOST PEOPLE WHO USE CREAM OR MILK CHOOSE A 5-MINUTE BREW.)



MARY MURRAY—TELEPHONE OPERATOR

I'VE BEEN IN TELEPHONE WORK FOR TEN YEARS. I DON'T GET AS TIRED AS I USED TO BECAUSE I DRINK TEA FOR PEP. IT KEEPS ME MENTALLY ON TIP-TOE, TOO. TEA'S EASY TO MAKE—COSTS LESS THAN 1¢ FOR TWO CUPS

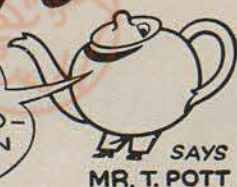


THESE GOOD BLACK TEAS ARE ESPECIALLY SUITED TO THE AMERICAN TASTE. FOR ECONOMY AND FULL ENJOYMENT, BUY QUALITY TEA.

# TEA

## PEPS YOU UP!

DELICIOUS, VITALIZING—ECONOMICAL TOO—COSTS LESS THAN ½ CENT A CUP



SAYS MR. T. POTT

## "Primrose Path" (continued)



While clam-digging on the Monterey coast, Ellie May wards off the attentions of Ed Wallace, debonair owner of a hamburger joint. Ed likes her because, unlike girls in the sardine cannery, she uses no rouge, even wears pigtails to keep men away.



Her first kiss comes from Ed during a wild motorcycle ride to her ramshackle home on Primrose Hill. Later, she inveigles Ed into marriage by telling him a tall tale about her "strict" and "refined" family, who drove her out because she loves him.

CONTINUED ON PAGE 52



# New Development in Motor Fuels!

## TWO NEW GASOLINES to give your car **NEW** performance!

...NO PRICE INCREASE!

### QUICK FACTS ON **NEW SUPER-SHELL**

- **Is it higher in anti-knock?**

Yes! Try NEW SUPER-SHELL on the steepest hill you can find. Try it on a fast getaway in high. You can feel the difference!

- **Is NEW SUPER-SHELL quick starting?**

Got a stop watch? Step on the starter. Your engine's in action *right now!* And hold onto your hat for the getaway. That's how NEW SUPER-SHELL works on starts and pick-ups!

- **How about economy?**

NEW SUPER-SHELL is made by Shell's "Balancing" process. It's *balanced* for peak performance in all gears, at all speeds—balanced to cut the cost of Stop-and-Go.

- **Does NEW SUPER-SHELL cost more to make?**

Yes—but costs you no more to *buy*.

This spectacular advance  
made by the same  
company that

**FIRST sponsored anti-knock research!**

Sponsored by Shell, Harry Ricardo discovered principles that made high-compression engines possible. His experiments in flame propagation and action of aromatic hydrocarbons led to the development of Shell's "Balancing" process in refining.

**FIRST produced 100 Octane gasoline!**

Shell first produced 100 Octane gasoline commercially, instrumental in bringing aviation to its present high development. Shell produced approximately 30% of all aircraft fuel used in the U. S. in 1939.

**FIRST produced a "balanced" fuel to cut the cost of Stop-and-Go driving!**

The refining process that makes NEW SUPER-SHELL and NEW SHELL PREMIUM possible is Shell's "Balancing" process. There are many different tests by which the performance of a gasoline can be measured. "Balancing" means that no one performance characteristic is stressed at the expense of another—we don't rob Peter to pay Paul. As a result, every drop of both these fuels is usable in your motor. Waste is reduced. Economy increased. Stop-and-Go costs you less.

### QUICK FACTS ON **NEW SHELL PREMIUM**

- **Is its anti-knock performance improved?**

Yes! If your anti-knock requirement is far above the average, NEW SHELL PREMIUM will amaze you with its smooth, steady, *knockless* power!

- **Quick starting?**

Like a flash! We know of no faster!

- **Better mileage?**

Absolutely! Because NEW SHELL PREMIUM is made from the cream of the crudes—and balanced by Shell's own process—you can count on it giving you increased savings on your costly Stop-and-Go.

- **What about the price?**

Costs more to make, but costs you no more than the usual extra price.

These two new products  
aren't all the news. Watch  
for the announcement next  
week on the 1940 Share-  
the-Road crusade.



"HONEST, THESE NEW GASOLINES  
ARE SO GOOD THAT YOU SHOULDN'T  
DILUTE THEM WITH ORDINARY GAS  
—TRY A TANKFUL STRAIGHT!"



*At your grocer's now!*

# NEW 50% FASTER OLD DUTCH CLEANSER



**FASTER**  
sparkle for  
surfaces

**FASTER**  
all around  
cleaning

**FASTER**  
grease cutting

*Doesn't Scratch*

MADE WITH SEISMOTITE

**Y**EARS of laboratory research, plus a magic *new* speed ingredient, bring you a *new* quick-acting Old Dutch Cleanser that cleans 50% faster because it cuts grease *lightning-fast*. It brings a lovelier, faster sparkle without hard rubbing. It doesn't scratch, because it's made with Seismotite . . . it's safe for surfaces . . . it's kind to your hands.

The *New 50% Faster* Old Dutch Cleanser is at your dealer's *now* in the same familiar package. Order a supply today.

See what quick work it makes of greasy pots and pans, sink and stove. Enjoy the swift sparkle it brings to bathtubs and wash basins, to glass and painted surfaces. Remember, too, you save money with the *new* faster Old Dutch Cleanser because a little goes so far.

## "Primrose Path" (continued)



As a waitress in Ed's hamburger joint, Ellie May delights Monterey's sardine fishermen with her pretty face, her cheerful wisecracks. But when Ed finally meets her shady mother, her drunken father and her bawdy grandma, he walks out on her.



Dressed for the primrose path in clothes borrowed from her mother's friend, Ellie May sets out to get food for her family as best she can. But in a honky-tonk dance hall she meets her husband, tells him off and, to her surprise, wins him back.



A new boss for the rowdy family in Shantytown is brought home by Ellie May. For Ed cows ribald old Grandma, silences fresh little Honeybell, agrees to take sodden Pa in hand. Then he and Ellie May go off for a honeymoon in San Francisco.



# For *Double Reason* you'll prefer the **"DOUBLE-RICH"** Bourbon



## *It's the "CREAM" of Kentucky*

Most Kentucky Bourbon is good. Cream of Kentucky is *superlative*. Selected from the finest whiskey Kentucky ever produced... *double-rich* in the character that gives Kentucky Bourbon its world-wide fame.

A 90 PROOF whiskey with the Mark of Merit



## *It's the Favorite of the World*

More Cream of Kentucky is bought than any other straight Bourbon in the world. This means savings in distribution cost, which benefit you in price. It pays to join the majority... say: "Make mine Cream!"

Copr. 1940, Schenley Distillers Corp., N. Y. C.

SCHENLEY'S

# *Cream of Kentucky*

**STRAIGHT BOURBON WHISKEY**





### WE THREE...

**F**IRST you and I, Jim... then our baby... and then suddenly we knew what we had lived for all our lives. We knew suddenly that something as hallowed as an answered prayer was locked forever in our hearts... Dear Little One... *our first baby*... with what longing we search the world to give you the best...

EVERY MOTHER feels that her baby deserves the best. It's that feeling, probably, that has made Vanta Baby Garments the largest-selling baby garments throughout the United States.

FOR DURING 28 YEARS the makers of Vanta have been continually developing new scientific features for baby's health and comfort. The design of each garment is carefully tested in experiments with real babies to insure that it is cut for perfect comfort. New health fabrics like Vantalin and Silvalining are exclusive to Vanta Garments. And Vantas are the only baby garments sterilized by hospital equipment and packed in germ-proof packages.

YET IN SPITE OF all their special scientific features, Vanta Garments are not expensive. Their fine materials withstand use and washing, and never lose their shape. And since many Vanta Garments are adjustable, they are not quickly outgrown, and fewer replacements are needed. Vanta makes practically everything for your baby—garments in sizes from birth to 12 years, hosiery and toiletries. See them in the Infants' and Children's Department of your favorite department store.

**Vanta**  
GARMENTS  
FOR INFANTS & CHILDREN

**VALUABLE BOOK** Send 10c for copy of the eighty-page book, "BABY'S OUTFIT", covering 55 subjects of vital interest to expectant mothers. 500 name suggestions. Use this coupon.  
Earnshaw Knitting Co., Dept. L-2 Newton, Mass.  
In Canada, J. R. Moodie Co., Ltd., Hamilton, Ont., are Licensees.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

The Saleswoman who wears this emblem is a Mothercraft Graduate expertly qualified to serve you. Ask for her in the Infants' Department.



Her first big part, with Brian Aherne in *My Son, My Son*, parallels Laraine Day's own life. As in the movie, she is a sensitive young girl who wanted to be an actress.

### STARLET LARAINÉ DAY CLICKS IN

**A**mong seven of Hollywood's "most promising starlets" reviewed in LIFE, Jan. 29, was Laraine Day. Till then, this earnest young Mormon girl from Utah who gives one-tenth of her income to the church had appeared only in minor pictures, mainly as a nurse in the *Dr. Kildare* series. But now, in *My Son, My Son*, Laraine can no longer be tagged as merely promising. By her charm, beauty and talent, she steals the picture from such veterans as Madeleine Carroll and Josephine Hutchinson, at one stride becomes a major young Hollywood personality.

Laraine's triumph is really the story of a talent agent who nursed her along like a hen with a chick. His name is Marty Martyn. He first saw Laraine on the stage of a Long Beach little



From the rolling candy stand on M-G-M lot, Laraine, who neither smokes nor drinks, buys a chocolate bar between takes of her next picture, *And One Was Beautiful*.

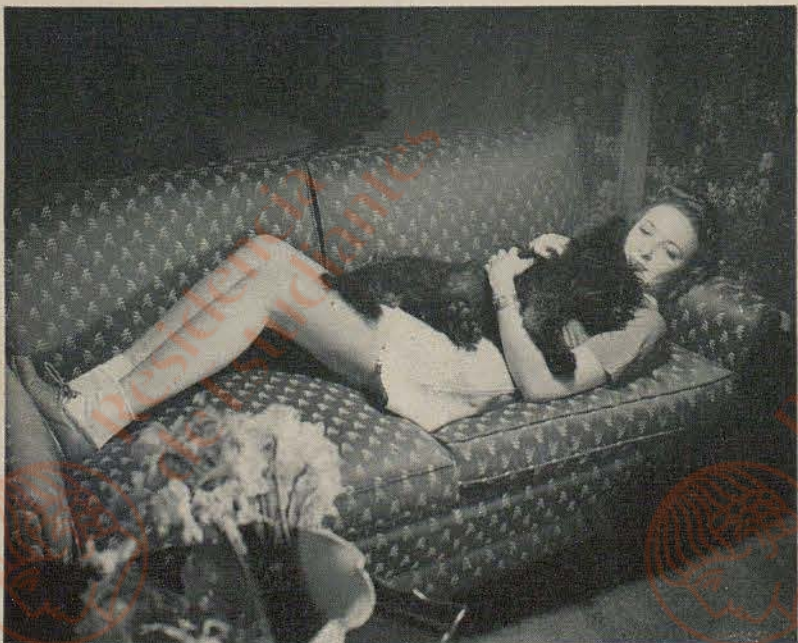




With her favorite studio cop, Laraine strolls down a sunny M-G-M street. Unlike most other starlets, she is shy, shuns the conventional Hollywood publicity stunts.

## HER FIRST IMPORTANT FILM ROLE

theater. Sure of her talent, he signed her up, sent her to the best dramatic coaches, ran from studio to studio proclaiming his find. At first, nobody would listen. Then Paramount took her on a six months' option but soon dismissed her for "lack of talent." RKO and M-G-M tried her next but sidetracked her into Westerns and Grade B pictures from which, it seemed, she would never emerge. Marty Martyn was not discouraged. Twice a week he covered Hollywood's eight major studios, pestered casting directors till they threatened to throw him out. Eventually, he talked Edward Small into giving Laraine a lead in *My Son, My Son*, with the result that, for his faith and hard labor, Marty Martyn now has the find of the year in his hands.



At home in Cheviot Hills, a Los Angeles subdivision, Laraine lives quietly with her mother and Butch, her Scotty. Her ambition is to buy a big ranch for her family.

Hurry, Dad, it's your  
favorite dish...  
Aunt Jemima's  
Pancakes!



AND MOM'S PROMISED  
TO HAVE 'EM AT LEAST  
TWICE A WEEK FROM  
NOW ON!



Light and tender... fluffy and golden — there's no more mouth-watering sight to behold than Aunt Jemima's Pancakes. And when you spread them with butter and pour on the syrup, you're ready to enjoy one of life's most luscious treats! Ask mother for delicious, nourishing Aunt Jemima's today... tell her you want them at least twice a week!



AUNT JEMIMA'S  
PANCAKES!  
HOORAY FOR  
MOTHER!

YOUR MOTHER  
KNOWS HOW  
TO MAKE  
A HIT  
WITH US!

You can make pancakes just as delicious as if Aunt Jemima herself fixed them for you. For the secret recipe that made her pancakes the world's most famous is already mixed for you in every box of her magic Ready-Mix.



Ask your friendly  
grocer today for both  
kinds — the red box  
for PANCAKES or  
WAFFLES, the yellow  
box for BUCKWHEATS



AUNT JEMIMA'S READY-MIX FOR BUCKWHEATS AND PANCAKES





CROWN PRINCE WILHELM SKETCHED THIS ROUND-FACED CATHOLIC PRIEST AT FRONT IN 1917



"THE MAN WHO HAS HAD ENOUGH": A HINT OF THE UTTER

## GERMAN SOLDIERS 1914-18

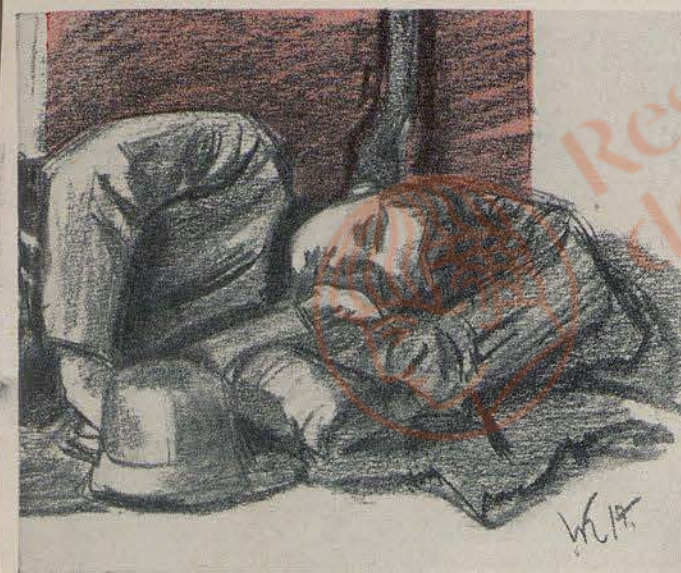
## FELDSKIZZEN



## DES DEUTSCHEN KRONPRINZEN

"FIELD SKETCHES"

In the great days of 1917, when the Crown Prince Wilhelm of Germany was commander of the victorious Fifth German Army on the western front, he spent his spare time drawing charcoal sketches of his soldiers. A portfolio of these drawings was published by the Fifth Army's printing press in 1918. The original drawings were destroyed. The book (*inset*) is now a rare collector's item. The drawings on these pages were taken from a copy bought by British Major R. D. Oliver from a Belgian who had found it secreted in a box of



LASSITUDE THAT DRUGGED THE GERMAN ARMY IN 1918

## DRAWN BY CROWN PRINCE

wastepaper left behind by the Germans in November 1918.

The fact that the ex-Crown Prince is a hack artist of moderate ability has been largely obscured by the permanent contempt in which the Allied propaganda of 1914-18 drowned him. Friedrich Wilhelm Viktor August Ernst von Hohenzollern drew perhaps a little better than Adolf Hitler, having had much better tutors. He still speaks proudly of his "aptitude" for drawing, as well as for the violin, reminds people that Frederick the Great played the flute and that Great-Grandmother Empress Augusta was dandled on Goethe's knee. From this great heritage, Wilhelm traces his "aptitude." It will be seen from his models that he was partial to the thin-lipped Prussian kind of German. After his exile to The Netherlands, he switched to sketching fat Dutch children and farm animals.



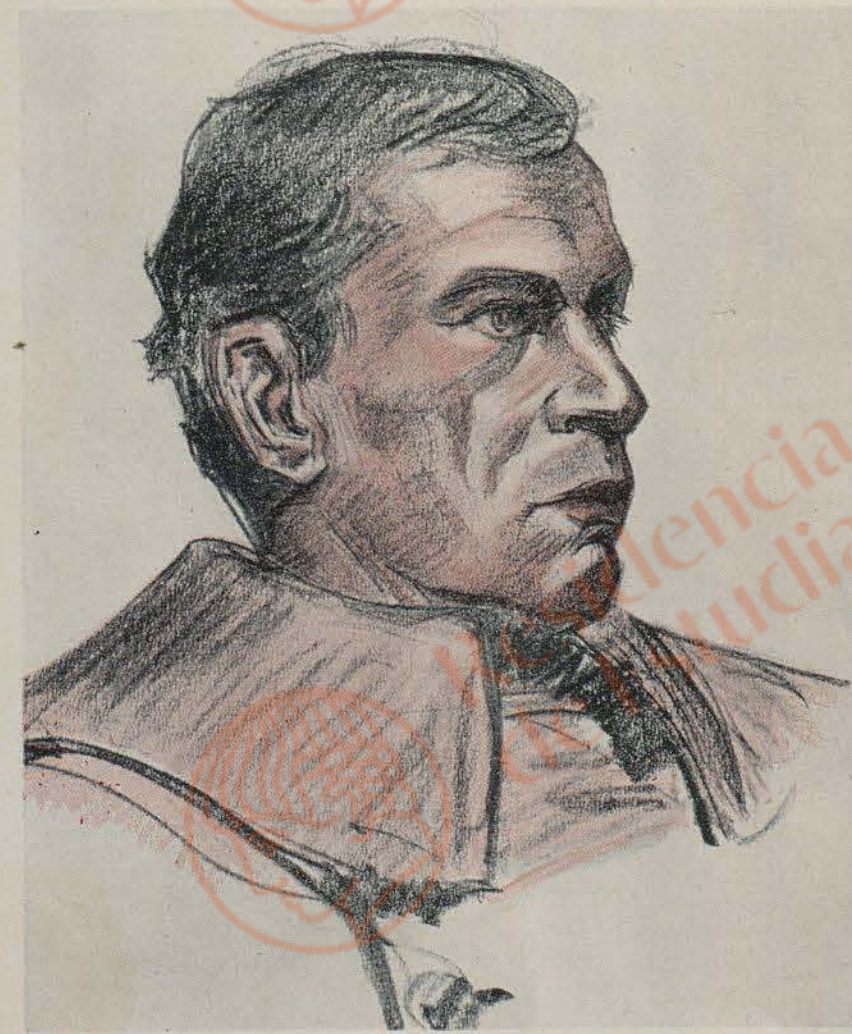
THIS GERMAN ACE HAS THE GLITTERING, DESPERATE STARE OF A WORLD WAR SQUADRON LEADER



GERMAN PRIVATE OF NORTH GERMAN PEASANT TYPE WEARS FATIGUE CAP



AN OFFICER AT THE CROWN PRINCE'S STAFF HEADQUARTERS STUDIES A MAP



A GERMAN WORLD WAR UHLÁN LOOKS LIKE PROGNATHOUS GARY COOPER



THIS IS A THIN-LIPPED EXAMPLE OF WHAT IS KNOWN AS THE PRUSSIAN TYPE



BEFORE MOTOR TROUBLE HITS— **DIAL "Z"**



Here's what you get when you call for this

**BETTER PENNZOIL..**

**FIRST**



YOU GET TROUBLE'S "NUMBER" WITH PENNZOIL'S TOUGH FILM THAT LUBRICATES EVERY MOVING PART OF YOUR ENGINE SAFELY!

**SECOND**



YOU "DIAL OUT" SLUDGE WITH PENNZOIL'S THREE EXTRA REFINING STEPS THAT TAKE OUT HARMFUL ELEMENTS ORDINARY METHODS CAN'T EVEN TOUCH

**THIRD**



YOU RING THE BELL FOR THE TOP PENNZYLVANIA OIL IN BOTH SAFETY AND ECONOMY... WHEN YOU SOUND YOUR "Z" AND GET PENNZOIL!

NOW, 4 Times As Many Dealers Offer Solvent Processed PennZoil!

Call the PennZoil distributor or branch for your nearest dealer's address. Then sound your "Z" and see what happens!

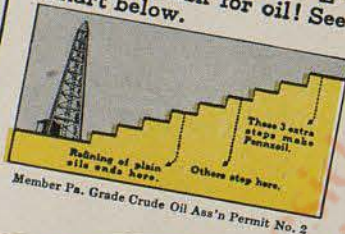
**GIVES ALL CARS AN EXTRA MARGIN OF SAFETY!**



**Here's Just ONE Way PennZoil Helps Motors!**

Know what sludge is? It's the sticky film that coats valves and piston rings, slows your motor.

With PennZoil in your crankcase, sludge is practically out. Your motor runs smoother and easier... so sound your "Z" when you ask for oil! See chart below.



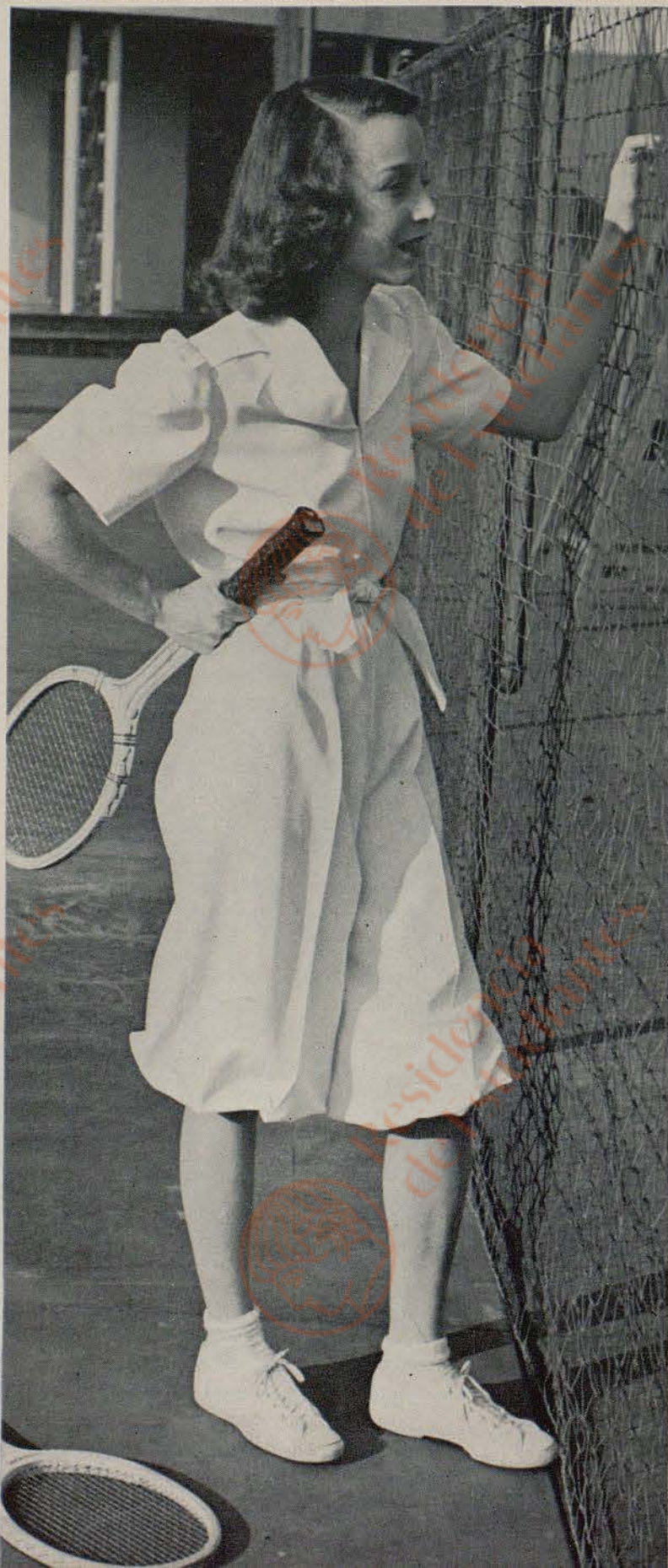
## MODERN LIVING

### TENNIS-MAD LOS ANGELES INSPIRES NEW TYPE ACTIVE SPORTS DRESSES

Since the belles and beaux of Hollywood not only pose for publicity photographs in tennis garb but really like to play the game, Los Angeles is rapidly becoming the world's outstanding producer of attractive, ingenious outfits for active wear on tennis courts. An up-and-coming name among California designers is that of Virginia Kaye, who designed the plus-fours outfit below and bloomer dress on page 61.

Miss Kaye is a 25-year-old designer who was trained in London, worked briefly in New York, then went to Hollywood as a studio wardrobe designer. Because she disliked intensely the slacks-and-bandanna daytime uniforms of Hollywood's young female population, she began designing simple street dresses as a sideline. She is now a free-lance designer specializing in sportswear. She loves dogs, hopes soon to launch a complete canine wardrobe.

NEW TO TENNIS COURTS ARE THESE PLUS FOURS ATTACHED TO BLOUSED TOP







Rita Hayworth, a Columbia starlet, models this and the other dresses on this page.



Evening-dress bodice permits free action. Wearer can sun-tan while playing.

THIS OUTFIT HAS FULL TOP SKIRT, SHORT UNDER SKIRT, BRIEF PANTS



CONTINUED ON NEXT PAGE

Scarlett  
O'Hara

GLAMOUROUS NAIL POLISH  
TRIO THAT MAKES YOUR  
FINGERS TALK OF ROMANCE!

SCARLETT O'HARA NIGHT—an  
enchanter's night-scarlet, a flame  
of challenge! For your siren-self.

SCARLETT O'HARA MORNING—pink  
as a blossom, fragile and glowing  
as young love. Wear it for romance!

SCARLETT O'HARA NOON—light as  
laughter and just as saucy! You'll  
wear it with flower-hats and veils  
for cocktail-time flirtations.

At all finer stores. Lo-o-ong lasting.  
Fifty cents a bottle.

• MISS VIVIEN LEIGH, starring as Scarlett  
O'Hara in "Gone with the Wind," a Selznick  
International Picture, released by Loew's,  
Inc., produced by David O. Selznick.

LaCross

Better in every way—and safe



THE VELVET FLYER—a luxury nail file for  
perfect grooming! Manicurists prefer it, rec-  
ommend it for your use at home. American-  
made of finest steel, its action is so soft and  
smooth you'll know a new delight in filing!  
Professional 8-inch size, 60 cents; others, 30,  
40 and 50 cents.



BRITTLE NAILS welcome the use of Glycer-  
ated★ Polish Remover, to soothe splitting  
nails and ragged cuticles. Have it on hand  
when you change polish between manicures.  
The famous stopper-dropper bottle is 25  
cents. Big long-lasting refills, 35 and 50  
cents. Try the Glycerated★ Remover Pads,  
40 to a jar, 50 cents.



OBSERVATORY SET. Smartly cased, the Ob-  
servatory Set gives you a quick finger pick-up  
between manicures. Contains polish, polish  
remover, cuticle remover, nail file, orange-  
stick, and is a treasure at the tiny price of  
just one dollar! (Other La Cross sets, from  
\$1.50 to \$25.) Prices slightly higher in  
Canada.

★ Reg. U. S. Pat. Off.—No Acetone



## Win against Body Odor with this Fragrance men Love!



Test the fragrance of any soap before you buy it to combat body odor. Your intuition tells you how much more appealing to men, is the costly perfume of Cashmere Bouquet Soap!

**DO YOU** long to sway men your way—have them say you're glamorous and interesting? Then be mighty careful of the fragrance that bath soap leaves on your skin.

For now there's a more exciting, a more delicate, a more feminine way to bathe away body odor. Millions of women revel in it, because it's more in tune with the rest of your make-up.

Yes, go by the fragrance test when you buy soap to combat body odor. Instinctively, you will prefer the costly perfume of Cashmere Bouquet. For Cashmere Bouquet is the only fragrance of its kind in the world, a secret treasured by us for years. It's a fragrance men love. A fragrance with peculiar affinity for the senses of men.

Massage each tiny ripple of your body daily with this delicate, cleansing

lather! Glory in the departure of unwelcome body odor.

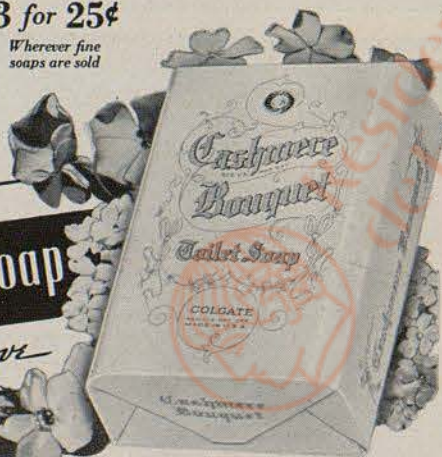
Thrill as your senses are kissed by Cashmere Bouquet's exquisite perfume. Be radiant, and confident to face the world!

You'll love this creamy-white soap for complexion, too. Its gentle, caressing lather removes dirt and cosmetics so thoroughly and leaves skin smooth and fresh looking.

So buy Cashmere Bouquet Soap before you bathe tonight. Get three cakes at the special price featured everywhere.

**3 for 25¢**

Wherever fine soaps are sold



**Cashmere Bouquet Soap**

*The Fragrance Men Love*

TUNE IN! WAYNE KING'S MUSIC  
AND FREE DIAMOND RINGS EVERY SATURDAY NIGHT, 8:30, E. S. T., COLUMBIA NETWORK

## Tennis outfits (continued)

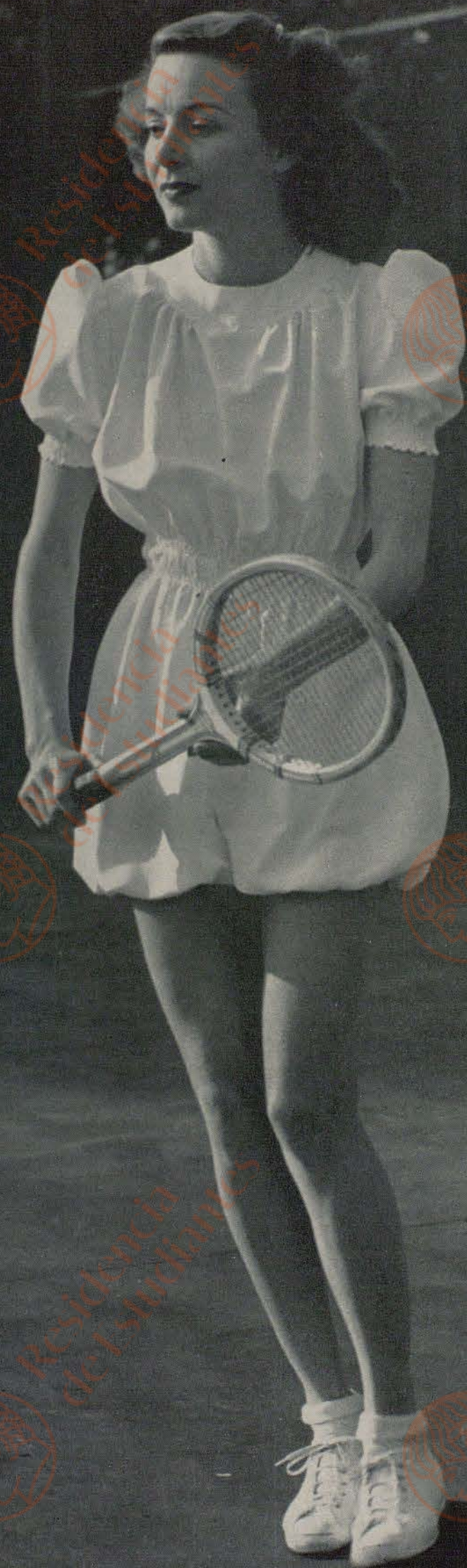


Back, unattached at waist, allows freedom of action without over-bulky fullness or overexposure. Classic tennis shoes worn with white socks are conventional garb.

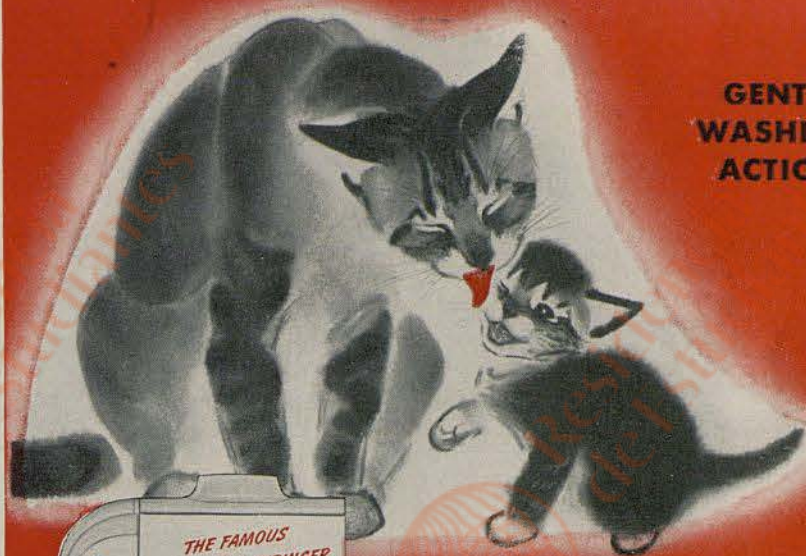
The bloomer dress at right has arm binding and little puffed sleeves which look trim but would be impractical were it not for the under-arm slit shown below.







**GENTLE  
WASHING  
ACTION**



*THE FAMOUS  
ONE CONTROL WRINGER*



**SAVE YOUR  
CLOTHES!**

**GENERAL ELECTRIC  
WASHER—With Its  
Gentle Washing Action  
Does Speedy, Thorough  
Job On All Your Clothes**



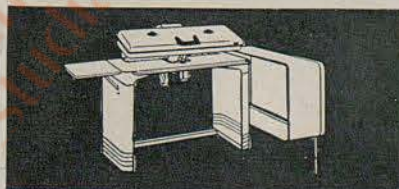
**Gentle Thorough  
Washing Action**

Like your own hands, the Activator Washing Action handles each piece separately and washes each piece thoroughly.



**You'll always be glad you  
bought a G-E**

- 1** Activator Washing Action—saves your clothes.
- 2** One Control Wringer—so easy to use.
- 3** Long Life Mechanism—only 4 moving parts.
- 4** Requires no oiling.
- 5** Easy-to-clean porcelain enamel tub.
- 6** Granodized finish—resists rust.



**NEW IRONING EASE!**

Sit at a G-E Flatplate Ironer, and iron with ease. See all the G-E home laundry appliances... Wringer-type and Spin-Basket Washers, Rotary and Flatplate Ironers, the new Tumbler Dryer.

**"IT'S EASY TO STAY YOUNG ELECTRICALLY"**

● Clothes are really clean, come out looking fresh, when washed the thorough, speedy G-E Way. The G-E Washer gently saturates, gently flexes and thoroughly washes every inch of every piece—and washes each piece separately. And you can use it for everything—from fine linens to heavy overalls.

Years of research and manufacturing experience have gone into these washers. Yet with all their fine mechanism they are amazingly reasonable in price. See the new handsome models with their easy-to-clean porcelain enamel finish. Your nearest G-E dealer will give you a demonstration and help you plan convenient payments.



**THE G-E WRINGER IS  
SO EASY TO USE—  
ONE CONTROL DOES  
EVERYTHING**

Be sure to see the One-Control Wringer—an exclusive feature on G-E Washers. One simple motion of your hand instantly starts—or stops—all wringer action.

**GENERAL  ELECTRIC**



# PLASTICS

## THEIR MAGICAL PROPERTIES MAKE MANY BRIGHT CONTRIBUTIONS TO MODERN LIVING

Just as "a rag, a bone and a hank of hair" may be used to describe that extraordinary creation known as woman, so carbolic acid, soya beans and sour cow's milk might be used to designate the myriad fantastic, rainbow-hued objects which come under the common designation of plastics.

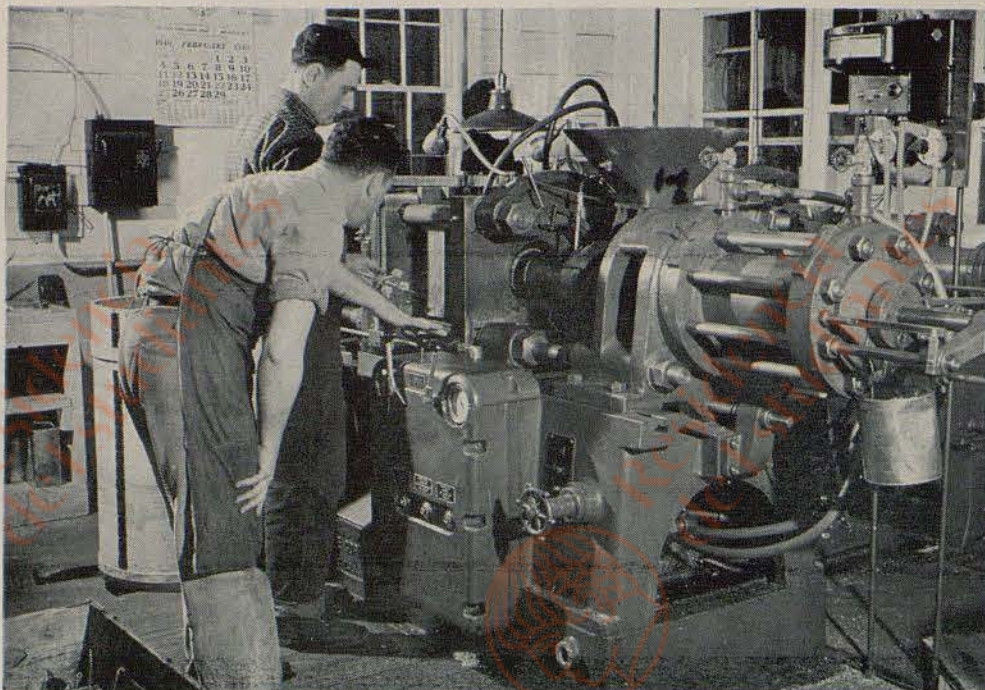
At a recent exhibition sponsored by the *Modern Plastics Magazine*, more than 1,000 entries were displayed of which several hundred showed new uses for this man-made material. In their infancy, plastics were considered almost exclusively as substitute materials. In the past five years, industry has learned to use them to achieve results unattainable with any other medium.

On these pages *LIFE* concerns itself with a few of the accepted and new uses of plastics in the realm of modern living. Because most of the 18 basic types are 1) lightweight, 2) non-spottable, 3) color-fast, 4) slow to conduct heat and 5) easily cleaned, they are an excellent medium for many household objects.

Molded plastic articles are made either by compression or injection molding. The latter is the most recent development and has made possible huge mass production of small things at infinitesimal cost. The pictures on this page, taken at the Boonton (N. J.) Molding Company, show basic steps in making of plastic saltcellar tops.

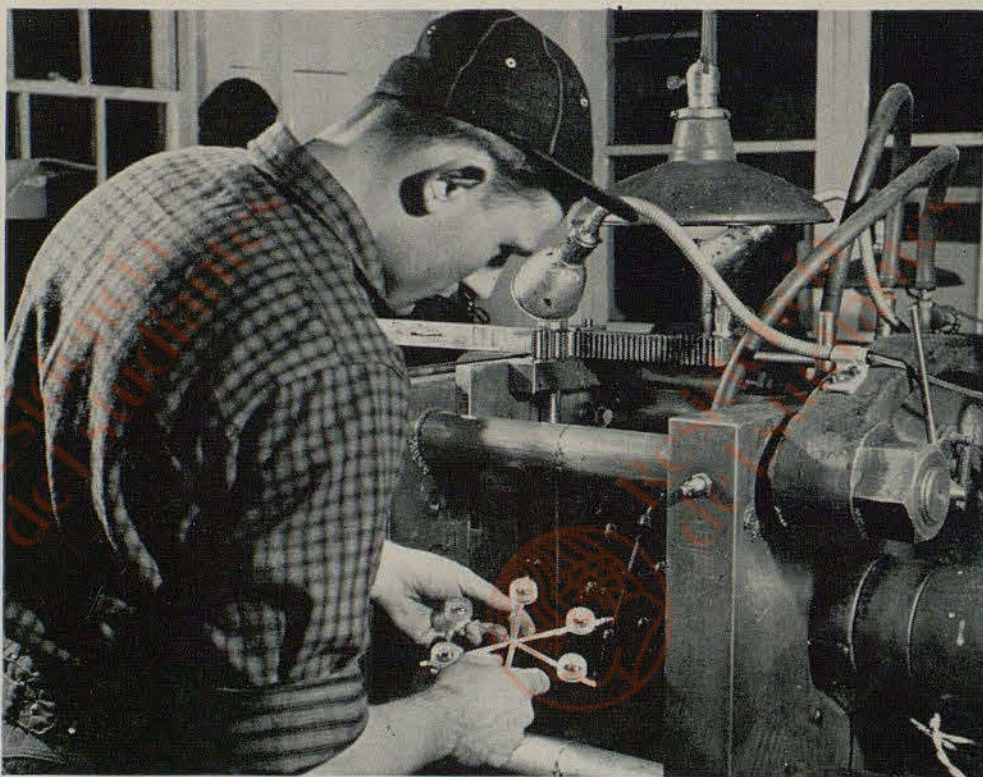


Polystyrene granules are used for bakelite saltcellar tops. Other plastics commonly used in injection molding are Tenite, Plastacele, Lucite, Lumarith.



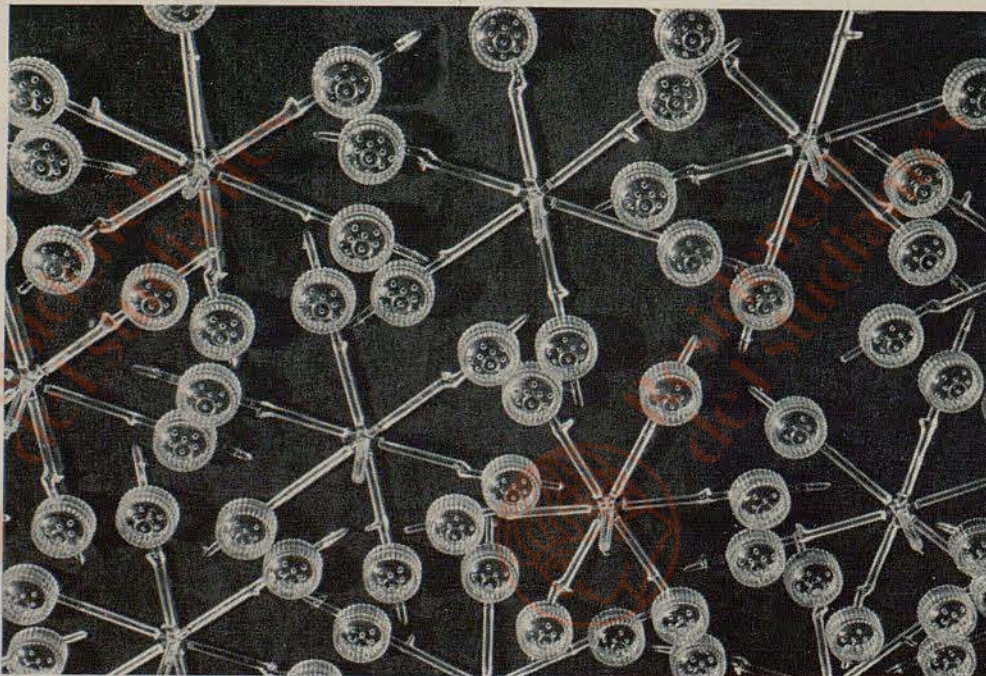
Powder is fed into hopper at center, runs into a hot cylinder where it is softened to tar-like consistency, then forced through nozzle, which makes it wire-like in form and squirts it into the mold.

sistency, then forced through nozzle, which makes it wire-like in form and squirts it into the mold.



Fifteen seconds later, a unit like one above, with six saltcellar tops, comes out of the machine.

The plastic is injected through hole at unit's center and squirted through to the outer forms.



Non-breakable though glass-like in appearance are these tops. Center and spikes are easily snapped

off. Most popular injection-molded objects: novelty buttons, sunglass rims, combs, pen barrels.



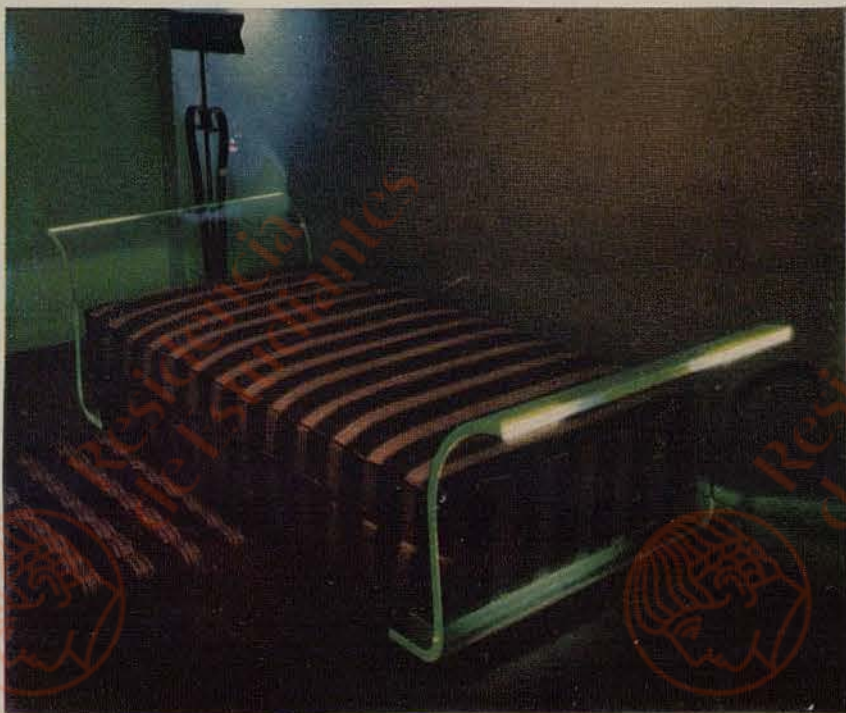


A RAINBOW OF 10,000 PLASTIC HUES CAN BE MADE WITHOUT DUPLICATING ON COLORS. A FEW OF BEETLE'S THOUSANDS ARE SHOWN ABOVE. PLASKON HAS 11,000

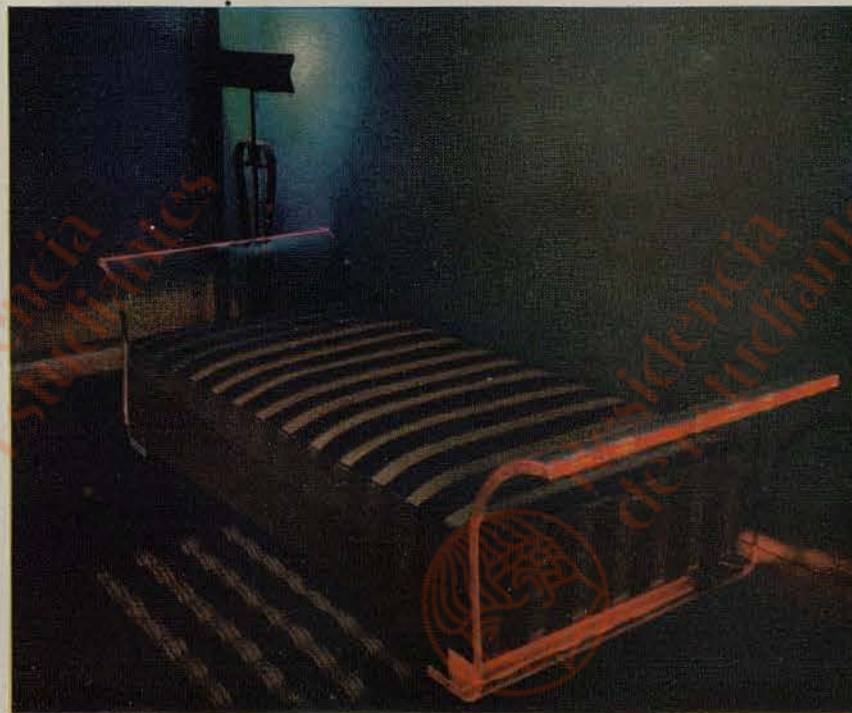


Plastic table setting has center scales decoration and candlesticks of Lucite which is practically unbreakable. Tumblers and vari-colored dishes are of lightweight Beetleware

which will break but does not shatter into cutting fragments. Knife and fork handles are of Catalin which is acid-resisting and rustproof. Table mats are hand-painted Plastacele.



Plexiglas bed, planned by Designer Paul Bry, shows a new use for this comparatively recent plastic, which will neither cut nor chip and is impervious to weather conditions.



Color of bed can be changed simply by changing color of light rods located at the bottom of bed ends. This is because Plexiglas refracts light. Note how the color follows contour.





**Catalin handles** on kitchen utensils are uncrackable, will not rot, as wood does, after constant washings. As strainer's Tenite frame will greatly outwear mesh, center is removable.



**Tenite telephone** is the delight of decorators, because it can be made in unlimited colors. It is practically unbreakable, has self-contained bell. Most popular colors cost \$30.40, others more.



**Celluloid canisters** are sturdy though lightweight and have advantage in that the contents can be seen as through glass. Decorations are optional. Red is favorite kitchen color.



**Salt and pepper shaker** is made of Beetle and Makalot. Trick in easily cleaned shaker is that either salt or pepper can be made to flow out of top depending on which side of shaker has been pressed.



**Plastic dentures** are easy to keep in place because they are lightweight, molded to fit mouth. They are also easy to keep clean. Transparent palate helps create the illusion of reality.

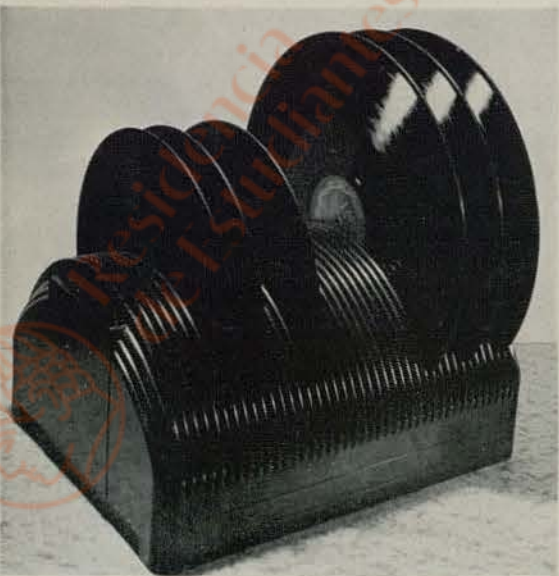


**Crystalite jewels** have an extraordinarily realistic sparkle for novelty jewelry, and are expected to replace the inexpensive Czech glass jewels which can now no longer be obtained from abroad.





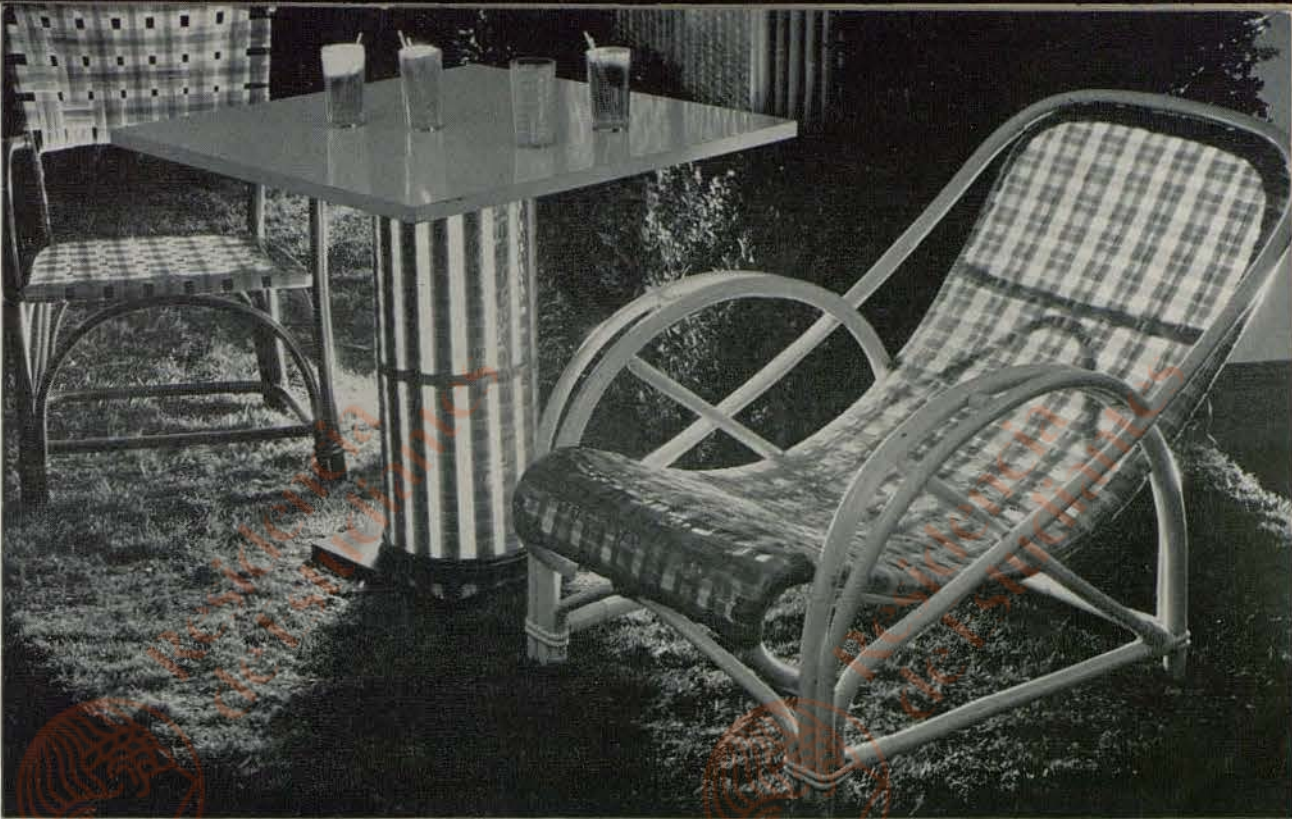
**Baby Dyner** was a prizewinner in the *Modern Plastics* competition. It is made of Plaskon, has a removable cup and food container. Suction caps anchor it securely to table.



**Phonograph-record holder**, prizewinner in the decorative group, is made of molded Textolite, is lightweight and will not warp. It holds 40 records in a small space, costs \$3.50.



**Textolite heels**, winner in the style group, are made by injection molding, can be nailed or screwed to shoe like ordinary heels. They will not scuff, come in numerous colors.



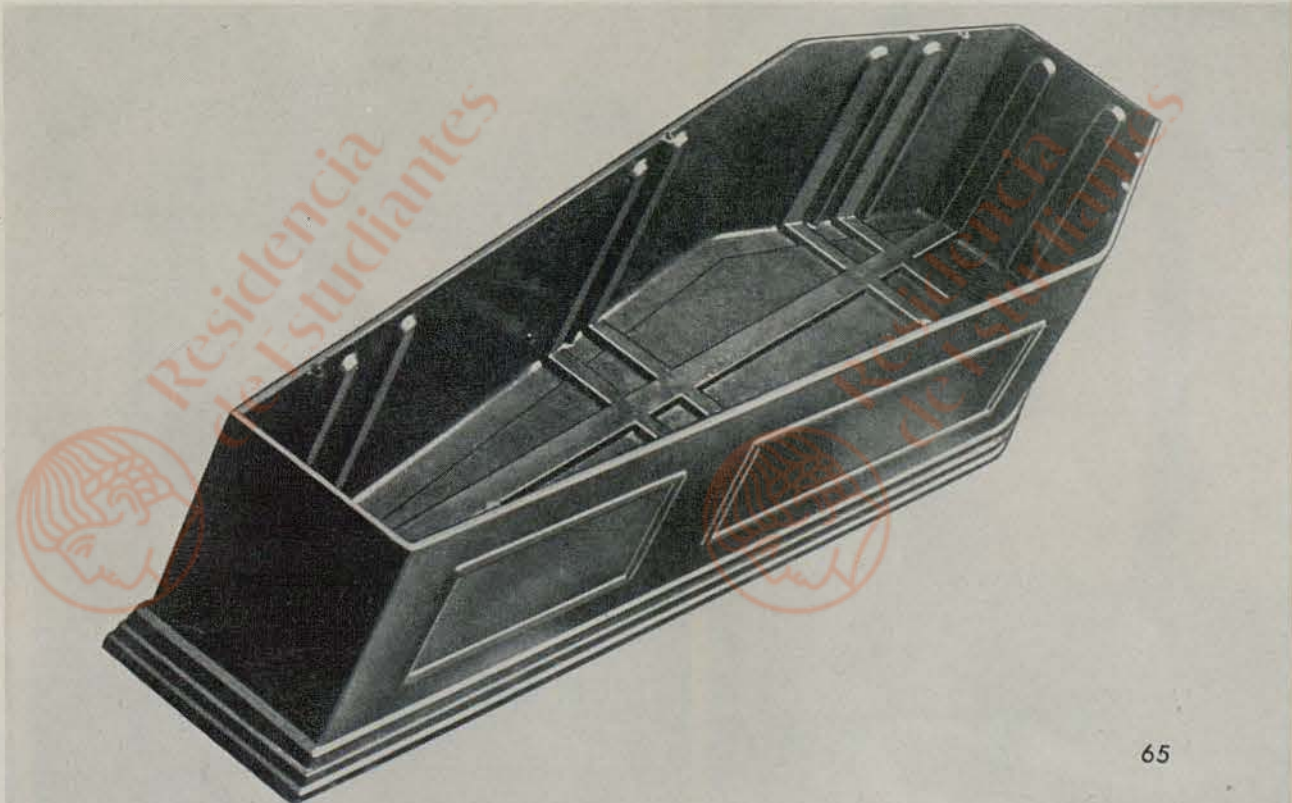
**Strips of translucent Tenite** in bright colors are used for the back and seat of these rattan chairs and for the table pedestal. Advantage for outdoor furniture use is that, be-

cause of its low moisture absorption, it can be left out in the rain and used by swimmers in wet suits without deteriorating. The lacquered table top is impervious to acids.

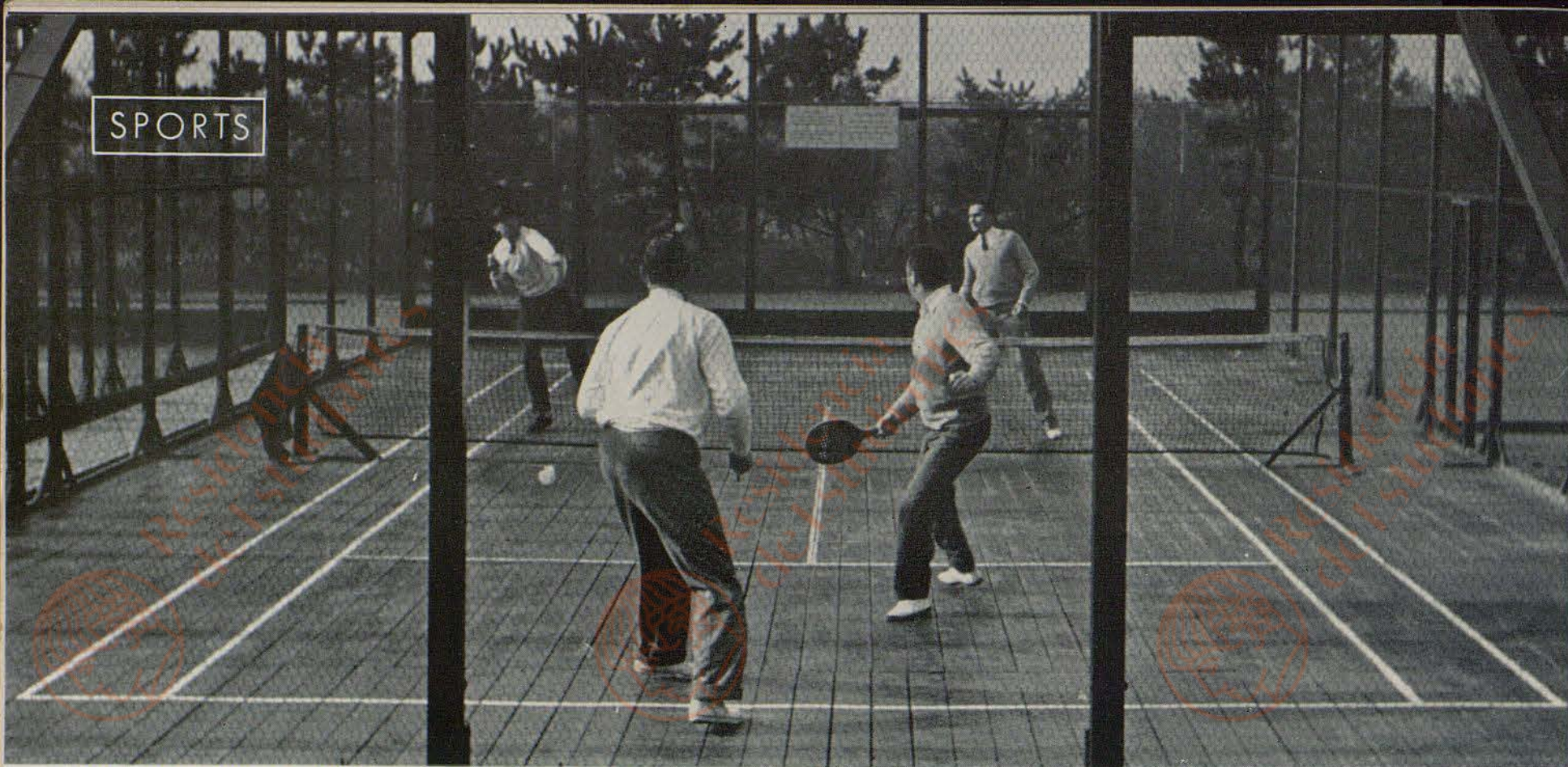


**Tenite clothespins** will not rot, warp, splinter, crack, split or lose their color or luster. Red ones, readily discernible on grass, are recommended for country use. Cost: 25¢ a dozen.

**Bakelite coffins**, made in England, are the largest plastic objects molded in one piece. Covers are molded separately. Molding time is eight minutes. The coffin is worm-proof.







IN DAMP WEATHER, FOUR NEW YORKERS PLAY A DOUBLES MATCH AT THE MANURSING ISLAND CLUB IN RYE, N.Y. FINE BEACH SAND IS MIXED WITH PAINT TO PREVENT SLIPPING

## PADDLE TENNIS

Provides fast, outdoor exercise  
when ground is wet or frozen

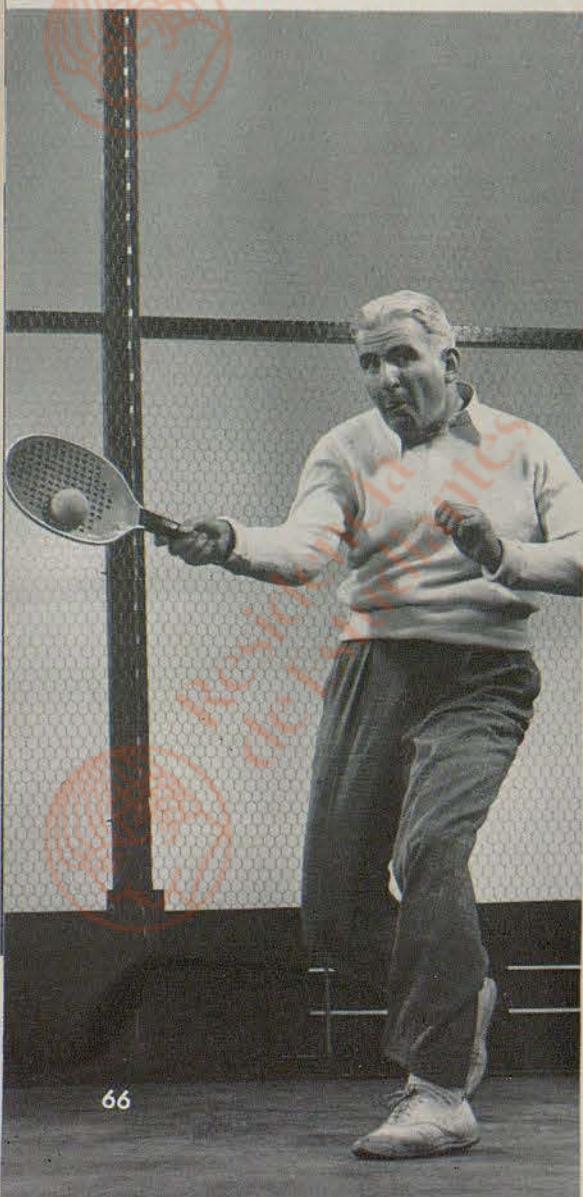
On crowded city streets, under the rumbling wheels of taxis and trucks, city kids have long played a game called paddle tennis. Using unbreakable wooden bats, they wham a sponge-rubber ball back and forth across a low-slung net, get more fun and excitement out of their game than Don Budge gets out of a championship tennis match.

Some ten years ago, two New York commuters, Fess Blanchard and Jimmy Cogswell, heard about paddle tennis, thought it would be a great game for grown-ups on winter weekends in the country, when the ground was wet or frozen. To try it out, they built a \$350 wooden platform in the Cogswell backyard at Scarsdale, N.Y. Soon they discovered they

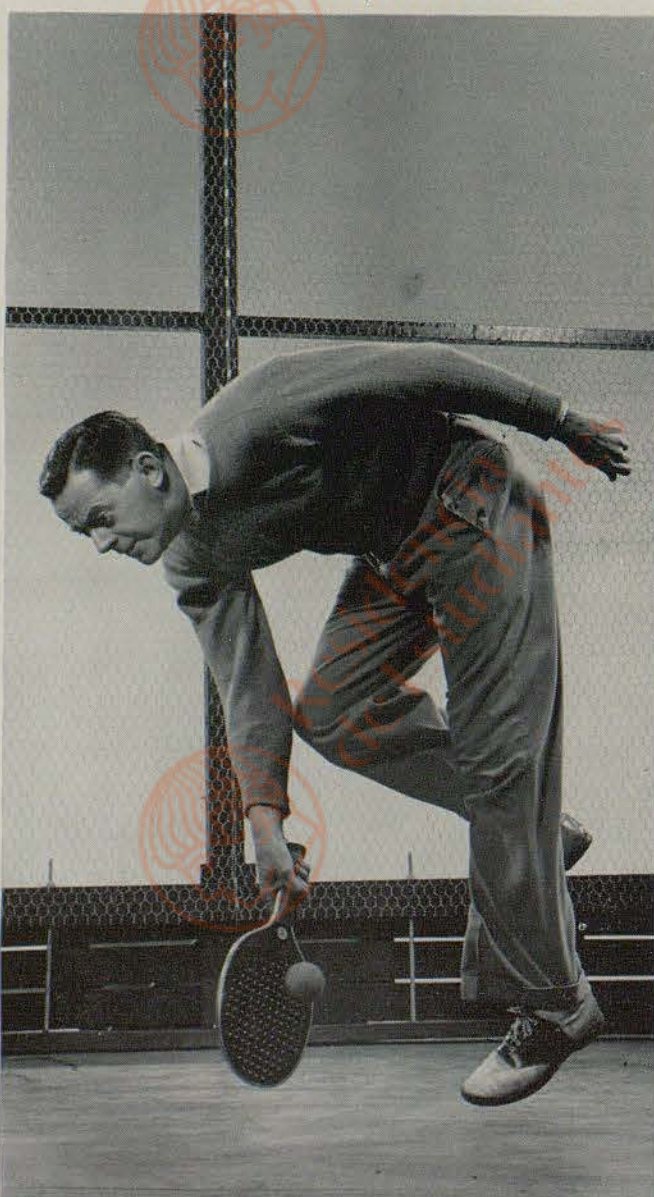
would have to change the original rules. They made the court bigger (30x60 ft.), raised the net, allowed only one serve, permitted balls to be played off the tightly strung side and back wires.

Paddle tennis is one of the country's fastest-growing sports. Played by 20,000 people, it has spread from Scarsdale all over the East, as far West as Hollywood, over the seas to South Africa and Hawaii. To find out whether it really is good exercise, LIFE asked some of its best players to play a match before Gjon Mili's fast-action camera. Even the players were surprised at the violence of their actions. They didn't think it possible for them to twist into so many strange positions, make such funny faces.

DON WHITE PLAYS A RETURN SHOT OFF THE BACK WIRE



PAUL HICKS, DOUBLES STAR, TAKES PICK-UP SHOT



HICKS MAKES FAST, OVERHEAD SLAM





Say, these old broken down pots remind me of yours.

RIGHT!

It's time I got  
some new Aluminum!



Your thousand meals a year  
deserve up-to-date  
Aluminum Cooking Utensils

FOR FLAVOR

M-M-



FOR HEALTH



FOR ECONOMY



Pots and pans that never were efficient or that have grown worse for wear, have no business in your kitchen. They waste fuel, food and time.

Heat spreads rapidly to all parts of Aluminum utensils, cooking foods evenly; browning them beautifully. No "hot spots" to burn and waste food.

Friendly-to-food Aluminum helps retain minerals and vitamins; helps keep food healthful, appetizing. Just a few reasons why seven out of eight women use Aluminum.

For forty years the famous Wear-Ever trademark has been the guide to top value in cooking utensils.

If you do not know where to buy Wear-Ever, write The Aluminum Cooking Utensil Company, 1503 Wear-Ever Building, New Kensington, Pennsylvania.

LOOK FOR THE WEAR-EVER TRADEMARK WHEN YOU BUY

*Aluminum at its Best:*



“Wear-Ever”



TO LOVELY-UP YOUR SKIN FOR SPRING

# Whirl Whipped TEXTURE CREAM



**Rich cream—whipped cloud-light  
to help skin to smooth, springtime freshness!**

LET the rich lubricating oils of *whirl whipped* Elmo Texture Cream caress away that dry, winter-parched feeling...help soften and smooth your skin. Elmo's whirl-whipping process gives the cream a fleecy consistency that protects delicate tissue!

Pat Elmo Texture Cream over your face and neck at night! Use *upward strokes* to discourage lines and sag! As you rouse lazy circulation, and stimulate weary face muscles with your fingertips, you'll bless the heavenly *lightness* of Elmo Texture Cream! It "works" so easily!...And you'll be enchanted by its delicate fragrance, its shell pink tint...and the modest cost!

When you ask for Elmo Texture Cream at your favorite cosmetic counter, ask the Elmo cosmetiste to show you All-Weather Lotion—Elmo's new daintier, more effective hand cream!

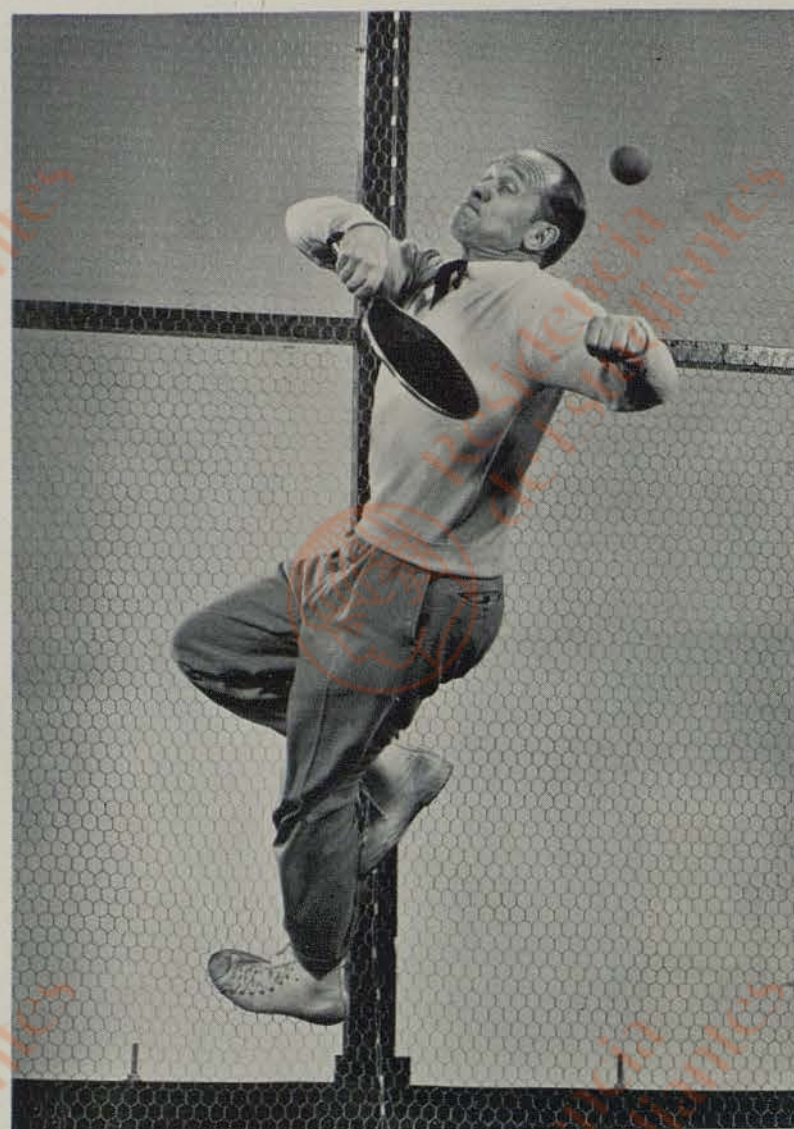


TEXTURE CREAM

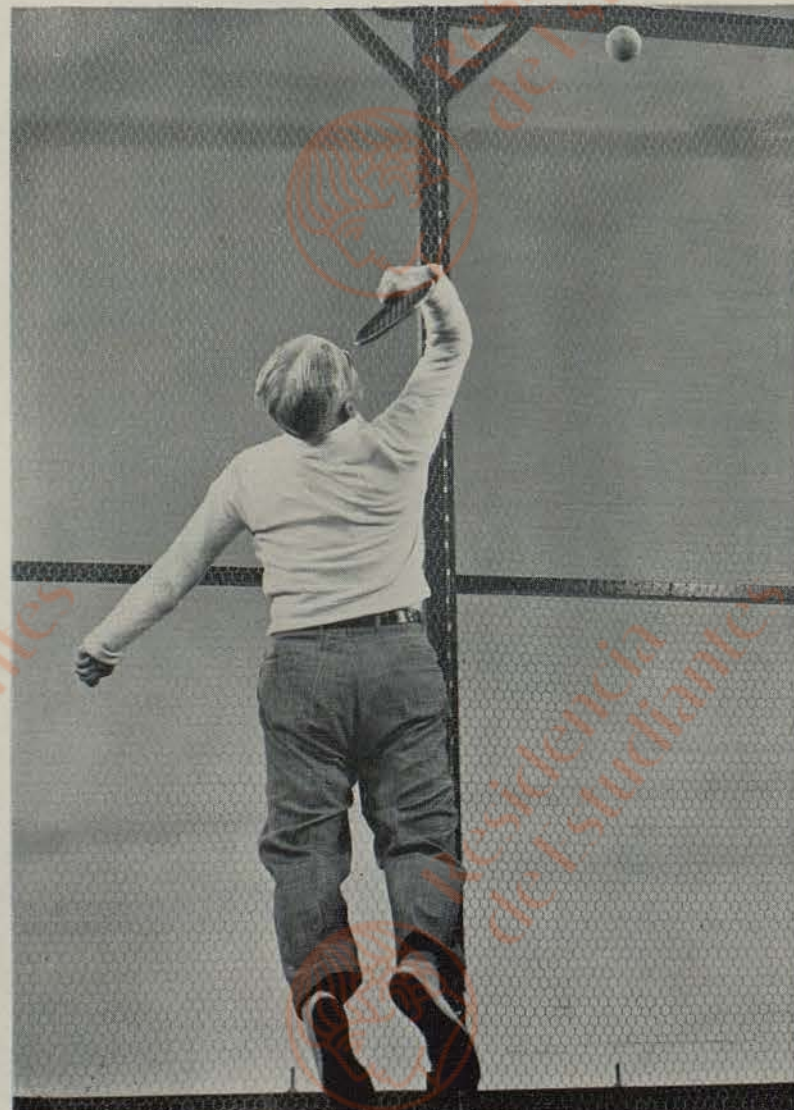
BY  
**Elmo**

PHILADELPHIA • SAN FRANCISCO

Paddle tennis (continued)



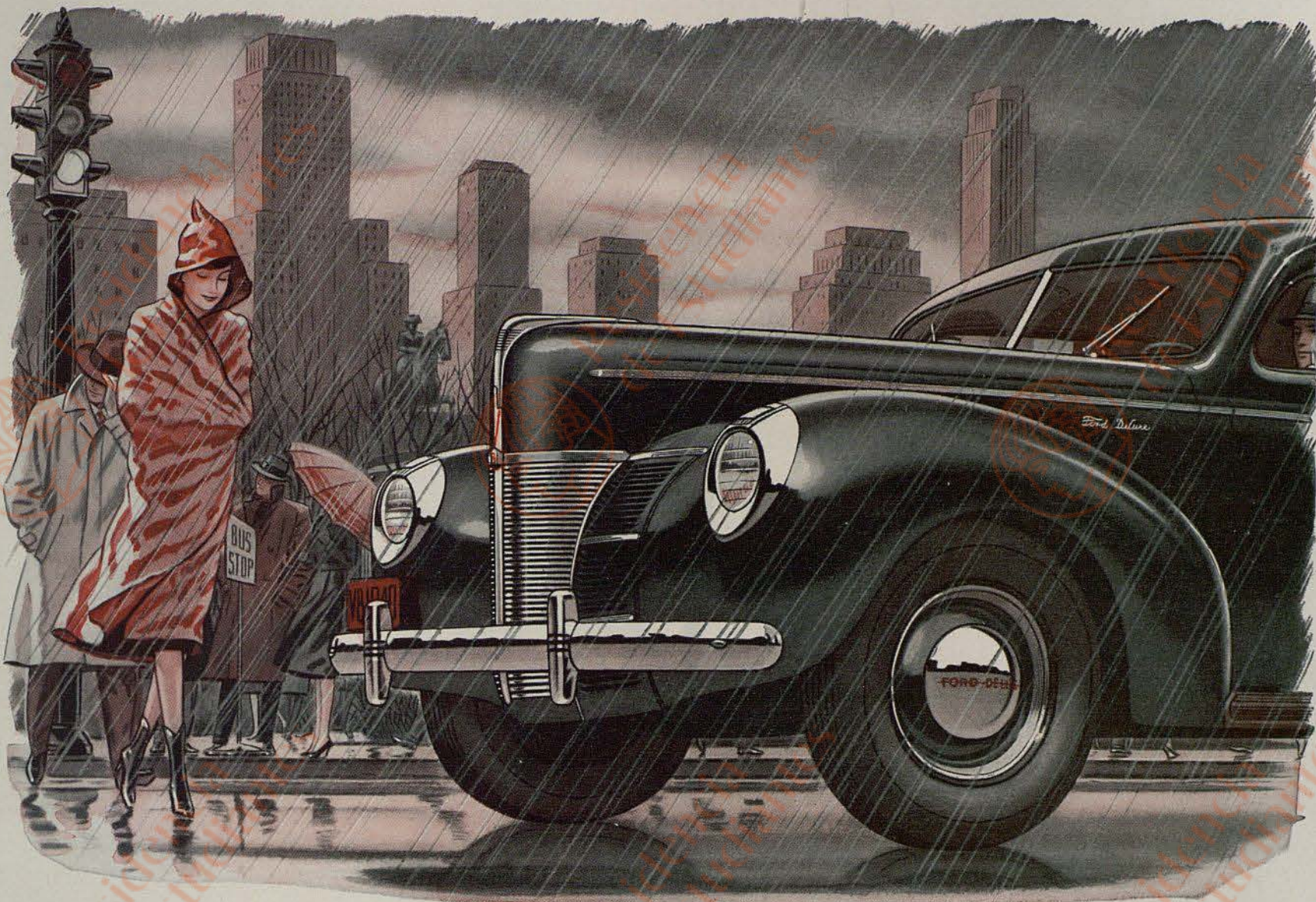
**Up the wire**, like a monkey, goes Ken Ward, president of American Paddle Tennis Association. In spite of his strange antics, Ward is a good-looking New York broker.



**Over his right shoulder**, off the back wire, Don White makes an overhead return. A great doubles player, White sometimes teams up with Tennis Player Sidney Wood.

CONTINUED ON PAGE 71





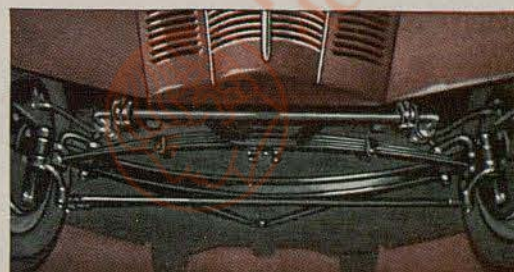
# SAFETY! You'll find it in a FORD



**BIG HYDRAULIC BRAKES:** Largest drums and lining area of any low-price car—for fast, straight-line stops and long service. Pedal action smooth and easy.



**SEALED-BEAM HEADLAMPS:** Light is much stronger, stays bright longer. Night driving safer and easier. Bulb, lens and reflector all sealed in single unit.



**LOW CENTER OF GRAVITY**—a safe, "close to the road" feel. Stabilized chassis, achieved by a skillful combination of transverse springing, torque-tube drive and front radius rods. You get an even, level ride—free from bobbing starts and dipping stops.

**Y**OUR SAFETY is the most important thing of all to the 1940 Ford V-8.

You'll like this big car's ready response to your every wish—and the host of protective features that Ford engineers have built into it:

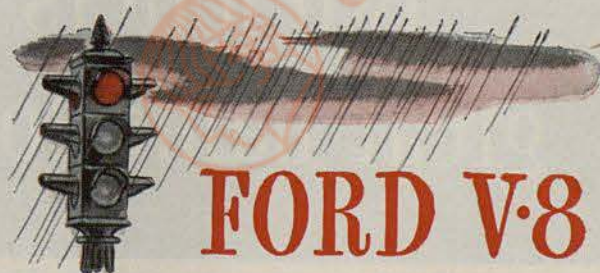
The biggest hydraulic brakes in the low-price field . . . big tires for good traction . . . a rugged all-steel body and a husky X-braced frame . . . an unusually low center of gravity and a uniquely stabilized chassis that assure a level, road-hugging ride.

Safety glass all around and *two* wipers to keep the windshield clear . . . new and powerful Sealed-Beam Headlamps to make night driving safer, easier . . . oversize battery and a Battery Condition Indicator on the instrument panel to guard against ignition troubles.

Another very important Ford safety factor is the V-8 engine, with its smooth power under constant control—drifting lazily along in tangled traffic—flashing away fast when occasion requires.

Driving this quiet, comfortable car just naturally gives you a sense of security.

And whenever you need sudden stops or sudden speed, you're doubly grateful that Ford *puts safety first.*



## FORD V-8





# Two letters that made a great name for themselves

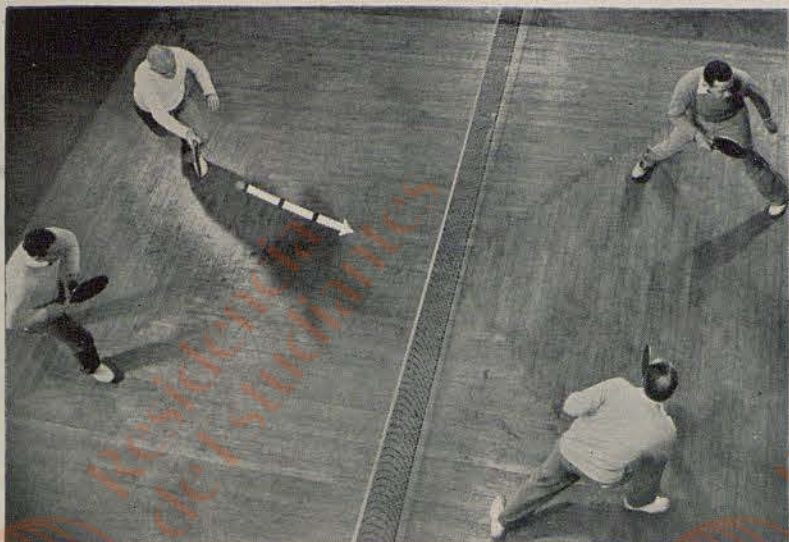
Because of the flavor and smoothness of this superb whiskey, more and more men have asked for PM until today those two little letters are the buy-word for quality.

*PM DeLuxe is one whiskey that will always taste the same.*

For National Distillers, who make America's leading bonded whiskies, lays aside a yearly percentage of its fine old whiskies of bonding age to assure you of the same taste and the same high quality for years to come.



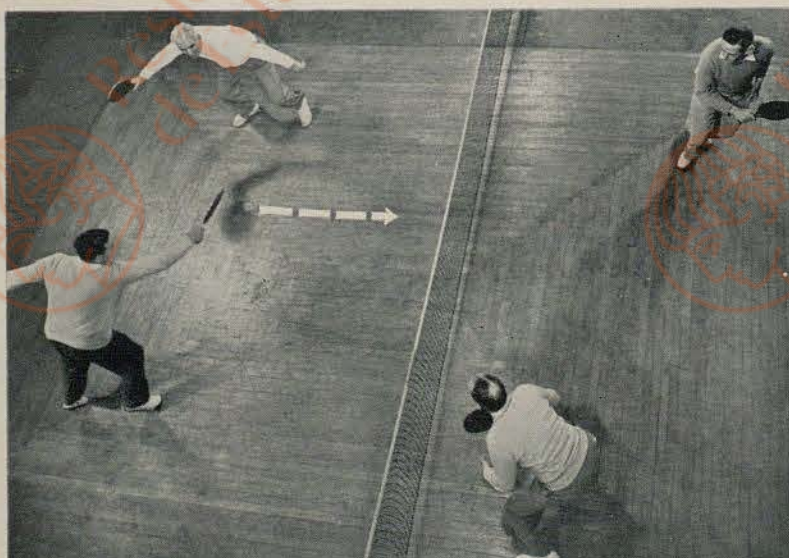
## Paddle tennis (continued)



IN MILI'S STUDIO, ON UNMARKED COURT, DON WHITE STARTS A VOLLEY



KEN WARD INTERCEPTS BALL AT NET, MAKES RETURN TO CHARLIE O'HEARN



O'HEARN, GAME'S GREATEST PLAYER, MAKES BACKHAND RETURN TO HICKS



HICKS MAKES RETURN, O'HEARN AND WHITE COME TO NET, READY FOR KILL

IT'S MAGIC



## And here's MAGIC for every home!

For a real thrill, let that boy or girl of yours try a New Royal Portable. In no time at all, a little story will be typed—maybe enthusiastic notes to friends and relatives.

Teachers hail this finest of home-sized typewriters as a modern aid to education. People of all ages praise it as the quickest, easiest, and the *clearest* way to set thoughts to



paper. In every walk of life, it is used to advance careers, to add to incomes.

See it . . . at any store where portable typewriters are sold. And be sure to ask about MAGIC\* Margin, an exclusive patented Royal feature, which sets the margin *automatically*, instantly. Or—if you prefer, mail the coupon below for details of Free Home Trial offer.



## THE NEW MAGIC\* Margin ROYAL PORTABLE

\*Trade-mark. Reg. U. S. Pat. Off.

Copyright 1940, Royal Typewriter Company, Inc.

### FREE HOME TRIAL COUPON

Royal Typewriter Company, Inc.  
Dept. L-325, 2 Park Ave., N. Y. C.  
Please tell me how we can try a New Royal at home FREE.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
COUNTY \_\_\_\_\_ STATE \_\_\_\_\_



AMATEUR CARPENTERS HAVE MANY A NICKED FINGER TO BANDAGE, BUT...

IT'S EASY TO USE A READY-MADE BAND-AID FOR ANY MINOR CUT... (AFTER TREATING INJURY)...

BAND-AID IS NEAT AND CONVENIENT. JUST STICK ONE ON... AND IT STAYS... EVEN ON HARD-TO-BANDAGE PLACES. BUY A BOX TODAY AND HAVE IT READY. 19¢ FOR 36 ASSORTED SIZES.

**Johnson & Johnson**  
**BAND-AID**  
ADHESIVE BANDAGES

**"A Better Face in 30 days or your money back" says Schick**

FREE! EXTRA \$1.00 VALUE

Exclusive Whisk-it Catchall for Whiskers with Captain model. Offer good until April 30th, 1940. (Standard with other models.)

SHAVE with the world's fastest dry shaver—get a clean, smooth shave—without cuts or skin irritation. Out of five million dry shavers in use today, over half are Schicks. Here's a sporting proposition: Try a new Schick Dry Shaver for 30 days. If you don't find your face softer, in better condition... go to your Schick dealer and he'll refund your money.

Schick Dry Shavers come in 3 models: The "Colonel", \$15.00; Captain, \$12.50; "Pocket Dressing Room" Kit, \$17.50.

BECAUSE YOUR BEARD FLOWS SMOOTHLY AND EASILY INTO THE EXCLUSIVE FUNNEL-SHAPED SHEARING SLOT YOU GET A QUICKER, CLEANER, CLOSER SHAVE ENTIRELY FREE OF ANY SHAVING IRRITATION

**WHY A SCHICK GIVES YOU A BETTER SHAVE**

**SCHICK DRY SHAVER** THE CIVILIZED WAY OF SHAVING

Schick Dry Shaver, Inc., Stamford, Conn. . . . Schick Dry Shaver, Inc., has no connection with the Magazine Repeating Razor Co., which manufactures and sells the Schick Injector Razor.



A FLOCK OF CROWS AGAINST A WINTER EVENING SKY IN ILLINOIS FLIES IN

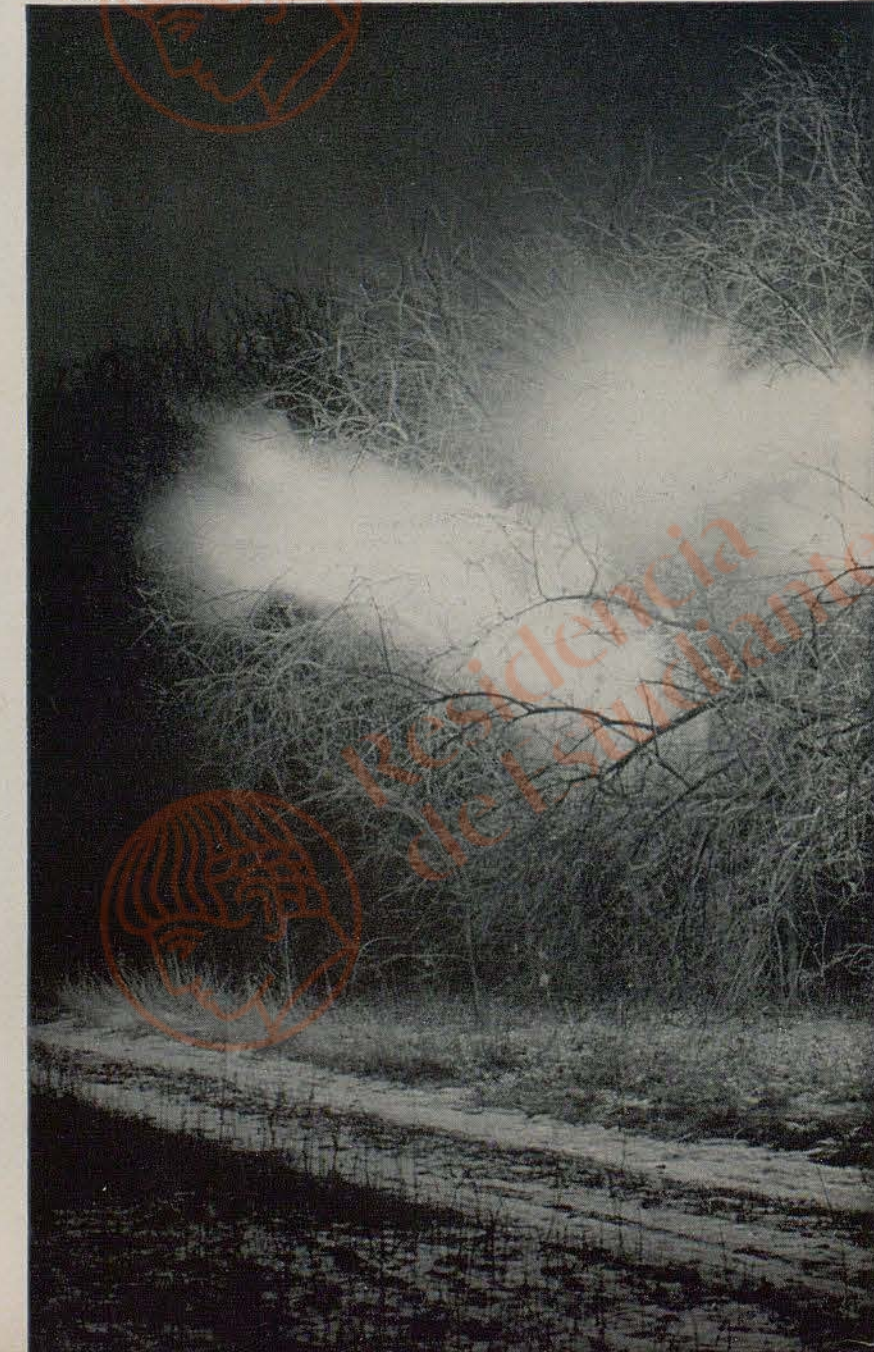
## ILLINOIS GAME WARDEN SLAUGHTERS



WARDEN DAVIS AND SWITCH

Least popular U. S. bird is the crow. Farmers accuse crows of digging out planted seeds, uprooting them when they sprout. Sportsmen blame crows' appetite for other birds' eggs and nestlings as a factor in the decline of U. S. game birds. So unpopular is the crow in Illinois that this winter the State Department of Conservation began a systematic campaign of wholesale slaughter. The State's weapon is an uncompromising device worked out by Inspector Frank S. Davis. He festoons crows' favorite groves with dynamite bombs. At night, when the crows are roosting sleepily, Warden Davis throws the switch. In the detonation, the ground and neighboring fields are showered with dead and wounded crows. Average

DYNAMITE BOMBS, SET OFF BY INSPECTOR'S SWITCH, FILL WOODS WITH DULL

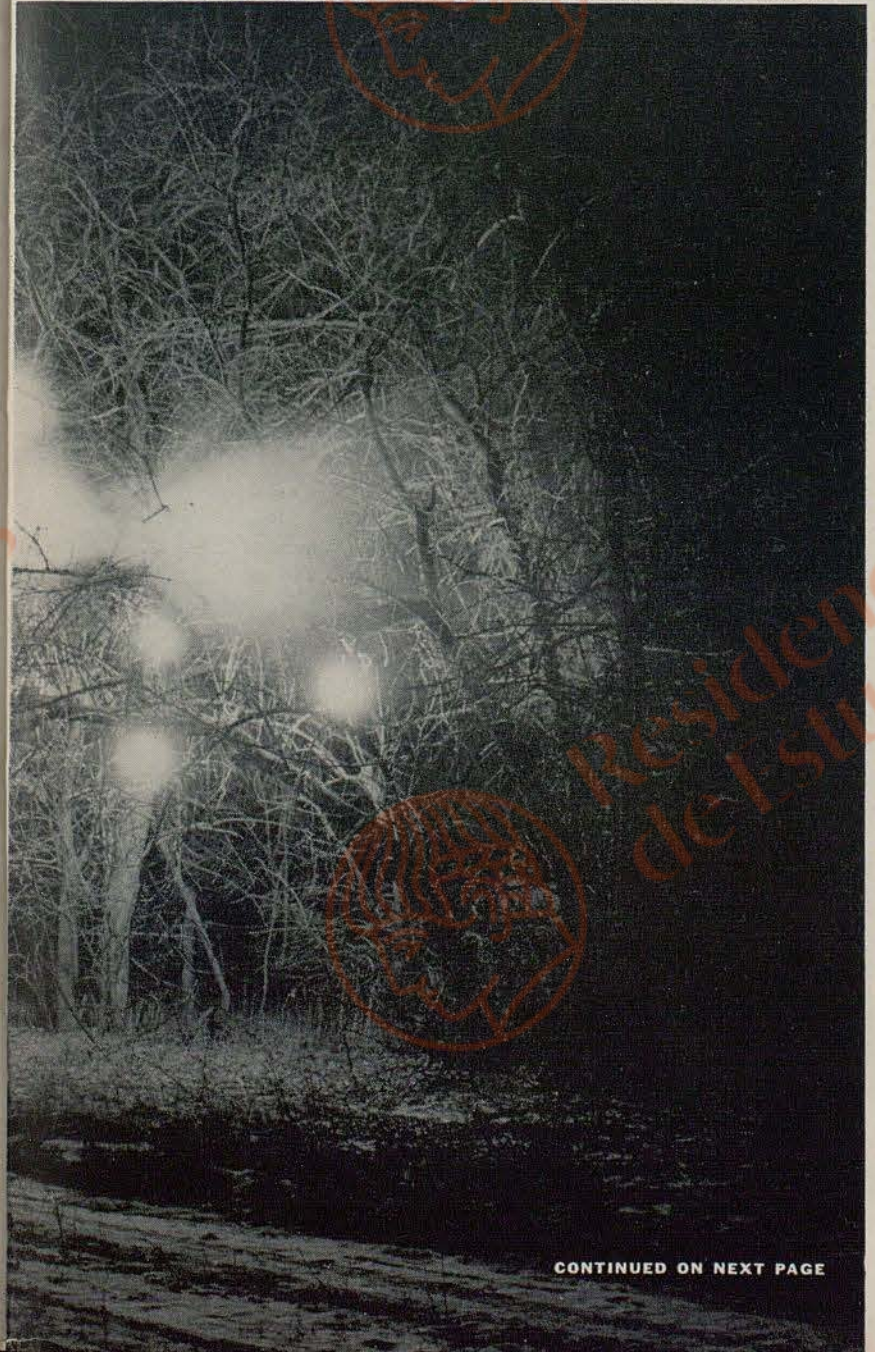


FROM FIELDS TO A WOOD-LOT ROOST, THEN SETTLES DOWN FOR THE NIGHT

## 328,000 CROWS WITH DYNAMITE BOMBS

night's blasting, conducted twice a week, nets about 11,000 crows. This spring, Inspector Davis' score reached 328,000. Such wholesale destruction greatly shocks many conservationists and national bird-loving societies who contend that the crow, far from being as black as he is painted, is really a useful insect-consuming bird. The Inspector's assistants in this grim enterprise at Rockford, Ill., and in other towns are the local farmers and their rod and gun clubs. By day, they spot the crows' roosts, help hang the bombs 36 ft. high in the branches of the trees. At night they gather, armed with sticks and baseball bats, to watch the fireworks. When twigs and birds stop falling, they rush in and club the wounded birds to death. Crows have heretofore been famed as the nation's wariest bird. Every farmer's son knows that a crow can recognize a gun at gunshot range. Crows have survived high bounties and centuries of open seasons. Inspector Davis' victims are victims of the season. In winter, gregarious crows crowd together at night on the bare tree branches.

RED FLASHES, SEND CROWS ROCKETING THROUGH BRANCHES TO THE GROUND



## "LOOK! EVERY BULGE IS GONE and my Spencer saves me money"



This charming woman was delighted with the change in her figure the instant she donned her Spencer. Her posture improved and all bulges vanished. Her Spencer saves her money on corsets because it is guaranteed never to lose its shape as long as it is worn.

(At right) This photograph, taken before she wore her Spencer, shows how the ordinary corset permitted her figure to bulge and sag.

You have heard your friends talking about their Spencers—you have seen their figures transformed when they began to wear a Spencer. You have intended to find out what an individually designed garment would do for your figure. Don't delay. Send the coupon below.

**How to lose your bulges**

Your Spencer corset and brassiere will effectively correct any figure fault because every line is designed, every section cut and made to solve your figure problem, and yours only.

Spencers are light and flexible yet every Spencer is guaranteed to keep its lovely lines as long as it is worn! No other corset, to our knowledge, carries this guarantee. Prices are moderate—depending on materials. Stop experimenting with corsets that lose their shape after a few weeks' wear!

**Do You Want to Make Money?**

Ambitious women may find business openings as corsetieres in every state. We train you. If interested, check here ☐

Name \_\_\_\_\_ Address \_\_\_\_\_

Also made in Canada and England at Rock Island, Quebec, and 33 Old Bond, London, W. I.

**SPENCER INDIVIDUALLY DESIGNED CORSETS**

Copyright 1940, Spencer Corset Co., Inc.  
**Write Anne Spencer**  
Anne Spencer, Spencer Corset Co., Inc., 133 Derby Avenue, New Haven, Connecticut.  
March 25, 1940  
Please send me your helpful booklet. I have checked my figure fault at right.  
Bulging hips  
Bulging abdomen  
Lordosis backline





LESTER's lasting beauty of tone and style, its instant responsiveness to the touch—all are inherently built-in through a process requiring three years before the Lester is ready for your home. The Lester is the ultimate in a tradition of more than half a century of fine craftsmanship under one management. Lester Grand Pianos are now available in ten distinctive styles.

*—the lovely  
Lester tone  
is lasting!*

People who have owned the Lester for years know that its richness of tone endures—permanently protected by Lester precision construction and by the exclusive Lester Tone Stabilator.

Fully  
Guaranteed  
for 10 Years

**LESTER** Grand Pianos  
and

**BETSY ROSS SPINETS**

Betsy Ross Spinets . . \$245 to \$450

Lester Grand Pianos . . \$430 to \$1820

See them at your local Lester Dealer



Send 10c (stamps or coin) for Illustrated Booklet—"Harmony at Home"—shows how to redecorate your home with a piano; how to choose a piano, etc.

WRITE your name and address plainly on this margin, cut out, and mail with 10c (stamps or coin) to Lester Piano Manufacturing Co., Inc., Philadelphia, Pa.

America's Outstanding Piano Values for Over Half a Century

**VALSPAR**  
Lasting Beauty and  
Perfection for every home



VALSPAR—the Varnish  
that won't turn white



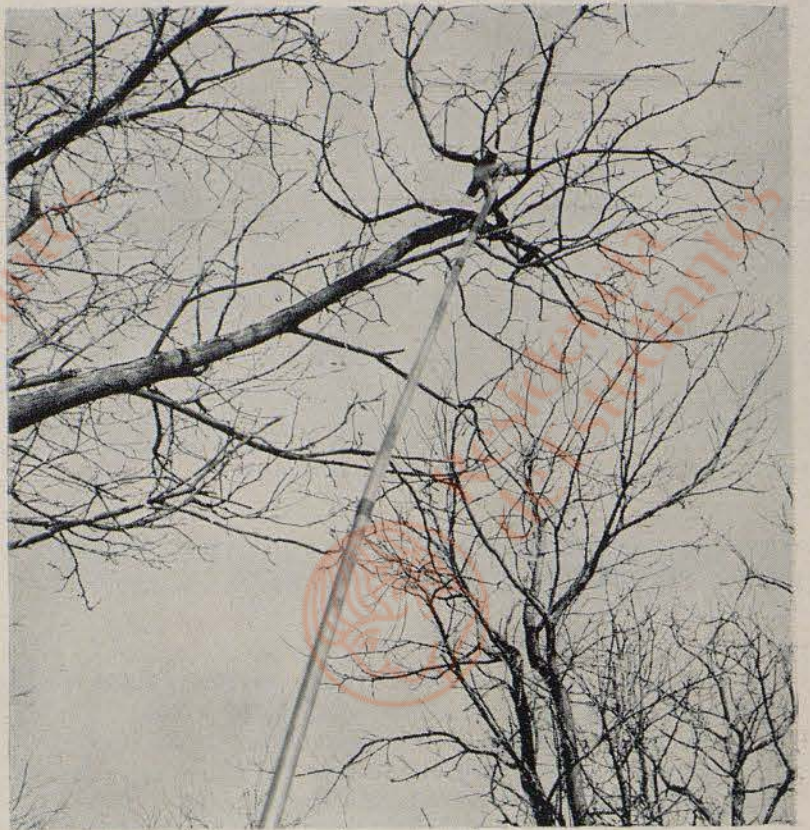
and VALSPAR—the Paint  
that does it right

**VALSPAR**  
PAINTS—VARNISHES—ENAMELS

VALENTINE & COMPANY, INC., NEW YORK, N. Y.

THE VALSPAR CORPORATION, LTD., TORONTO

## Crow-bombing (continued)



Dynamite bombs, with caps set, are swung aloft on a 36-ft. collapsible pole and fastened at strategic points to the tree branches in crows' roost. Wires leading down from bomb caps are attached to cable leading to the electric detonating switch.



Wounded crows are clubbed to death by sticks and bats in the hands of local residents, who crowd in after the bombs have been detonated. Big percentage of crows brought down by bombs are merely stunned by the concussion, otherwise unhurt.



Every house needs  
**Westinghouse**



IRONERS

WASHERS

WATER  
HEATERS

DISHWASHERS

RANGES

TOASTERS

ROASTERS

WAFFLE  
BAKERS

IRONS



**"Gee, Mom—you find a place for EVERYTHING"**

MOTHER: "Well, Son, it's not very hard, you know, with one of these new Westinghouse Refrigerators."

SON: "I'm glad there's a place to put this big watermelon and make it good and cold, anyway."

"Mrs. Simpson **MUST** have plenty of storage space in that new Westinghouse of hers. She never misses a bet when we have grocery specials. What she saves in a year must come pretty close to covering her refrigerator's purchase price."



The double-height compartment in the top of the big Super Freezer is marvelous for storing the new frosted foods. Temperature is 14 degrees—steady cold—at "Normal" setting of the True-Temp Control dial.

And the new Meat-Keeper is wonderful! When Westinghouse introduced the Meat-Keeper users called it "the biggest improvement in years." In 1940 it's better yet. The window in front, with lighting from the back, lets you see all the contents at a glance.



"Most attractive refrigerator I ever saw" is what women say about the new Westinghouse. Be sure to see it at your dealer's. You'll find his name in your classified telephone directory under "Refrigerators, Electric." Westinghouse Electric & Mfg. Co., Dept. 60, Mansfield, O.

## TRU-ZONE COLD

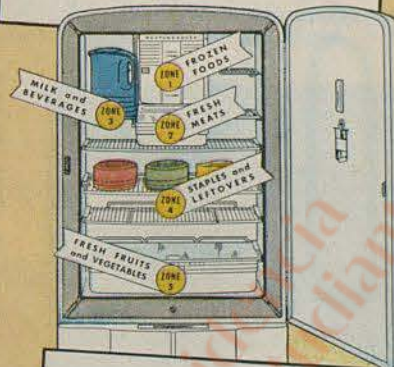
...for **SURER, STEADIER,** food protection

**WHAT IT IS...** a definite temperature in each zone for each True-Temp control setting.

**HOW IT WORKS...** True-Temp Control lets you dial main food compartment temperature; holds temperatures true regardless of changes in kitchen temperature.

**FIBERGLAS INSULATION** improves cold-keeping efficiency 10%; keeps its original efficiency for life.

**HUMIDITY** for meat in the Meat-Keeper, for fruits and vegetables in the Humidrawer—keeps fresh foods fresh.



### 5 ZONES OF COLD are

**Zone 1**—below freezing, for storage of ice cubes, frosted foods, desserts; **Zone 2**—humidified, extra cold but not freezing; for meat; **Zone 3**—extra cold but not freezing; for milk and beverages; **Zone 4**—standard cold for staples and leftovers; **Zone 5**—crisp cold, with correct humidity, for fruits and vegetables.

**Westinghouse Refrigerators**

Tune in "Musical Americana," N.B.C. Blue Network, Thursdays, 8 p.m. E.S.T., 7 p.m. C.S.T., 9:30 p.m. M.S.T., 8:30 p.m. P.S.T.





**A TAXI DRIVER TELLS HOW HE PUT NEW LIFE INTO HIS SLUGGISH CAR**



"COME ON, COME ON," the cop sez, "ye're holdin' up traffic. Get that jaloppy off the road!" I step on the gas but nothing happens. The old bus acts like she's glued to the spot.



"THIS BUS IS READY TO JUNK," I beef to the service station guy. "Take my tip. Put in Auto-Lite Spark Plugs," he says. "And she'll take your hat off when you give her the gas."



"HI, PAL!" I yells, next time I pass that cop. When the traffic light turns green I'm off at the toot of the whistle. I'm telling you his eyes nearly pop out when he sees the way the old car shoots ahead with those new Auto-Lite Spark Plugs on the job.

## Read how this new kind of spark plug peps up lazy, spark-weary motors

"IT'S amazing, the difference in the way my car runs since I put in those new Auto-Lite Spark Plugs!"

That's what owners of all makes of cars are saying as increasing thousands change to this sensational new kind of spark plug.

Often this one simple change holds the secret of quick, sure starting for

sluggish motors—of flashing pickup and power—of smooth, even engine performance at all speeds—of substantial savings due to elimination of gas waste.

The performance of any car depends upon the efficiency of its ignition system. And Auto-Lite Spark Plugs have been expressly developed by ignition engineers to increase the efficiency of the ignition system by working in balanced harmony with it. They fire with less electrical strain—and that means a smooth, uniform flow of power, with faster pickup and livelier engine performance.

Next time you see the Auto-Lite sign, why not stop for a free inspection of your spark plugs? Cleaning costs only a few cents; and you will save money by replacing worn-out plugs with new Auto-Lites—they cost no more.

**THE ELECTRIC AUTO-LITE COMPANY**  
Merchandising Division  
TOLEDO, OHIO • SARNIA, ONTARIO



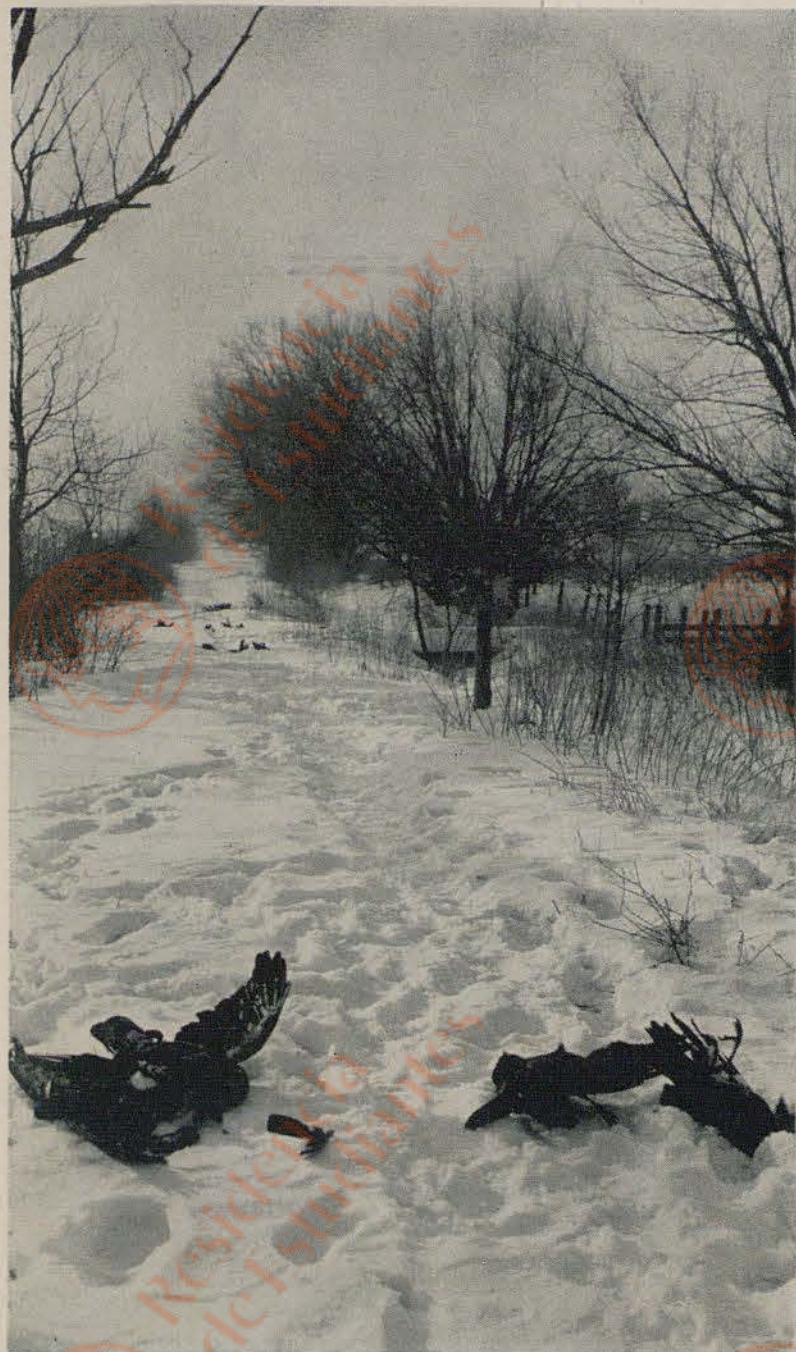
**LISTENING TO AN ENGINE'S HEART-BEAT**  
Using a sensitive stethoscope, Auto-Lite engineers test the performance of Auto-Lite Spark Plugs in actual operation.



IGNITION ENGINEERED  
BY IGNITION ENGINEERS

Change to **AUTO-LITE SPARK PLUGS**





Dead crows are found next morning, blown by the explosion yards away from their roosts, littering the roads and fields. Other crows, that managed to fly from the scene before falling dead of injuries, are found miles away, nose down in the snow.



Sled-load of crows, a fraction of night's kill, is carted away from the groves next day by a farmer. Carcasses were disposed of by burning. Illinois residents have not so far revived the crow-eating fad that took hold in Midwest States in 1936.



## You're picking the choice, young tea leaves when you buy these new ***FILTER*** tea balls

Each of the new Tender Leaf Tea Balls is a tea FILTER—made of a new kind of paper that's tasteless, odorless, insoluble in water. Only the wonderful flavor of Tender Leaf Tea is drawn into your cup. No cloudiness. No "specks." Your tea clear as amber!

Each tea ball comes to you in a separate envelope, untouched by human hands until you use it. Enjoy your tea made this new, better way!

And in Tender Leaf Tea you get the choice, young, TOP leaves of the tea plant—as surely as if you picked them in your own garden!

These leaves have the rich flavor and fragrance you like. No coarse, heavy leaves are included. Ask for Tender Leaf Brand Tea!

Listen to "One Man's Family" on the N. B. C. Red Network every Sunday

Copyright, 1940, by Standard Brands Inc.



Your grocer has the new Tender Leaf Tea Balls—8, 20, 50 or 100 to the package. He also has Tender Leaf Tea in 3½- and 7-oz. packages. Try the new Tender Leaf Brand Tea Balls today!





# Neither Myopia, nor Hyperopia, nor Astigmatism!

**THREE BASIC DEFECTS** of editorial vision can easily afflict organs of public information . . .

**MYOPIA** — the shortsightedness that comprehends little beyond the domestic scene, naively envisioning our land as a self-sufficient, tight little isle.

**HYPEROPIA**—the farsightedness that is so pre-occupied with what's happening over the horizon that it is scarcely aware of tremendous things astir at home.

**ASTIGMATISM**—the distorted perception that results from eyeing all subjects from too partisan, too sectional, too romantic a viewpoint.

LIFE, from its inception, has attempted to keep refreshingly free from any such faults of focus. It has, in fact, brought into being not only its own completely new picture-and-word editorial technique but also a completely new editorial viewpoint. And it is this unique viewpoint which has made of LIFE's news-camera a penetrating, all-seeing eye with a brain!

For instance, in covering the biggest news in the world—the War—LIFE foreswears both wholehog sensationalism and superficial sugar-coating.

It reveals this great human tragedy with vividness, clarity, and objectivity. It illuminates and interprets history-in-the-making. And, even more



FROM LIFE'S COVERAGE OF THE SECOND WORLD WAR

important, LIFE functions as an eye that looks *two ways at once*—it sees and reports the conflict as waged 3,000 miles away . . . and at the same time sees and interprets the inescapable impact of that conflict on present-and-future American living.

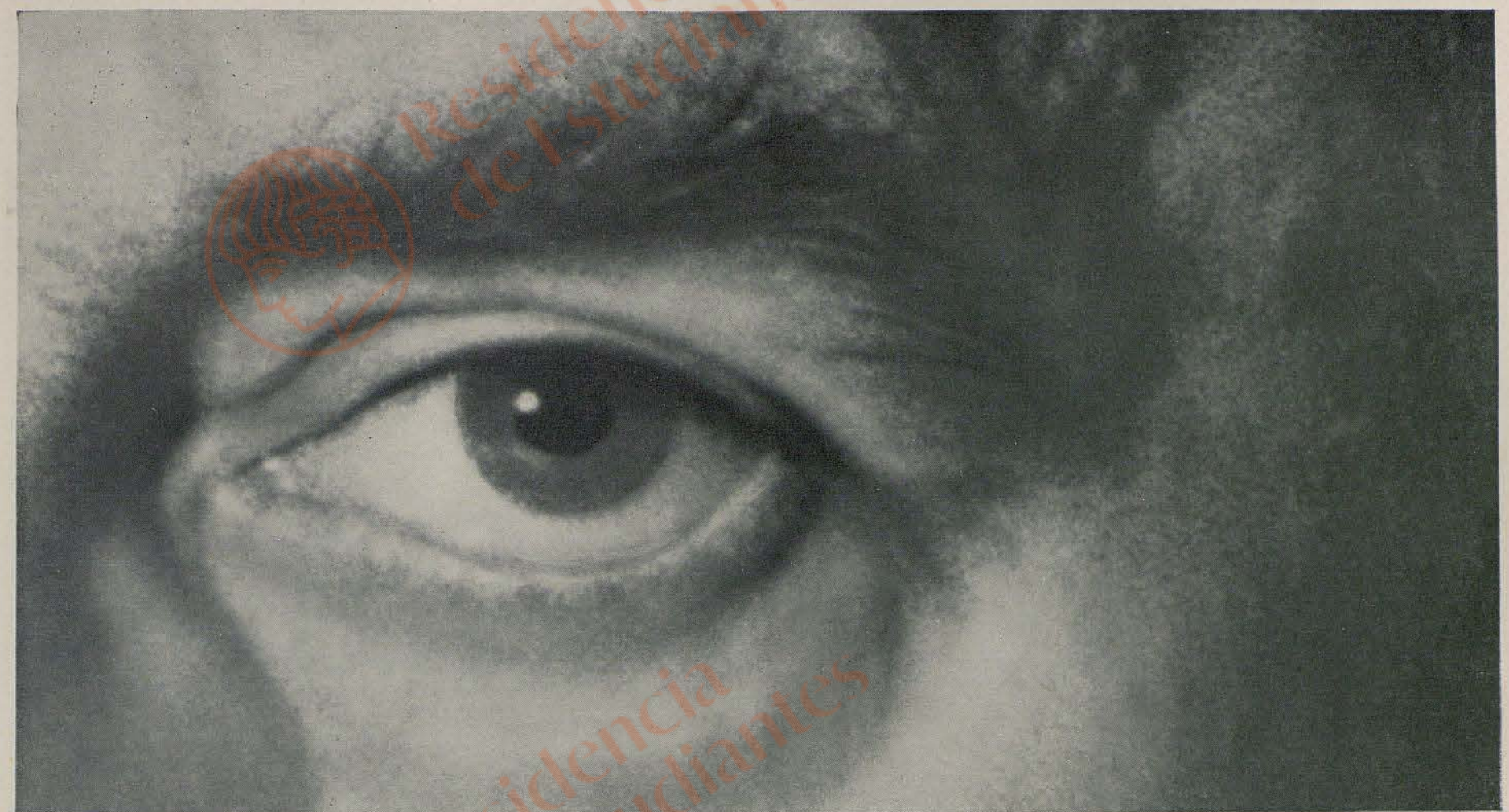
It would be, however, evidence of defective editorial vision to let the war *monopolize* LIFE's

attention. So, LIFE's new editorial technique continues to serve as the most lively, understandable means of helping Americans to comprehend and enjoy intelligently the land they live in.



LIFE SAILS DOWN THE INLAND WATERWAY

For instance, in LIFE's absorbing pages, readers chug 1350 miles with a pretty yachtswoman down



the exciting Inland Waterway . . . and later go to a Bingo Party in Lowell, Massachusetts, where 3,800 merchants, mothers, mill hands, relievers,



ONE OF LIFE'S FULL-COLOR ART REPRODUCTIONS

every week play America's No. 1 indoor game. They see, as only LIFE can show, the screwball publicity gags of Venice, California, most eccen-



"LIFE GOES TO A PARTY"

tric community of an eccentric state . . . and witness the gloomy pall of a "blacked out" American city—St. Louis, the smoke-ridden.

It is an exciting and enriching experience to fol-

low in LIFE's color pages the contributions America's outstanding painters are making to a genuine American Art. It is healthful culturally, too, to be kept up-to-date, via LIFE's picture-and-word reviews, on the latest movie or play.

And whether it is reporting a college houseparty, a Revenue raid on Southern moonshiners, the terrible trek from the Dustbowl, or presenting a photographic essay on the great Northwest, LIFE provides an absorbing, continuous course in how our fellow-citizens live. People are discovering more and more that its advertising pages, too, are an interesting, integral part of the entire informative, illuminating cross section of modern American living that is LIFE.

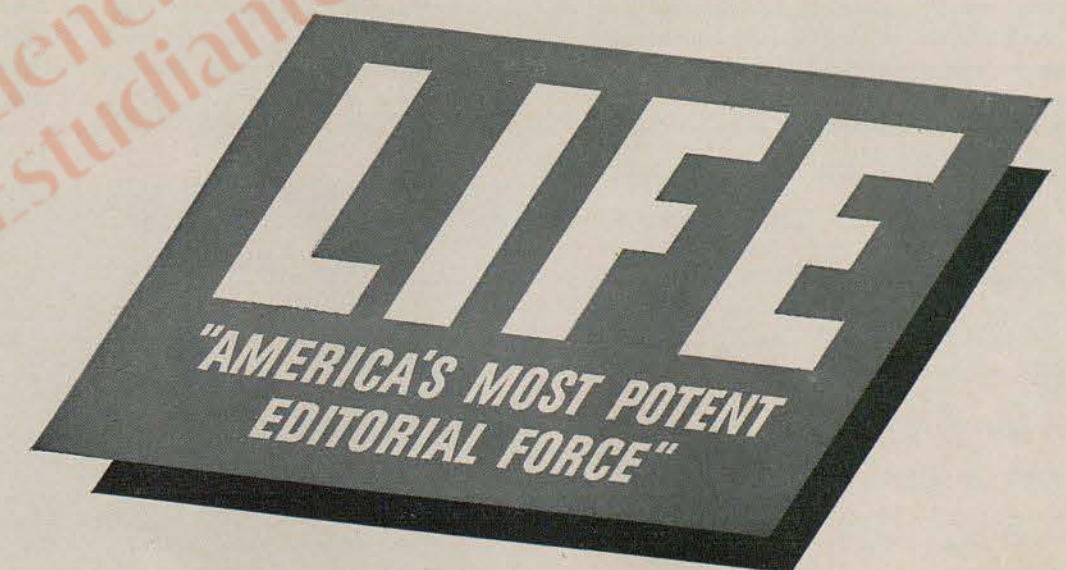
Come Mars or high water, LIFE is dedicated

to the proposition that its vigorous, new-age journalism entails a high obligation. It is the obligation to inform many millions of Americans\*—in LIFE's own unique and modern way—about *all* things that color and shape modern American living.

LIFE, as "America's Most Potent Editorial Force," directs that force wholeheartedly toward effecting a truly enlightened America.

*For an enlightened America is the world's greatest hope!*

\*Latest figure—19,900,000 audience each week—scientifically established and reported by LIFE's Continuing Study of Magazine Audiences.







**I**NSPECTING a large public garage at the request of its fire insurance agent, the White Fireman\* found a hazard in the fire door that separated the garage from a stable adjoining. It was badly rusted and torn, offering the garage scant protection if a fire started in the stable's highly combustible contents.

"You're needlessly subjecting your business to your neighbor's fire hazards," the White Fireman told the garage owner. "Besides, a proper fire door would save you on your fire insurance in one year more than enough to pay for itself."

The garage owner had the fire door repaired at a cost of \$51 . . . and immediately cut his fire insurance costs by \$126 yearly. Following several other suggestions of the White Fireman brought a still lower insurance rate . . . a total reduction of 39%.

\*THE WHITE FIREMAN symbolizes the loss-prevention engineering service maintained by this Company to the advantage of policyholders. It is available through any North America Agent or your insurance broker.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of . . .



## Insurance Company of North America

PHILADELPHIA

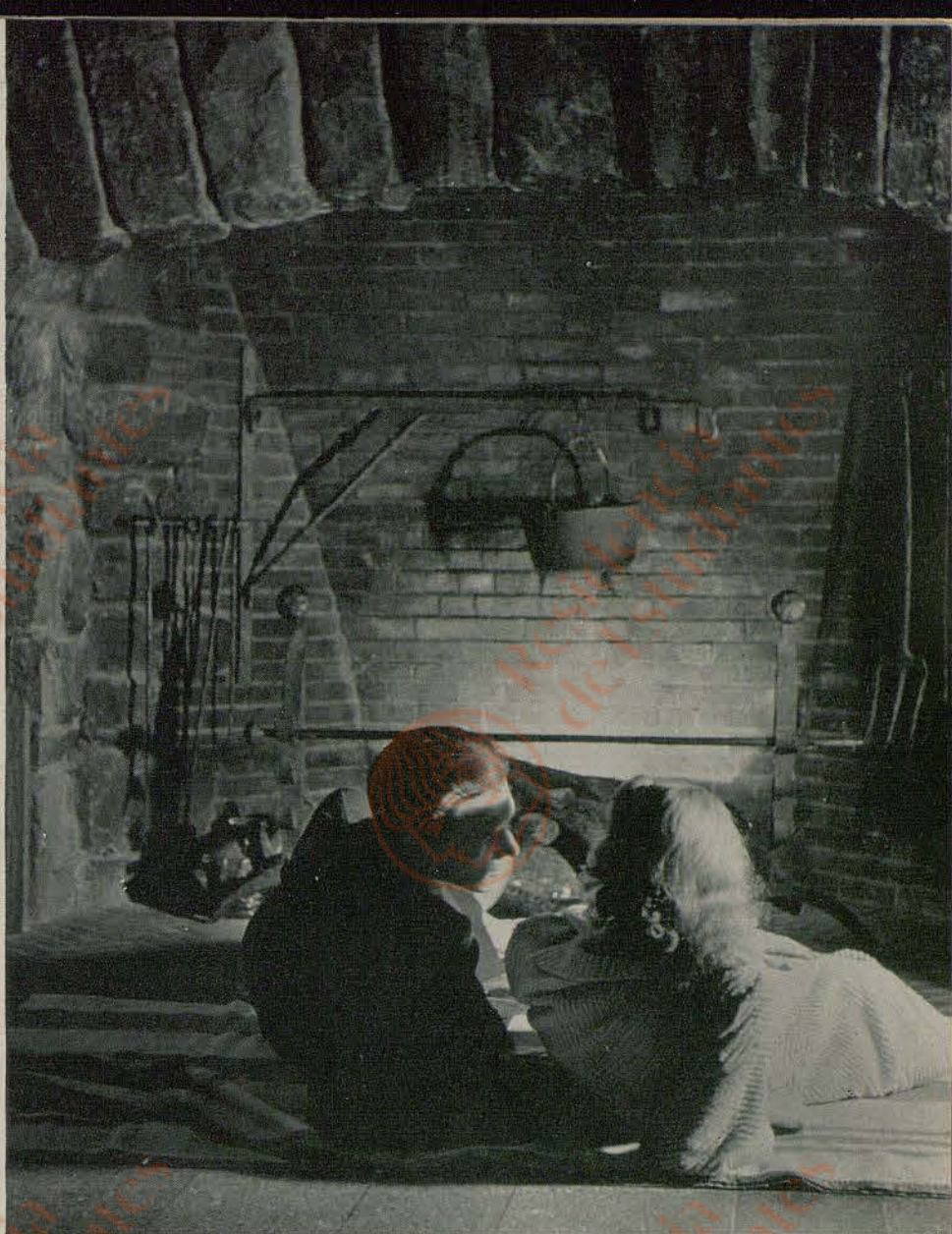


This oldest American fire and marine insurance company and its affiliated companies write practically every form of insurance except life. FOUNDED 1792. LOSSES PAID: \$444,000,000





Kitty Foyle's home was on Griscom Street in the shabby Frankford section of Philadelphia. It was a clapboard house like this one with a little patch of grass in front, a sun-baked yard in the back. There was an outhouse in the backyard and it always smelled of chlorides.



Kitty's one romance was with a rich "Main Liner." "We went to a little cabin on a lonely pond in autumn," she remembers. "We built a big fire and lay in front of it. Wonderful . . . firelight. It was the first kind of light men and women ever made love in."

# White Collar Girl

Research notes for Ginger Rogers' film version  
of Christopher Morley's best-selling novel

## Kitty Foyle

In a couple of months, RKO is going to start shooting a movie based on Christopher Morley's novel, *Kitty Foyle* which leads the big best-seller lists. Ginger Rogers, just finished playing a shantytown girl (see p. 48), will act Kitty Foyle, a lower-middle-class girl from Philadelphia who makes good in business but not in love. The book is successful not just because the story and the character of Kitty are attractive but also because it is crammed full of specific details which describe the habits and habitat of an important species of American woman, the White Collar Girl.

Therefore, without being asked by anyone—least of all by RKO—LIFE sent out a camera expedition to explore the ways of the White Collar Girl. Its guide was Christopher Morley. A girl named Carol Lorell, who looks like Ginger Rogers, went along to act Kitty (right). The expedition went to the places in New York and Philadelphia where Kitty lived and loved, where she worked and worried, where she drank and danced. What the expedition brought back was basic research on the White Collar Girl.

RKO is a smart moving picture company and does not need LIFE to tell it how to make a good movie. But to be a good movie, *Kitty Foyle* should mirror the *mores* of the girls who spend their youth—and sometimes more than their youth—in offices or shops before they settle into marriage or a career. The movie should show their lives as neither too grubby



nor too glamorous. It should show how the White Collar Girl, moving against her city background, takes on the protective pattern of the 9-to-5 female.

RKO paid \$50,000 for Mr. Morley's book. Mr. Morley, who should know, vouches for the authenticity of these pictures. Some movie companies, working on a novel, hire the author at a sizable sum per week to write a script. Then they hire other people to rewrite his script. On these pages, LIFE does some of RKO's work for RKO and gladly gives it the results of its White Collar Girl investigation. But, most important, let RKO remember what Kitty Foyle, who tells her own story, says about herself:

"When I think I was 28 this year and what I've gone through in ten years, it's almost funny. But I'm here to say that I've had joy and given it and I was in there fighting. Jesusgod, I read about the guts of the pioneer woman. What about the woman of the covered typewriter? I see them in subways and on busses, putting up a good fight in their pretty clothes and keeping their heebyjeebies to themselves. There's something so courageous about it!"



(continued)



The White Collar Girl wears the collar which gave her kind its name. She dresses neat but not gaudy. When she types, she doesn't watch her hands. Somewhere in the background of the office stands the inevitable tier of wire incoming-&-outgoing baskets.

## The White Collar Girl lives in loneliness and doesn't like it

Kitty Foyle is born into an Irish-American family on Griscom Street in the lower-middleclass section of Philadelphia called Frankford. After her mother dies she goes out to Illinois to live with her aunt and uncle, attends high school. When she comes back to Philadelphia to take care of her ailing father, she attends a business school. Then she meets Wyn Strafford, the one love of her life.

Wynnewood Strafford VI is rich and aristocratic.

A Frankford parlor like this real one must have crocheted antimacassars, brass chandelier, lace curtains

with scalloped blinds behind them, newspaper under canary cage and leafy plants by the sunny window.

The hotel for women, where Kitty lives at first, is built of small rooms around a narrow court. It gives a chance for some nice camera work.



In a quick-eats joint on Sixth Avenue, she stops for a sandwich to get away from the routine of tea rooms and drugstore counters. She notices that the men eat with hats on and that their chewing makes their hats ride up and down—something for a movie-camera close-up.

## Locations







**She works** as secretary-demonstrator for a cosmetics maker named Delphine Detaile. This is Germaine Monteil who could easily double for Delphine. Here she shows Kitty a new way to apply perfume—spray it in the air, then walk through it so that only the ghost of it clings to you.

French maker of cosmetics and becomes a successful white-collar career girl.

These pictures, which give the atmosphere of *Kitty Foyle* rather than the narrative, show Kitty mostly as White Collar Girl in New York. "There's millions of them," says Kitty, "getting maybe \$15 to \$30 a week, they've got to dress themselves right up to the hilt. They're sharecroppers in the Dust Bowl of business." At first she lives in the Pocahontas, a down-

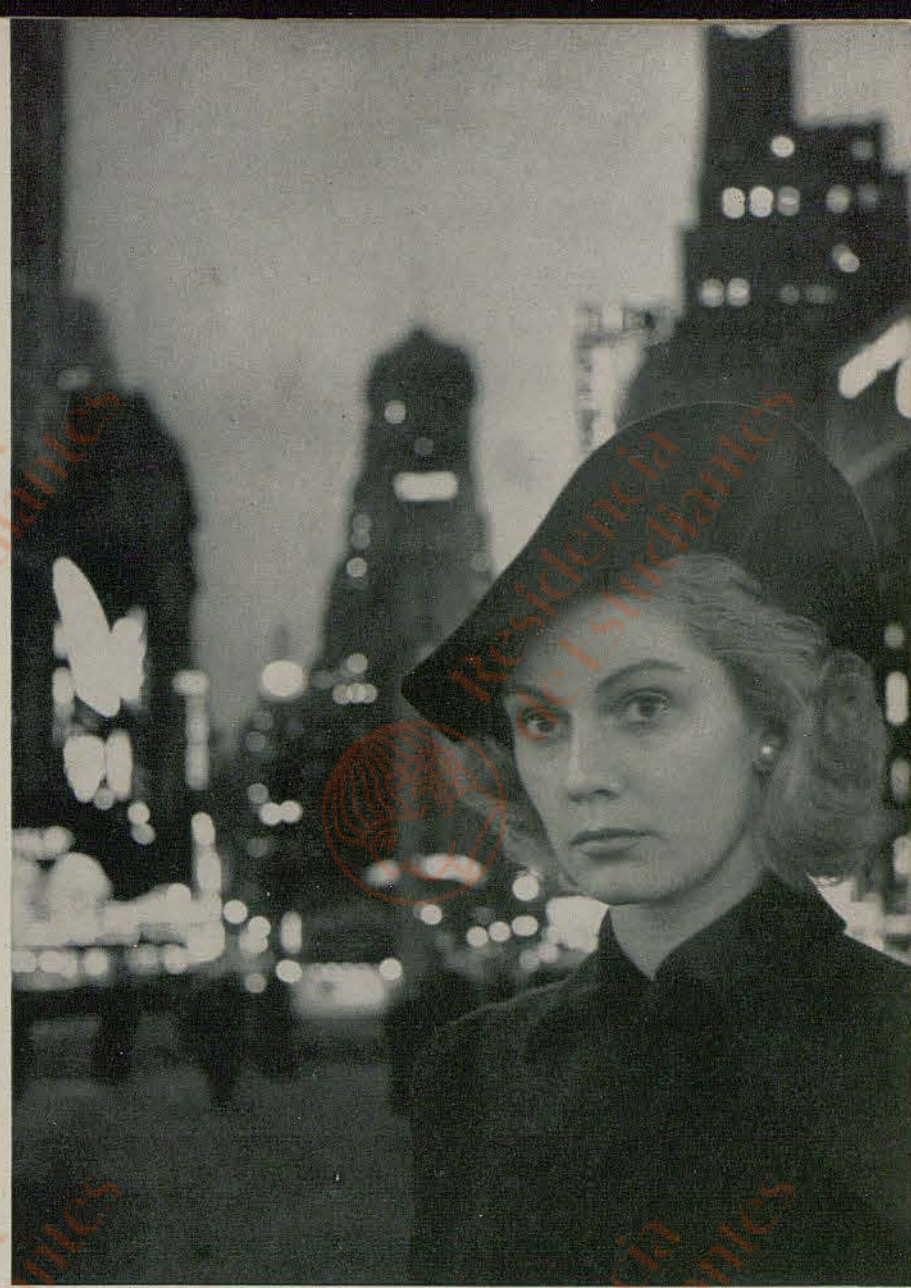
**A good address**, which Kitty acquires, usually has something the matter with it. In the East 60's, Third Avenue "El" clatters a few feet away.



town hotel for women where no men are allowed and there is a "neurosis to every room." The rooms are tiny cubicles. Everybody is unavoidably thrown into everybody else's company. The girls have all the sorrows of loneliness with none of the blessings of privacy.

Here the movies can show that loneliness is the worst part of being a White Collar Girl. Living in a city full of men, bumping into them on the crowd-

**Demonstrating beauty**, as Kitty does, is hard work. She learns that though the young women are the ones



**The Five p. m. feeling** is awful. Finished with work, she is sure of a meal and a bed. But she suffers the dreadful loneliness of the White Collar Girl because she has nothing to do between work and bedtime. Here is the Five p.m. feeling in Times Square.

ed streets, mashed up against them in subways and elevators, she still yearns to know them and is lucky if she can get herself a few dates. If she gets dates, she doesn't know how far to let herself go or let the men go.

The movies might have a hard job showing men, men everywhere but never a date for Kitty if it weren't for the fact that Kitty is smarter, more attractive and luckier than most White Collar Girls.

who crowd around the counter to try things, it is the middle-aged ones who shyly shuffle up to buy them.



## White Collar Girl (continued)

The big city's sounds  
play persistent music  
for her daily life



KITTY'S UNION LABEL

"The union label of the White Collar Girl," says Kitty, "is the alarm clock." And the leitmotiv of the musical score for the movie should be something which suggests the insistent ringing of Kitty's alarm clock. Other city sounds could well mark the musical sound track along which the White

Collar Girl's daily life runs—the rush of the morning shower, the burp of the coffee percolator, the rising patter of feet on streets, the subway roar, the bang of elevator doors, metallic voices on the telephone, the rattle of the typewriter, the clacking of lunch-room dishes, the tired chatter at the end of the day, persistent sounds through sleepless nights, the plod of the milkman's horse at dawn and the careless clink of bottles.

It was the milkman, in fact, who gave Kitty a name for the long night gabfests in which she and her girl friends unburdened themselves to each other. "Milkman's Matinee," she explains, "is coffee and cigarettes at midnight and hair down all over the place. I wonder what we'd do without coffee and cigarettes, the career girls of our generation. As a matter of fact, the milkman doesn't get much out of his matinee because the girls take it black. No cream because that adds just one more complication; and no sugar because it's fattening. Something of the strong taste of black coffee has got into our thinking."

In the large dining room of the Pocahontas, where Kitty Foyle first lived, there was not a man in sight. At "the wigwam" bachelor girls ("they called themselves bachelor

girls," says Kitty, "but a bachelor is that way on purpose") pay only \$8 to \$12 per week for their room and two meals. The girls get their money's worth but their souls suffer.



"The twice a week chicken croquettes and those rocky little peas, sort of crimped so they wouldn't skid." Kitty vividly recalls the food at the Pocahontas. Sometimes corn

was mixed with the peas. "They couldn't even have men waiters to remind them what a pair of pants looks like" and take a girl's mind off the monotonous fare. After din-

ner, through the evening, girls who have no dates and don't know how to mix, sit in the lounge trying hard to absorb themselves in the evening paper or the communal radio.





"Lonesome washing" is what Kitty calls the feminine flimsies hanging up to dry with no man's clothes for company. The White Collar Girl dries her underwear in her bathroom.



The kitchenette in her own apartment is a great advance over the women's hotel, a jump from croquettes to canned soup. "Just fussing round in a kitchenette helps," says Kitty.



Steaming out the wrinkles in a velvet wrap is a working girl's trick. She runs hot water into the tub until the room is full of steam which raises the nap, removes the creases.



The mutual bedroom, when three girls live together, frequently has one big double bed and one single bed. The latter is a studio couch, hallmark of almost every White Col-

lar Girl's furniture. The girl who comes in last at night sleeps on the couch so as not to disturb her roommates. Here, in the last few idle minutes before turning out the

light, Kitty manicures her fingernails while one roommate finishes her nocturnal creaming. The other, trying to get some reading done, finds the conversation too engrossing.



# Kitty Foyle goes out for her fun along with her heartbreak



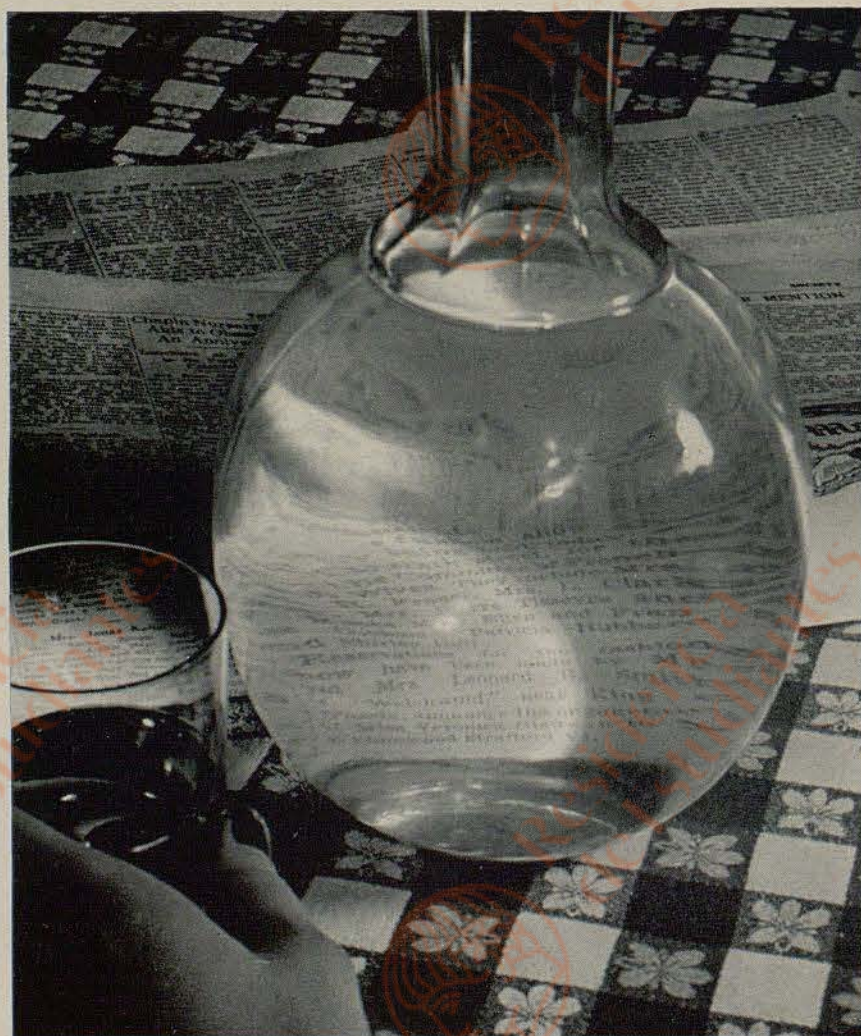
At the hairdresser, Kitty relaxes. "The hairdresser," she muses, "fills you with worldly kind of thoughts. He has the damndest way of knowing if you're priming for a special appointment. Maybe he can feel right through your scalp whether you are really in a tizzy."



Getting dressed up for a big date, Kitty pins on her gardenias. If her date is thoughtful, he sends the flowers. If he isn't, Kitty may buy them herself. Here, of course, is one place where the movies can dress up Ginger Rogers to look very gay and glamorous.



Out dancing, the White Collar Girl often prefers not to get too dressy because it costs money and is an awful lot of trouble at the end of a hard day's work. Kitty remembers dancing with Wyn, "mouth and ear close together, like those new French telephones."



Climax of the movie will come when Kitty, in a speakeasy, reads the newspaper through the water bottle. In magnified type she sees: "of Welshwold, near King of Prussia, announce the engagement of Miss Veronica Gladwyn to Mr. Wynnewood Strafford VI."





In Giono's little speakeasy in the West Forties, Kitty Foyle sits between a bottle of Scotch and a decanter of water, turning a little glass stirring rod around in her

hands. Wyn is lost to her forever, engaged to marry the kind of Main Line girl she always knew he was destined to marry. In the novel, Kitty goes on to success but finds no

one to fill Wyn's place in her heart. Here LIFE leaves Kitty in the hope that RKO and Ginger Rogers can find a happy ending for this love story of a White Collar Girl.



## HENDERSON ON HITLER

*Probably no non-German has had a better chance to study Adolf Hitler in action than Sir Neville Henderson, British Ambassador to Berlin from 1937 to the outbreak of war. Below is Diplomat Henderson's opinion of Führer Hitler, as stated in his book, "Failure of a Mission," LIFE's presentation of which begins on the opposite page.*

His critics today describe him by many strange names: he may be any or all of them, but I prefer to leave it to the professional psychiatrist to pronounce the verdict. For me he was a sort of Dr. Jekyll and Mr. Hyde. To begin with, he may not have been more than a visionary of genius or a practical dreamer with a sublime faith in himself and in his mission to reinstate Germany in her former position among the nations. The interesting point to elucidate would be when he ceased to be Jekyll and became Hyde. It was probably a matter of gradual evolution. Dictators, having achieved absolutism, lose their sense of proportion. So it was with Napoleon and so it seems to me to have been with Hitler. When I first met him, his logic and sense of realities had impressed me; but, as time went on, he appeared to me to become more and more unreasonable and more and more convinced of his own infallibility and greatness. In the end Bismarck was no longer an equal. Hitler could and did describe Ribbentrop as a second Iron Chancellor.

He himself had become something far greater, conceivably a sort of Mahomet with a "sword in one hand and *Mein Kampf* in the other." Even a dictator cannot ignore altogether the feelings and wishes of his people, and Hitler used his internal propaganda with immense skill for this purpose. His constant aim was to persuade them that everything he did was right and justified, that he and Germany were the victims of calculating and hostile foreigners who drove him (Hitler) to act as he did solely in self-defense.

Yet at the same time, Hitler was always preaching to Germans that they should forget that inferiority complex which is so often attributed to them. I used to ask my Nazi friends how they combined Hitler's doctrine of the superiority of Germans over all other races with this habit of describing Germany as the "poor little downtrodden victim" of unscrupulous neighbors. I told them that it would revolt me to hear my own country so alluded to. One, possibly more perspicacious than the others, remarked to me that Hitler's excessive insistence on the point of the German inferiority complex only meant that he still had it himself. He was probably right.



**Henderson met Hitler** for the first time just after the Hindenburg crash. "It was always my misfortune to see him when he was under the stress of some emotion. . . ."



**Chance meeting** with stationmaster at Grantham, Lincolnshire, prompted Sir Neville Henderson to write the first great memoirs of World War II. The stationmaster invited him into

his office (*above*) to keep warm, said: "The truth is, the man in the street like me, trying to make up his mind about things like this war, simply does not know the true facts of the case."



LIFE PRESENTS THIS WAR'S FIRST GREAT MEMOIRS

# FAILURE OF A MISSION

by

THE RIGHT HONORABLE SIR NEVILE HENDERSON

In January, 1937, when I had been just over a year at Buenos Aires as His Majesty's Ambassador to the Argentine Republic, I received a telegram from Mr. Eden, then Foreign Secretary in Mr. Baldwin's Cabinet, offering me the post of Ambassador at Berlin in succession to Sir Eric Phipps, who was being transferred to Paris in April.

I reached Southampton on one of the last days of March and spent a hectic month in London seeing as many people as possible and occupied in all the numerous preparations which are necessary before one takes over a new post. My most important interview was, of course, with Mr. Neville Chamberlain, who was at that time Chancellor of the Exchequer but who was already Prime Minister designate, as Mr. Baldwin had some time previously announced his intention of retiring immediately after the Coronation, which was to take place on May 12th. Both he and Mr. Baldwin, whom I had seen earlier, agreed that I should do my utmost to work with Hitler and the Nazi party as the existing government in Germany. In democratic England the Nazis, with their disregard of personal freedom and their persecution of religion, Jews, and trade unions alike, were naturally far from popular. But they were the government of the country, and an ambassador is not sent abroad to criticize in a country the government which it chooses or to which it submits. It was just as much my duty honorably to try to co-operate with the Nazi Government to the best of my ability as it would be for a foreign ambassador in London to work with a Conservative Government, if it happened to be in power, rather than with the Liberal or Labor opposition, even though his own sympathies might possibly lie rather with the policy or ideologies of the latter.

Mr. Chamberlain outlined to me his views on general policy toward Germany; and I think I may honestly say that to the last and bitter end I followed the general line which he set me, all the more easily and faithfully since it corresponded so closely with my private conception of the service which I could best render in Germany to my own country. Inasmuch as any public attempt to co-operate with the Nazi

In publishing herewith for the first time in the U.S. some important pages from *Failure of a Mission*, by the Right Honorable Sir Neville Henderson, LIFE's editors believe that they are offering readers a chance to become acquainted with a book that combines to a rare degree the virtues of journalistic skill and historical import. As England's Ambassador to Germany up to the outbreak of war, its author enjoyed a unique opportunity to observe the train of events that preceded it. *Failure of a Mission* gives the full background of the Blue Book, published by the British Government on Sept. 21 and reprinted in part in LIFE's issue of Oct. 16.

Sir Neville Henderson, a bachelor of 57 and a career diplomat of the old school, was educated at Eton and prepared for his last hard assignment by posts of ascending authority at Constantinople, Cairo, Paris, Belgrade and in Argentina and Paraguay. On his return from Berlin, he retired to his aunt's estate, Rauceby Hall, wrote *Failure of a Mission* in three months.

For overcoming the scruples that a well-trained ambassador might naturally feel at making such revelations, Sir Neville assigns credit to a country station-master named Mr. Gardner. "Mr. Gardner," Sir Neville relates in a prolog, "was kind enough to invite me into his office where there was a fire one cold morning when I was waiting for a train to London, which was late. We spoke of this and that, about the war and its origins; and his final remark to me was that he and people like him knew nothing of the facts of the case."

Soon to be published in England by Hodder & Stoughton and destined to become the first notable book out of the war, *Failure of a Mission* is sure to be a best-seller there. The U.S. edition, which will be published April 19 by G. P. Putnam's Sons, is the Book-of-the-Month Club choice for May. LIFE's brief excerpts from *Failure of a Mission* will appear in three installments. In the first, which appears herewith, Sir Neville describes his arrival in Berlin, his first meetings with Nazi bigwigs and the events preceding and accompanying Hitler's conquest of Austria.

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Government would constitute somewhat of an innovation, I remember also asking Mr. Chamberlain whether, as Prime Minister, he would object to my being, if I thought it necessary, slightly indiscreet on first arrival in Berlin. His reply was to the effect that a calculated indiscretion was sometimes a very useful form of diplomacy and that he had himself recently had experience of its value.

Nor did I lose any time in making clear to the Germans the standpoint which I proposed to adopt. Just a month after my arrival the German-English Society of Berlin, which corresponded to the Anglo-German Fellowship in London, were so good as to give a dinner in my honor. A large number of the leading Nazis attended the banquet; and, taking advantage of the license granted me by Mr. Chamberlain, I committed the indiscretion of making there a speech which aroused considerable criticism in certain circles in England, and which earned for me in some British journals the application of "our Nazi British Ambassador at Berlin." I have never felt the least remorse about that

speech. It may have been prejudicial to the usefulness of my reports on Germany, to be regarded by some of my own countrymen as "pro" anything except British. But that was inevitable at a moment when everyone was being labeled "pro" something or other.

People in England sometimes forget that there are "less happier lands" than theirs, and fail to realize that even dictators can be, up to a point, necessary for a period and even extremely beneficial for a nation. I say "up to a point" because the ancient Romans, who were the first to invent dictators to deal with crises, were wiser than their successors today, in that they carefully restricted dictatorial powers to a limited period of months. Few impartial historians would deny the uses of Cromwell, even in England, after the troubles of the civil war; and the crop of dictators which sprang up in Europe after the chaos of the 1914-1918 world war is explicable for the same reasons. It is a curious fact, parenthetically, that Hitler himself, who is a great reader of history, and especially so since his accession to power (Baron von Neurath once told me that his Führer knew far more history than he did himself), at one time made a particular study of Cromwell, who, among other things, died in his bed.

Nor are all dictatorships, even if prolonged, reprehensible. Ataturk (Mustapha Kemal) built up a new Turkey on the ruins of the old; and his expulsion of the Greeks, which perhaps suggested to Hitler that he should do the same in Germany with the Jews, has already been forgotten and forgiven. One cannot, just because he is a dictator, refuse to admit the great services which Signor Mussolini has rendered to Italy; nor would the world have failed to acclaim Hitler as a great German if he had known when and where to stop; even, for instance, after Munich and the Nuremberg decrees for the Jews. Dr. Salazar, the present dictator of Portugal, who has set himself his own limitations and abided by them, is assuredly one of the wisest statesmen which the postwar period has produced in Europe. Dictatorships are not always evil; and, however anathematic the principle may be to us, it is unfair to condemn a whole



Henderson found Goebbels "the most intelligent of all the Nazi leaders" and was "charmed both by the natural fluency of his manner of speaking and his extremely agreeable voice."



Henderson liked Göring, "A man to whom one could always speak absolutely frankly." Before war, Göring promised to send a special wreath if Sir Neville got bombed in London.



country or even a whole system because parts of it are bad.

With one rather interesting exception the text of my speech at the dinner of the German-English Society was published in full in all the German papers. Toward the end of it, with a view to enlisting the support of German women for the peace for which I pleaded, I quoted a verse of a song which, if I remember rightly, had been popular in America during the antiwar Wilson election there in 1916. It ran as follows:

I did not raise my son to be a soldier,  
I brought him up to be my pride and joy.  
Who dares to put a musket on his shoulder  
To kill some other Mother's darling boy?

I was told afterward that it had been purposely omitted, lest German mothers should really think that their sons were not solely born to die for Hitler and for Germany.

The sentence which gave most offense to the left wing and others in England was that in which I remarked that it would be better if people in England laid less stress on the Nazi dictatorship and paid more attention to the great social experiment which was being tried out in Germany. I said that, if they did so, they might learn some useful lessons; and I regretted that too much concentration on those trees which appeared misshapen in English eyes rendered us insufficiently appreciative of the forest as a whole.

## Henderson goes to hear Hitler

I arrived at Berlin on April 30th, 1937. May 1st is celebrated as the great labor holiday in Germany and largely devoted to speech making. It furnished me with my first opportunity to see Hitler and hear him speak in person. Since I had not yet presented my letters of credence, I went on that day quite unofficially first to the German Opera House and afterward to the Lustgarten.

At the Opera House, where I was given a place apart from the other heads of missions, though Hitler was present, it was Dr. Goebbels who spoke. The subject was art and literature, and I must admit that I was charmed both by the natural fluency of his manner of speaking and his extremely agreeable voice. As politics did not enter into his subject, it was free from the venom, casuistry, and lies which were the normal feature of his usual propagandist outpourings. At the Lustgarten, after an introductory speech by Dr. Ley, it was Hitler himself who addressed the packed crowd drawn up in organized formation before him. His speech contained a scathing reference or so to the effete democracies, particularly Britain, against whom there was as usual a press campaign raging at the time; but in the main it was directed against Jewish influences in Russia.

I was at the time, however, more interested in the individual and in the psychology of the crowd than in the actual words spoken. I found, as I had in listening to his speeches on the radio

when I was British Minister at Belgrade, his voice harsh and unsympathetic. But he had the gift of oratorical exhortation, and the people seemed to appreciate what he said. Yet it was a lovely day; and I could but feel that the crowd would have preferred to be amusing itself elsewhere rather than standing, packed like disciplined sardines, listening to the kind of speech that they must have heard often enough, and shouting their "Heils" or their "Pfuis."

It was impossible, indeed, not to wonder on that first occasion and up to the last wherein the greatness of Hitler lay, by what means he had succeeded in imposing himself as the undisputed leader of a great people, and what was the—to me—hidden source of his influence over his followers and of their complete subservience to him. To convince oneself of his greatness, one had to remember his actual deeds and judge by facts. For the fact remains that he is the living example of one of those almost incomprehensible leaders who appear from time to time on earth "to fashion the destiny of a race, for its weal or its woe, or to crucify the world by a sudden revelation of violence and power." He was abnormal, but so after 1918 was the whole German nation.

National Socialism is a revolution; and, if, apart from his demagogic faculties, Hitler had one quality which placed him in an unassailable position above the rest of his fellow revolutionaries, it was his faith. Faith in Germany, faith in his mission for Germany, and, alas, increasingly arrogant faith in himself and in his own greatness. Faith and will power. I once watched Hitler review his black- and brownshirted army. The march past lasted for four hours, and practically throughout he remained with his right arm stretched out at the Nazi salute. I asked him afterward how he managed to do it. His reply was "will power"—and I wondered how much of it was artificially cultivated. He was no such administrator as is Signor Mussolini—I doubt if he either cared or knew very much about the details of the machine which functioned in his name. But he set its course, put it in motion, or stopped it according to his own plan. During my first year in Germany I constantly asked those in closest touch with Hitler of what his chief quality consisted. I was told almost unanimously, in his *fingerspitzgefühl* (tip of the finger feeling), that is to say, his sense of opportunity, allied with clearness of mind and decision of purpose. The typical example which was quoted of this was his decision to reoccupy the Rhineland in 1936, which was taken contrary to the warning of his general staff and of all his closest advisers.

## Hitler distrusts diplomats

It will always be a matter of regret to me that I was never able to study Hitler in private life, which might have given me the chance to see him under normal conditions and to talk to him as man to man. Except for a few brief words at

chance meetings I never met him except upon official and invariably disagreeable business. He never attended informal parties at which diplomats might be present; and, when friends of mine did try to arrange it, he always got out of meeting me in such a manner on the ground of precedent. Up to a period in his career he was accessible to foreigners, to whom he readily accorded interviews; but he gradually became less so; and he had apparently a rooted aversion to private contacts with diplomatists, whom, as a category, he distrusted. The greater one becomes the more one is obliged to live on a pedestal lest, if one descends from it, one loses, through commerce with ordinary people, the godlike attributions of greatness. No man is a hero to his valet, and Hitler may have taken that saying to heart. He was a true demagogue, and crowds stimulated him, but social life of any sort bored him. He liked the company of his intimate friends, whom he could harangue to his heart's delight; but he always looked self-conscious when he had to entertain the diplomatic corps, which happened normally three times a year: at his New Year's reception, at his annual dinner to the heads of missions, and at the tea party which he gave for them in September during the party rally at Nuremberg.

## At first meeting, Hitler is friendly

On the day before the Coronation I was received by Hitler and presented my letters of credence. As it happened the disaster to the airship *Hindenburg* had occurred just before my audience; there were rumors of foul play; and Hitler was in an excited mental state on the subject. It was always my fate to see him when he was under the stress of some emotion or other. We read to each other friendly little set speeches, but he showed little interest until I expressed my condolence at the loss of his airship and of a number of German lives. He then invited me into another room to sit down, and told me that there had been a number of warning letters before the departure of the *Hindenburg*, and that the whole airship had been searched from stem to stern before she left on her last journey. His attitude toward me was quite friendly, but I was left again wondering wherein lay the secret of his hold over Germany.

Many Germans, women in particular, used to descend to me upon the radiance of his expression and his remarkable eyes. When I looked into the latter, they were generally hot and angry. That was possibly my misfortune, since I only saw him on official occasions; but I must confess that, in spite of his achievements, which no one could belittle, he never on that first occasion or later gave me any impression of greatness. He was a spellbinder for his own people. That is self-evident, nor was there any doubt about his capacity to charm, if he set himself out to do so. It was part of his stock in trade, and I was more than once the spectator of its efficiency. But he never exerted it in my case, and I consequently

**Rauceby Hall**, where Sir Neville wrote *Failure of a Mission*, is a 100-year-old house with an 80-acre park. It is 120 miles from London. During the last War, England's present King George VI visited there.



**For recreation** between chapters, Sir Neville fed his aunt's flock of beautiful white fantail pigeons or shot miserable little rabbits.



**Mrs. Sylvia Henderson**, Sir Neville's aunt, is owner of Rauceby Hall. Sir Neville, who got £2,500 salary, has smoked same brand of Turkish cigarettes for 42 years. His father smoked the same kind before him.







"Indiscretion" of making speech that caused England to call him "our Nazi British Ambassador at Berlin" was committed by Sir Neville at this 1937 banquet of German English society.



Nürnberg party rally in 1937 was the first one attended by foreign ambassadors. "Herr Hitler . . . was undoubtedly pleased . . . and . . . he attributed this innovation to my initiative."



Hunting exhibition staged by Göring served as excuse for Berlin visit by Lord Halifax. "Quite the finest ever held." Exhibits included stuffed giant panda, innumerable sets of antlers.

never experienced it. In his reasonable moods I was often disconcerted by the sanity and logic of his arguments; but, when he became excitable, which was the mood which most influenced his countrymen, I had but one inclination, which was to beg him to calm down. He had considerable natural dignity and was invariably courteous; but to the last I continued to ask myself how he had risen to what he was and how he maintained his ascendance over the German people. The answer to the second question lies, in my opinion, in the fact that, firstly, the Germans like to be governed by an autocratic ruler and that, secondly, the party, having got its leader, cannot afford now to change him. To avoid its own destruction it is obliged to keep him there.

### Henderson goes to Nuremberg

As I have related earlier, the first of my purely personal efforts to improve relations with the Nazi rulers of Germany had been the speech which I had made at the dinner given to me in May by the Deutsch Englische Gesellschaft. My second was my attendance at the Nuremberg party rally in September. No British, French, or U. S. Ambassador had hitherto gone to Nuremberg, on the ground that as a party day it could not be regarded as a purely official meeting. For the first time my French colleague, M. François-Poncet; the U. S. Chargé d'Affaires, Mr. Gilbert; and myself were authorized in 1937 by our respective governments to attend the rally, albeit our presence there was limited to two days.

Herr Hitler was more friendly to me personally on that occasion than on any of the others on which I saw him. He was undoubtedly pleased at the attendance for the first time of the British, French, and American representatives; and he indicated that he attributed this innovation to my initiative.

As it happened, I had had a long talk with Dr. Goebbels at lunch that day on the subject of our respective presses; and I told Hitler so. There was nothing very new in that talk, and up to the last the press problem remained insoluble, but Goebbels had been friendly and sensible. The "little doctor" was probably the most intelligent, from a purely brain point of view, of all the Nazi leaders. He never speechified; he always saw and stuck to the point; he was an able debater and, in private conversation, astonishingly fairminded and reasonable. Personally, whenever I had the chance, I found pleasure in talking to him. In appearance and in character he was a typical little Irish agitator, and was, in fact, probably of Celtic origin. He came from the Rhineland and had been educated in a Jesuit school. He was a slip of a man; but, in spite of his slight deformity, he had given proof of great courage when he fought the communists in Berlin and won the capital for Hitler and Nazism. When, however, he was on a public platform or had a pen in his hand no gall was too bitter and no lie too blatant for him.

The question of the Austrian *Anschluss* was also mentioned in a long conversation which I had with General Goering at this time. But the greater part of my interview with Goering on that occasion was on the subject of a request which I had made to him in July for a written statement of (a) Germany's concrete grievances against Britain in the matter of our alleged attempt to hem Germany in, and (b) her ultimate aims. Needless to say, I never received such a reply in writing, though Goering was always ready to talk and to express views "subject to Hitler's confirmation or consent." This time the General begged the question, as he had done in July, by saying that he would consult Hitler again and might be able to give me the answer I wanted if I came and shot a stag with him at Rominten, in East Prussia, during the first week of October—an invitation which I was delighted to accept.

As usual Goering was very outspoken and at times bellicose. Yet our many talks, in spite of complete frankness on both sides, were never conducted on any but mutually friendly lines. He suffered comparatively little from the personal resentments which so often inspired Hitler and Ribbentrop, and up to the last I was inclined to believe in the sincerity of his personal desire for peace and good relations with England. He laid stress on this at Nuremberg, though at the same time he added that, if the British Empire refused to collaborate with Germany, there would be nothing for the latter to do but to devote herself to the destruction of that Empire instead of to its maintenance.

Of all the big Nazi leaders, Hermann Goering was for me by far the most sympathetic. He may have been the man who was chiefly responsible for the firing of the Reichstag in 1933; and he certainly was the one to whom, as his most trusted adherent, Hitler confided the task of cleaning up Berlin at the time of the Roehm purge in 1934. In any crisis, as in war, he would be quite ruthless. He once said to me that the British whom he really admired were those he described as the pirates, such as Francis Drake; and he reproached us for having become too "debrutalized." He was, in fact, himself a typical and brutal buccaneer; but he had certain attractive qualities; and I must frankly say that I had a real personal liking for him.

### The Goering legend

Most of the stories about Goering were, however, good-natured and generally (like the following) made fun of his love for decorations with which to cover his extremely broad chest: "Hitler went one day to visit God. The Almighty said, 'I am always glad to see you, Adolf, but I wish you would stop that fellow Hermann from coming up here. Every time he comes he takes away another star.'" Another was about a motorist who ran into the Field Marshal's car on a dark night and was brought before the judge on a charge of reckless driving.

He pleaded that it was not his fault but that of the Field Marshal, who, he said, had forgotten to dim his decorations. He was acquitted. Another popular story which went the round of Berlin at the time of the 1938 crisis referred to Goering's air force: "The English," said the Berliners, "have so many airplanes that the sky is black with them, and the French ones are so numerous that you can't see the sun for them. But when Hermann Goering presses the button, the birds themselves have got to walk." Some people say that the Germans have no sense of humor. That is certainly not true of the Berliners.

My own recollections of Goering will be of the man who intervened decisively in favor of peace in 1938, and would have done so again in 1939 if he had been as brave morally as he was physically; of the hospitable host and sportsman; and of a man with whom I spent many hours in friendly and honorable dispute and argument.

### A stag hunt at Rominten

Rominten was my first experience of that hospitality. The house itself was a simple shooting box with a thatched roof, but fitted internally with every comfort. As far as I was aware, the household consisted solely of maids with one man-servant; and there was no ceremony of any kind. One of his Swedish brothers-in-law, Count Rosen, was the only other guest; and the rest of the party consisted of Oberstjägermeister Scherping, Oberstjägermeister Menthe, and a young Air Officer A. D. C., von Brauschitsch, a son of the present German Commander in Chief.

Stag shooting in the dense forests of Europe is not like deer stalking in Scotland—the deer cannot be spied from a distance, and their whereabouts can only be discovered when they roar during the rutting season. A rutting stag has a regular pitch, in the neighborhood of which he is always to be found in the company of the hinds which he has succeeded in collecting. In the evening he comes out into some favorite clearing in the forest where the grass is sweetest, and the easiest way to shoot him is to wait at some suitable spot on its edge till he does so. *Hochstände* (literally highstands, or a sort of platform, or machaan, some twenty to thirty feet high) are sometimes erected at such spots; and all the sportsman has to do is to climb it and wait an hour or so before the stag usually appears with his harem to feed.

I had arrived early in the morning and at about 4 p. m. arrangements were made for me to go to such a place to shoot a big fourteen-pointer which was known to frequent it. Before starting off, Goering remarked that Englishmen, however good they might be with shotguns, were no good with a rifle. The week before, he said, he had invited an English sportsman to shoot a stag, and he had missed it three times! It was not an encouraging start and made me feel as if I had to defend the whole sporting honor of the





Game Warden Hermann Göring was "a keen sportsman and a first-class shot with a rifle." On his 100,000-acre Karin-hall, he tried to reintroduce European bison and wild horses.

British Isles, nor was my nervousness diminished when I found that I was to be accompanied by Scherping and Menthe as well as by the regular keeper on whose beat this particular stag lived. I could not help reflecting that my companions were all feeling rather contemptuous of a poor damned diplomat and a British one at that. Fortune was, however, with me on that occasion. We mounted the high stand, and after a wait of over an hour the stag and his harem appeared at quite a different place from that at which they were expected, and a good half mile away. There was nothing for it but to descend and attempt a stalk on more or less Scottish lines. That meant walking some distance, then a long crawl on hands and knees, and finally creeping all alone on the flat of my face till I reached a small knobbie about a hundred yards from the herd. When I got there, the stag was kindly standing broadside on; and I shot it through the heart. From that moment my reputation as a sportsman was secure. Goering was, I felt, delighted; and, when his people told him that I had had to crawl on my stomach (a rare event in a German forest), he remarked with a guffaw of laughter that that was the right way for diplomats to get about. Incidentally, I shot a second stag the next morning, again with one shot, and once more in the course of a stalk instead of a set "highstand," which always gives one the impression of shooting at a target. After that I was considered worthy to become, as I did later, an honorary member of the German *Jägerschaft*.

Nothing could have been pleasanter than my two days' visit to Rominten. There is no rabid nationalism in sport, or at any rate, in that kind of sport, nor socialism, either, in the midst of unspoiled nature, where all men are equal.

### Halifax and a stuffed Panda

Arrangements had been made in 1936 by General Goering, as Game Warden of the Reich and an enthusiastic sportsman, to hold a great hunting exhibition at Berlin in November, 1937. When I arrived at my post in May, I found that almost every European country was to be represented at this exhibition except Great Britain. Hunting is of all sports the least calculated to arouse national jealousies and ill feeling; and it seemed to me, therefore, and particularly in view of Britain's recognized role in the world of sport, unfortunate that we should not participate. I consequently appealed to the Foreign Office for help in securing a contribution from His Majesty's Government, even at that late hour, for this purpose. Thanks to their good

offices a small sum was forthcoming, and the invaluable assistance of Mr. Frank Wallace enlisted with a view to organizing a British section. Mr. Wallace had but three or four months at his disposal; but by means of boundless energy and zeal he succeeded in getting together a highly satisfactory collection of African, North American, and Asiatic trophies, including heads shot by Their Majesties the King and Queen and H.R.H. the Duke of Gloucester. A stuffed giant Panda was, incidentally, among the notable exhibits. It is perhaps not out of place to mention here that in the final adjudication Poland received the first prize for the European section and Britain the first prize for its overseas collection.

As always in Germany the organization was remarkably good and the exhibition a great success. International sportsmen attended it from all over the world. The French Government sent a pack of foxhounds and huntsmen complete with horns and red coats. The German Government for its part did not forget to have a German prewar colonial section with a map. Hitler, possibly with reluctance, as he hates all sport and deplores in principle the taking of animal life, visited the exhibition; and Goering was, I believe, gratified by the British participation in it.

But it chiefly merits mention in this record owing to the fact that it furnished Lord Halifax, at that time Lord President of the Council, with the opportunity for a visit to Berlin. It is true that in accordance with diplomatic tradition, albeit also in order to avoid exciting exaggerated hopes in some quarters and apprehensions in others, the visit was described as entirely private and unofficial; and the Lord President's status as a Master of Foxhounds was accordingly carefully stressed. But the fact remained that it was designed by Mr. Chamberlain to establish that personal contact between a prominent British statesman and the Nazi leaders which Hitler was believed to seek and which, it was hoped, might lead to a better understanding. As such and taken by itself, it was entirely successful and, had a better understanding been possible or really wanted by Hitler, the visit would have largely contributed to it.

### "Does the Prime Minister mean business?"

Hitler cannot but have been—and in fact, so I heard, was—impressed by the obvious sincerity, high principles, and straightforward honesty of a man like Lord Halifax. The general German public regarded the visit as a proof of British good will toward Germany and was clearly appreciative. Nevertheless, the official German tendency was to sit back and wait. As Goering said to me after the visit, "Does the Prime Minister really mean business, and will he be able to impose his will upon those circles in England which seek to negative everything which is Nazi, or is not run on the old lines of the League of Nations, French encirclement, collective security, and Russia as the counterpoise to Germany in Europe?" That was the orthodox German view of British policy then; but the fact was that, in spite of all his professions of a desire for an understanding with Britain, Hitler was himself in no hurry. He was astute enough to realize that he had first to cross the Austrian and other brooks. He was not prepared to sacrifice his central European ambitions to that understanding. Good relations with England only meant, for him, the acquiescence of England in his schemes for the redrawing of the Central European map.

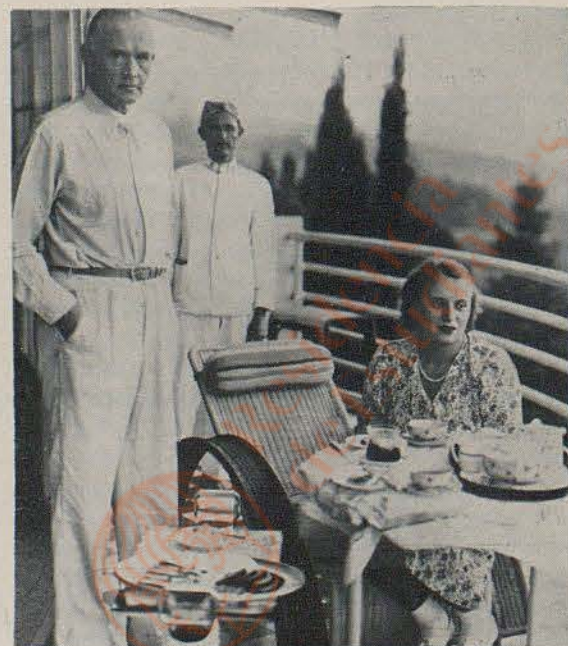
I have alluded to my mission to Berlin as a

drama. The year 1937 constituted its orchestral overture, of which the Wagnerian leitmotifs were the disciplined tramp of armed men, ever louder and more multitudinous, and the ceaseless clank of heavy machinery forging guns and yet bigger guns, tanks and ever heavier tanks, bombers and still more powerful and destructive bombers. It was a somber introduction to the four-act tragedy which was to follow.

### "A lady of lighter virtues"

It is no exaggeration to say that a domestic incident constituted the prelude to the tragedy itself; and the curtain for that prelude rose on January 12th, 1938, when the German press announced that Field Marshal von Blomberg had been married on the previous day to a certain Fräulein Eva Gruhn, with Adolf Hitler and General Goering as sole witnesses of the ceremony. I had been dining the night before at the Ministry of Propaganda, and our host, Herr Funk, then Undersecretary of that Ministry and today Minister for Economics and President of the Reichsbank, had announced the fact at the end of dinner to some sixty guests, including many Cabinet Ministers, military officers, and Nazi officials, as well as a number of diplomats. All, without exception, learned the news with amazement, and everyone at once asked who Fräulein Gruhn was without finding anyone to answer. Speculation continued to center round that question until it gradually became public property that she was inscribed on Himmler's police records as an attractive lady, but of the lighter virtues. I have never felt quite certain in my own mind that the whole affair was not a calculated plot on the part of that scheming chief of the Gestapo. He must, at least, have known what was going on, even if Hitler and Goering did not; and it was, furthermore, very much in his personal interests, and those of the extremists, to eliminate Blomberg.

In any case, the shock of this disclosure to Hitler's personal feelings and public prestige was immense. Not only was Blomberg one of his most trusted advisers but also one of his most intimate and possibly most beloved friends. And this best friend had deceived him. On discovering the truth, Hitler's first step was to endeavor to persuade the Marshal to allow the marriage to be dissolved, on the ground that he had been inveigled into it under false pretenses. Blomberg's refusal to agree to this course shook



"Poor Blomberg's" marriage to Eva Gruhn caused his ouster from the Army and thereby created a nationwide commotion in Germany. Here honeymooning couple are shown in Java.





1. Gr-r-r! That gang of mine! They would stir up a skating party on the very day I'm being a woman. I couldn't go! I was sizzling mad! So I sneaked up the stairs. But . . .



2. My Aunt Kate who's down on a visit wanted to know "how come." So I upped and told her, "I'm chafed. One turn around the rink and I'd be fit for a wheel chair." The next thing I knew, things were flying around. And . . .

# REVENGE IS SWEET

BY SUZY



3. Out of Aunt Kate's bag came a box of Miracle Modess. "Why put up with that torture," she stormed, "when Modess now brings you 'Moisture Zoning!' It's a marvelous new feature that acts to direct moisture *inside* the pad—keeping edges dry and comfortable longer than ever before."



4. "And look at this," she rushed on. "Here's why Modess is so heavenly soft! The inside is made of fluff—airy as a cloud. Entirely different from layer-type napkins." "I'm sold," I piped up, but Aunt Kate said, "Wait! I'll show you another surprise!"



5. She took the moisture-resistant backing out of a Modess pad—poured some water on it—and not one drop came through. "See," she crowed: "Modess is safer, too!" Right away quick, I borrowed the box and . . .



6. Whango! When the crowd came over to play ping pong that night, I romped off with the game and sweet revenge! I'll say it's Miracle Modess and glorious comfort for me from now on. (Specially since I've found it costs no more than the brand I used to buy.)

ASK FOR THE NEW MIRACLE MODESS WITH "MOISTURE ZONING"



# BROTHER RATS

## Prove Difference in Dog Food



● Not father and son — but rats of the same age, from the same litter! Dramatic testimony to the difference there can be in dog foods. The small, under-developed rat was fed entirely on one of the nine canned dog foods tested. His big, sturdy brother ate nothing but Ken-L-Ration during the test. And not one of the other popular brands of dog foods tested produced such splendid growth and normal development. Since rats are the accepted, scientific standard of determining nutrition for dogs and other animals, you can see what a difference Ken-L-Ration's extra nourishment can mean to your dog's health.

## Give Your Dog Extra Health Protection . . . Extra Vitamin B<sub>1</sub>



**Savior of 100,000 Dogs!**

J. W. PATTON  
B. S. A., D. V. M.,  
M. Sc.

Dr. J. W. Patton discovered that lack of vitamin B<sub>1</sub> brought on nervous barking, timidity, desire to hide, eat foreign matter, abnormal appetite — even running-howling fits. With vitamin B<sub>1</sub> he brought these dogs back to normal — overnight. Authorities estimate this discovery can save over 100,000 vitamin B<sub>1</sub> deficient dogs.



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Ch. "All-American," owned by Miss Glen Wood of Chicago, is a fine example of how Ken-L-Ration and Ken-L-Biskit can maintain complete health and rugged condition.

In the test above, Ken-L-Ration proved superior to *eight* other well-known canned dog foods. *Far* superior to most of them.

Yes, everything your dog normally requires to maintain vibrant health is in super Ken-L-Ration. Repeated tests prove that. Ken-L-Ration's formula calls for 6½ pounds of lean, muscle meat and meat products to every 4½ pounds of vegetables and cereals.

Do you know that much about *any* other food? But that isn't all. Besides extra lean meat, Ken-L-Ration contains all seven vitamins, including a *bonus* of important Vitamin B<sub>1</sub>. More than enough for a dog's bare needs. This vitamin protects dogs against nervous malnutrition with its many distressing symptoms.

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Consult your veterinarian, if you have any doubt about your dog's health

## Ken-L-Ration

### The Balanced Dog Food

#### KEN-L-BISKIT FOR VARIETY

For a variety give your dog Ken-L-Biskit — the dog biscuit with lean, fresh meat and extra vitamin B<sub>1</sub>. Good for dog's teeth and appetite. Rich in Earlyne — which contains all your dog's important vitamins. Wherever Ken-L-Ration is sold.



Hitler's entry into Vienna on March 13, 1938, appeared to Sir Neville as the start of a four-act tragedy culminating despite his efforts in the outbreak of war in 1939.

## FAILURE OF A MISSION (continued)

Hitler's faith in the loyalty of his followers both to himself and to Germany.

But worse was to follow. Blomberg had probably never, as a political Marshal and as too subservient to the Nazi civilians, been very popular with the Army chiefs. Incidentally he was equally unpopular with the Nazi extremists as not being one of themselves and as being opposed to their excessive interference in military matters. Without waiting for Hitler to find his own way out of the impasse, the Commander in Chief, General von Fritsch, supported by other generals as well as by the sole surviving and highly respected Marshal of the great war, von Mackensen, notified the Führer that Army discipline could not tolerate the retention of Blomberg, married to a lady with such a past, in his post as Minister for War. If there is one thing which a dictator dislikes, it is being dictated to. Partly out of repugnance to having his hand forced and partly out of loyalty to his old friend, he demurred at first to Blomberg's removal. Whereupon General von Fritsch took occasion not only to insist on the point of military discipline, but also severely to criticize the Führer's foreign policy, more particularly as regards Austria. This was going further than Hitler would tolerate. As Field Marshal Goering said to me a month or so later: "What would Mr. Chamberlain have done if your C. I. G. S. had come to him and said, 'Quite apart from Army matters, I entirely disapprove of your foreign policy'? He would have said, 'Thank you, good day,' and dismissed him as Hitler did General von Fritsch."

## Hitler ousts von Fritsch

That was, in fact, what happened. Fritsch left and Blomberg also. The only question for Hitler then was how to effect these two main changes with profit, or at least without loss of face to himself. In the end, three weeks later, on February 4th, and after the first of Hitler's temperamental fits of uncontrolled rage of the year, these two removals were announced under a vast camouflage of other changes and retirements, not only in the Army but also in the Navy, Air Force, and Diplomatic Service. Except, however, in the field of diplomacy, little mattered except the removal of Blomberg and Fritsch, inasmuch as at least 90 per cent of the changes would have taken place in the normal course of events a few months later. Hitler himself took over command of the German armed forces and became supreme War Lord, with General Keitel, a serving soldier and a gentleman, performing most of Blomberg's executive functions, but under the direct nominal supervision of the Führer. General von Brauschitsch, a very competent and able officer, succeeded Fritsch as Commander in Chief. General Goering became a Field Marshal, thereby becoming the only one on the active list in Germany. Generally speaking, it may be said that Hitler succeeded in maneuvering himself out of his difficult position with remarkable adroitness. He had taken a welcome opportunity to effect a purge of the monarchist and conservative elements in the Army. He had put its leaders in their place and kept the party in theirs. The party had hoped for more drastic action against the Army; and the Army, though it had met with a decided if inconclusive defeat, was possibly relieved that worse had not befallen it. But the seeds were sown of the absorption of the Army within the party structure, and they have been germinating ever since. They sprouted considerably after Munich, but it is the war which will decide which of the two shall govern Germany.

It has been necessary to lay great stress on the incident of the Blomberg marriage. Both morally and materially its consequences were of the utmost importance. Not only did it — as mentioned

CONTINUED ON PAGE 96





**1. HUSBAND:** Who's bullying him? I'm only trying to make him take this stuff like a man.

**WIFE:** But he's *not* a man. And making a child take a medicine he doesn't like can do more harm than good.



**2. HUSBAND:** Huh? Where did *you* study medicine?

**WIFE:** That's not funny. I told you I was going to talk to the doctor. He said the battle a child goes through while you're getting a bad-tasting laxative down him can *shock* his entire nervous system.



**3. HUSBAND:** Are you kidding?

**WIFE:** This is nothing to kid about. Babies should get a good-tasting laxative, but *NOT* one made for adults. After all, an adult's laxative, even in smaller doses, can be much too irritating for a child's tender system.



**4. HUSBAND:** Agreed, Professor. But, what can we give him?

**WIFE:** Fletcher's Castoria—the laxative made *ESPECIALLY* for babies and little children. It *won't* upset a baby's stomach because it works mostly in the lower bowel and it doesn't form a habit.

**"I'm fed up on the way  
you've been bullying little Harry!"**

A young couple  
find an up-to-date way to  
raise their child



**5. HUSBAND:** Seems safe enough to try, all right.

**WIFE:** And how! You couldn't find a harsh "adult" drug in Fletcher's Castoria. It's pure as can be and really **SAFE!**



**6. HUSBAND:** Sounds great. But what about the taste? That's how the whole argument started.

**WIFE:** Here's where it all ends. Fletcher's Castoria has a wonderful taste that children love. Just *see* him take it down! It's one laxative you never have to force on a child!

**HERE IS THE MEDICAL BACKGROUND  
for mothers who want more information  
on laxatives they give their children**

AN ANALYSIS of Fletcher's Castoria shows that its chief ingredient is *senna*.

In medical literature, *senna* is recommended as a laxative agent because . . . (1) *Senna* functions primarily in the lower bowel, or colon, causing evacuation from the colon. Hence, it does not upset the normal activity of the stomach and small intestine. (2) It does not disturb the appetite and digestion or cause nausea. (3) In regulated dosages it induces easy elimination and has little tendency to cause inflammation or constipation after use. (4) For these reasons *senna* is particularly good for the relief of occasional constipation.

*Senna* is especially processed in Fletcher's Castoria to eliminate griping and render gentle action.

*Chas. H. Fletcher* **CASTORIA**  
The **SAFE** laxative for children





"Here's a toast  
An' a bit o' song,  
An' this way gae th' refrain—  
May ye ne'er  
Complain wi'oot cause  
An' ne'er hae cause t' complain."



In many more dialects than Scottish, men drink their toasts with Teacher's. For discriminating people the world over know—and prefer—its fine, distinctive flavour. One taste—and you'll know, too, why Teacher's is their favorite Scotch.

*It's the flavour*



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Perfection of Blended  
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## FAILURE OF A MISSION (continued)

above—cause Hitler his first brainstorm of the year, but there is good reason to believe that it radically altered his entire outlook on life. Thenceforward he became less human; and his fits of rage, real or simulated, more frequent. His faith in the fidelity of his followers was gravely shaken, and his inaccessibility became greatly accentuated.

To whom did Hitler really listen? That is a question I thereafter repeatedly asked; and the reply was always "no one." Moreover, the all-important upshot of the incident was to remove from Hitler's entourage two of his most moderate and respectable advisers, Blomberg himself and Baron von Neurath. The replacement of Neurath by Ribbentrop was a major disaster.

I was recalled to London at the end of January, 1938, and given instructions to seek an interview with Hitler and to discuss the possibilities of a general settlement. If we judged by the German press, as well as Hitler's own statements to casual British visitors, the twin obstacles to a better understanding between our two countries were our constant opposition to Germany in Europe and our refusal to hand back the colonies of which we had "robbed" her. I was consequently told to inform Hitler that His Majesty's Government would be ready, in principle, to discuss all outstanding questions.

I returned to Berlin on February 4th, but in view of the unsettled atmosphere caused by the reorganization following on the Blomberg marriage incident, my actual audience with Hitler was deferred until March 3rd. By that time Mr. Eden had left the Government, and Lord Halifax had succeeded him as Foreign Secretary. Unfortunately—and it seemed fated that it should always be so for my meetings with Hitler—the moment was an ill-chosen one. Dr. Schuschnigg had been summoned to Berchtesgaden on February 12th, and the Austrian kettle was boiling hard and on the point of boiling over. Hitler was consequently in a vile temper and made no effort to conceal it.

### A chat in the Reichschancery

I was received in the old Reichschancery, and was asked to sit down on a big sofa against the wall facing the window. On my left on a small stool was Dr. Schmidt taking notes. On his left again, in a semicircle, Hitler himself in an armchair, and next to him and facing me, Herr von Ribbentrop. I began with a statement of my object in asking to see the Chancellor. It was not, I said, to suggest a bargain (*Kubhandel*, or cow deal), an accusation which the German press always made against us when we suggested anything but to create a basis for friendship. His Majesty's Government, I said, did not underestimate the difficulties to be overcome but were convinced that they could be overcome if both parties contributed on a basis of reciprocity and on the principle of higher reason as distinct from the use of mere force. His Majesty's Government admitted that changes were possible, but only if effected on the basis of higher reason; they had discussed what appeared to be the main questions between us, such as a limitation of armaments and the restriction of bombing—to which His Majesty's Government would add the abolition of bombing airplanes—as well as a peaceful solution of the Czech and Austrian problems, and the colonial question. What contribution for her part was Germany, I asked, ready to make toward general security and peace in Europe.

It was perhaps the longest continuous statement which I ever made to Hitler, and must have lasted for the best part of ten minutes. During all that time he remained crouching in his armchair with the most ferocious scowl on his face, which my firm, but at the same time conciliatory, remarks scarcely warranted. He listened, nevertheless, till I had finished and then let himself go. Nothing, he said, could be done until the press campaign against him in England ceased. (He never ceased harping on this subject in every conversation which I ever had with him.) Nor was he going to tolerate the interference of third parties in Central Europe. Injustice was being done to millions of Germans, and self-determination and democratic rights must be applied to Germans as well as others. Only 15 per cent of the Austrian population supported the Schuschnigg regime; if Britain opposed a just settlement, Germany would have to fight. If Germans were oppressed there, he must and would intervene; and, if he did intervene, he would act like lightning (*Blitzschnell*). Austria must be allowed to vote, and in Czechoslovakia the Germans must have autonomy in cultural and other matters.

It was clearly not colonies which interested Hitler. After haranguing me for half an hour about the British press, the insupportable meddling of British bishops in German church affairs, the unbearable interference of England generally in matters which,

*Try it for*

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HEARTBURN  
ACID INDIGESTION  
GAS ON STOMACH  
COLD SYMPTOMS**

**TAKE A  
Sparkling  
GLASS OF  
Alka-Seltzer**



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MUCH BETTER  
IT MAKES YOU FEEL**

Rich with the facts and the art of our exciting age, **FORTUNE** is a history of today and a book to save for tomorrow.

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IN 7 WHO SHAVES  
EVERY DAY**

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To meet this condition Williams, for 100 years makers of fine shaving preparations, has now developed GLIDER—a special cream for daily shavers. With no soap base, it's a complete departure from ordinary shave creams. No brush. No lather. Not sticky or greasy.

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FREE—tube of Glider. Send name, address today. The J. B. Williams Co., Dept. CG-6, Glastonbury, Conn.

Offer good in U. S. A. and Canada only

CONTINUED ON PAGE 98





## They also Serve who only Stand and Wait

**I**N THE WEEK BEFORE NEW YEAR'S, 1940, Istanbul was quiet as Wall Street on a Sunday.

Robert Canuti, the AP's English-educated Turkish correspondent, hadn't had a first-class story for almost three months—not since the Turko-British treaty handed the Kremlin a short and snappy answer.

► But while man was dozing, Nature woke. Beneath the surface of ancient Asia Minor, subterranean ledges lost their age-long balance, slipped and skidded sideways.

The first totals of homeless, dead, and injured—usually exaggerated in such disasters—were not exaggerated this time. Pictures that came by “slow camel” added to the terrible tale. It was the biggest earthquake story since Yokohama.

And Robert Canuti, his months of waiting ended, had it on the wires to the western world before it was known in the streets of Istanbul. At once, the machinery of international relief began to whirl, and help was on the way.

► Most people think of Press Association men as daring young acrobats of the newspaper world, always somersaulting from one hot story to another... now in Tokio, next in Singapore—now in Bucharest, soon at Brussels.

But the complete, the almost miraculous, world-coverage of the great Press Services comes from men who mostly stand and wait. Correspondents like Robert Canuti in the quieter capitals—and the thousands of “stringers,” in the world's little towns and villages, so-called because they paste their infrequent dispatches into a string and measure their payment by the inch.

Men like these form the nerve ends of the wire services—indispensable divisions of journalism's army of 300,000 men.

► The development of these world-wide Press Ser-

vices, accurate, unbiased, and unsubsidized, is an American achievement. It is an outstanding example of American organizing genius—and it has all happened within the lifetime of most news-readers now living. More than that, the Press Services are the standard bearers, throughout the world, of the 20th century American tradition of accuracy and fair play in news-reporting. Something new under the sun.

► It wasn't until the 1890s that the dream of the modern Associated Press began to take form. A few courageous pioneers—Victor Lawson, Frank B. Noyes, Melville Stone, and Adolph Ochs—worked zealously for it, and in time press associations began pointing eager fingers at the map of the world and putting new correspondents wherever a fat dot showed an important city.

By the time an emperor with a withered arm unleashed the hounds of war in 1914, U. S. Press Services had spun their webs around the globe. AP's now seasoned network was being kept on its mettle by a lusty young competitor, an independent service called United Press, fathered in 1907 by E. W. Scripps.

Due chiefly to the vision of these pioneers, the U. S., in less than half a century, has shed its news provincialism. Today... let a flood sweep down the Yangtze, a strike begin in Melbourne, a regiment revolt in Addis Ababa, and in a matter of minutes or hours the teletypes in the U. S. begin to chatter.

► **FLASH**—calls the foreign cable, and begins gasping out its own curt, staccato language... **SMORNING FRENCH CRUISER AIR-BOMBED IN ENGLISH CHANNEL.** “Flash,” calls the New York operator. “French cruiser bombed.” A rewrite man works frantically, and soon the fingers of another operator start the electric current flowing. Operators in Phila-

delphia, Chicago, and almost a score of other U. S. cities stand up crying “Flash.” In a few seconds, every cranny of the U. S. will have the news.

From 50,000 news sources all over the globe, this river of news flows day and night. For while America sleeps, one half the world is wide-awake, busy getting into and out of trouble, busy making that vivid, perishable stuff called news.

► To every self-respecting newspaper, Press Association news is the breath of life. A paper pays for as much of it as it can afford and use. A country weekly can have as little as \$18 worth a week, a metropolitan daily as much as \$2,500. But whether a paper gets “pony” or multiple wire service, it counts its Press Association service as perhaps its most valuable asset.

► Press Association news is just as indispensable to The Weekly Newsmagazine as to a daily newspaper. To be sure, TIME has its own special correspondents, too—its own force of 500 news-scouts—its own check-and-query system.

But the stories from the daring acrobats and the quiet watchers of the Press Associations supply a basic pattern of the world's news...the vital pattern, which in the Newsmagazine, becomes the continuing narrative history of our times, followed every week by 700,000 cover-to-cover readers.

This is one of a series of advertisements in which the Editors of TIME hope to give all the readers of LIFE a clearer picture of the world of news-gathering, news-writing, and news-reading—and the part TIME plays in helping you to grasp, measure, and use the history of your lifetime as you live the story of your life.



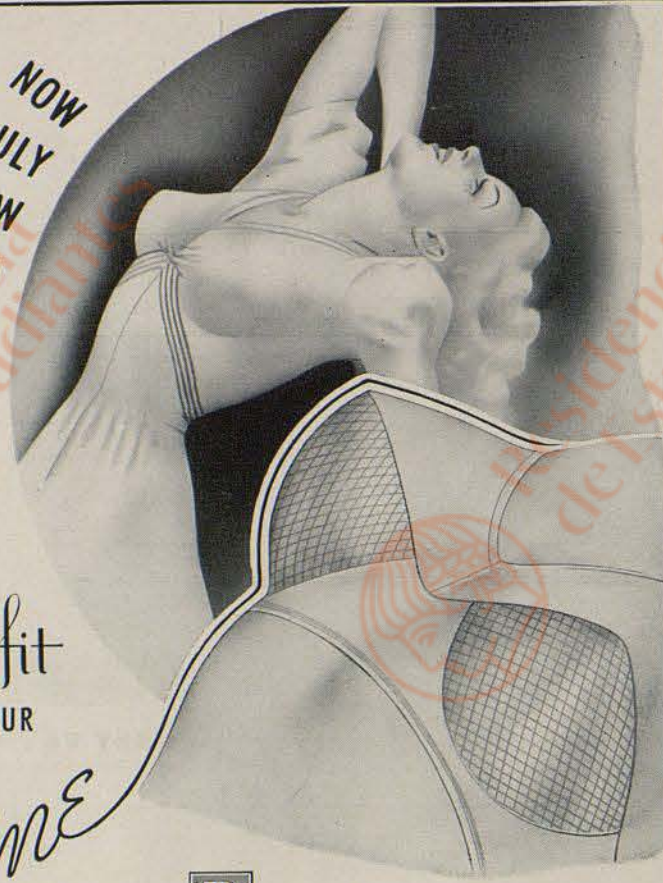
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## FAILURE OF A MISSION (continued)

according to him, did not concern her, and about the sad fate of Nazi-loving Germans in Austria and Czechoslovakia, he turned to the question of disarmament and referred to the threat to Germany of the Franco-Soviet pact and of Czechoslovakia's accession thereto. It was, he said, for that reason that Germany had to be so heavily armed, and any limitation of armaments depended, therefore, on the U.S.S.R. The problem was, he continued, rendered particularly difficult "by the fact that one could place as much confidence in the faith in treaties of a barbarous creature like the Soviet Union as in the comprehension of mathematical formulae by a savage. Any agreement with the U.S.S.R. was quite worthless and Russia should never have been allowed into Europe." It was impossible, he added, to have, for instance, any faith in any Soviet undertaking not to use poison gas.

As for colonies he did not seem the least interested in them, and the sum of his reply was that the colonial problem could wait for 4, 6, 8, or even 10 years. He promised, however, to give me a written reply on the subject, and I left Berlin a year and a half later without having ever received it.

## Hitler autographs a picture

We did, however, fitfully discuss such matters, and even studied the globe of the world, which always stands in Hitler's room wherever he is, a practice which I would strongly recommend to all politicians and diplomatists. By that time the scowl on Hitler's face had disappeared, and on one occasion he had even smiled. It was when Ribbentrop intervened with some remark about the British press, which elicited from me the retort that it seemed to me amazing that any man who had lived in Canada and been Ambassador in London should be so profoundly ignorant of British mentality and habits. Hitler seemed to appreciate my onslaught on his Minister for Foreign Affairs, whose ascendancy over him was at that time far from being what it subsequently became. When our long conversation, which must have lasted nearly two hours, was over, I produced from my pocket on leaving an extremely good drawing of the Chancellor which a lady from New Zealand had sent me with the request that I might get it autographed. I asked Hitler to sign it, which he very readily did (in such respects he was always complaisant). Whereupon I observed that, while I, and presumably he, had got no other satisfaction out of our interview, he would at least have given pleasure to one young woman. That also produced quite a genial smile. I cannot remember having ever got another from him.

As it happened, Goering had arranged to give a big reception to some thousand guests on the night of March 11th at the "Haus der Flieger," followed by a performance by his State Opera Company. The party began at 10 o'clock; and, when I arrived, the air was electric, though the Field Marshal had not yet arrived and was known to be attending a full Cabinet meeting with Hitler. The Schuschnigg and Seyes-Inquart radio messages were being anxiously discussed on all sides, and it was quite obvious that every German present was wondering what was happening. When Mr. Kirkpatrick gate-crashed, with a telegram instructing me to make an immediate communication to Baron von Neurath, one could have heard a pin drop in the great hall while 2,000 eyes watched me reading it. Shortly afterward Goering himself appeared, and, after shaking hands with a few guests, sat down at the central table; and the music began and was followed by a ballet. It was one of the most painful performances at which I have ever been present. Every diplomatist and a great number of the Germans themselves were conscious of the tragedy of music and dance, at a moment when all that which had been left in 1919 of the old Austrian and Hapsburg Empire was crashing to final extinction. I had myself shaken hands with Goering very curtly and coldly. He was obviously nervous and taken aback; and, no sooner had we sat down, than he tore off the blank half of his program, wrote on it in pencil, "As soon as the music is over I should like to talk to you, and will explain everything to you," and handed it to me across the American Ambassador's wife. The last five words were underlined thrice, and in fact, as soon as the performance came to an end, he got up hurriedly and waited for me outside. After a suitable interval I followed him, and for the next three quarters of an hour the Field Marshal's guests were left wondering what was happening.

The Field Marshal's promised explanation consisted in a diatribe against Schuschnigg's lack of good faith, and the impossibility of any other course being followed than that which was being taken. Our conversation, which took place in Goering's private room in the building, was an unpleasant one; but the only



point that mattered was that the German troops and airplanes were already crossing the frontier. Nothing in fact could have saved Austria or even have restored her to independent existence except a resort by the Western Powers to a war in which probably the greater part of the Austrian youth would have been found on Germany's side.

## After Anschluss

After fighting Schuschnigg's battle for him to the bitter end, I finally said to Goering that "even supposing the Austrian Chancellor has been unwise, that is no excuse for Germany to be a bully." I also took occasion strongly to urge the Field Marshal to do his utmost to see that the anti-Nazi Austrians were treated with the decency which their loyalty to their country merited. Had Goering been left to his own devices in Austria, I believe that he would have done his best to carry out such a policy. As it was, the embittered Austrian Nazis, backed up by Himmler's secret police and S. S., very soon undid what Goering attempted to do during his brief visit to Vienna after the occupation. My last remark to Goering as we returned to the great hall was that, if he did not wish that Herr Hitler should read what British public opinion would think of his actions, he had better arrange that the English newspapers should not be shown to him for a fortnight.

There was for me one last commentary on the proceedings before the act was finally over. March 13th was the German *Heldenstag*, or anniversary for the dead of the Great War. In view of what was happening I declined to attend the ceremony, at which all the heads of missions were wont to be present. Instead, I proceeded to pay a visit to the Austrian Minister. It was a form of demonstration on my part, and I went there in my motor car with its large British flag flying at the bonnet. I found the Austrian Minister in full uniform, and on the point of going himself to the *Heldenstag* ceremony. I heard afterward that he had given there the Nazi salute and cried "Heil Hitler!" with the others!

Behind Austria already loomed the specter of the problem of the Sudeten Germans; and Hitler's reference in his Reichstag speech of March 18th to his 10,000,000 unredeemed Germans (of which Austria only accounted for 6,500,000) gave a clear warning to the world as to Germany's next objective.

(TO BE CONTINUED NEXT WEEK)



Göring inspects police in Vienna after the German occupation. Henderson hoped in vain Göring would restrain Nazi Terror persecuting of Austrian Jews after Anschluss.

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Registered Nurse answers typical questions asked about constipation by 218,000 visitors at Saraka World's Fair Exhibit.



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ARE HARSH LAXATIVES REALLY DANGEROUS?

A. Troubles worse than constipation may be caused by violent laxatives and harsh roughage. In many ordinary laxatives lurks the menace of irritation. All too frequently such irritation leads to serious rectal conditions which may require surgical care.

HOW CAN I SAFELY GET AT THE ROOT OF THE TROUBLE?

A. Unlike harsh, dangerous laxatives, Saraka strengthens intestinal muscles... strikes at the cause of constipation due to insufficient bulk. By supplying soft, lubricating bulk that intestinal muscles so often need to exercise on, it is bringing relief to thousands.



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HOW DOES SARA'KA "WORK"?

A. Saraka acts with pleasant promptness but without violence. It supplies "BULK plus MOTILITY"—bulk, for intestinal exercise... plus a second ingredient that gently stimulates intestinal muscles to keep waste products moving. When constipation causes you to feel upset, depressed, almost at your wit's end, try Saraka to help bring relief pleasantly as nature intended. Get a package from your druggist today.

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CHECK THESE ADVANTAGES:

- 1 No griping pains
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- 3 No harsh action
- 4 Not habit-forming
- 5 Pleasant to take
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FOR CONSTIPATION TAKE  
**SARA'KA**  
AND NATURE DOES THE REST







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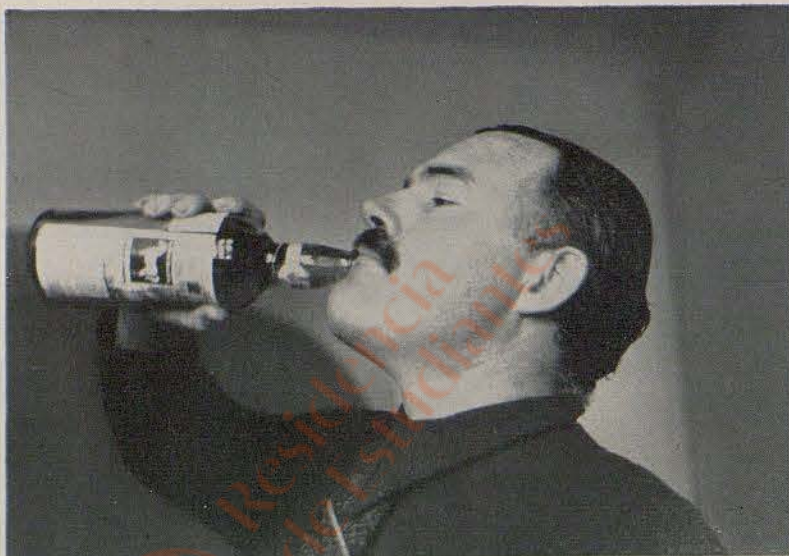


Compare  
VAT 69 and  
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that it is

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Taste



PARK & TILFORD  
IMPORT CORP., NEW YORK, N. Y.



Ernest Hemingway takes a warming swallow of Scotch before breakfast in his Madrid hotel. In Spain's sub-zero winter, he sometimes had to wash his face with whisky.

## HEMINGWAY PLAY "THE FIFTH COLUMN" BRINGS MADRID BOMBING TO BROADWAY

Getting his first play, *The Fifth Column*, ready for Broadway this month was not an easy job for Novelist Ernest Hemingway. He wrote it three years ago while reporting Spain's civil war for American newspapers. His room in the Hotel Florida, headquarters for foreigners in Madrid, was directly in line of fire from Franco's army four miles away. Daily he expected a bomb to land in his typewriter. The room next door was wrecked by a shell.

*The Fifth Column* tells the story of an American journalist, not unlike Hemingway, stopping at the Hotel Florida. Four columns of Franco's army are advancing on Madrid. "Fifth Column" is the name given to all Franco spies and sympathizers within the city. To combat this group, Hemingway's hero becomes a counter-spy for the Loyalists, finally has to choose between running off with a pretty American girl or staying to fight for justice.

The play was published in 1938, with a group of Hemingway's classic short stories. Later it was sold to a producer who died. Now it has been freely revised by Benjamin Glazer, a Hollywood author, but still retains enough pseudo-Hemingway toughness and genuine Hemingway emotion to make good entertainment.

Aided by a bang-up cast, including Franchot Tone from Hollywood, the show was called "exciting" and "courageous" by first-night critics. Not present to hear their applause was Hemingway, who is now in Cuba working on a novel about the Spanish War.



Best actor in *The Fifth Column* is Lee Cobb. He plays part of an expatriate German fighting Fascists in Spain whose face was scarred by torture in concentration camp.



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Pale Dry Ginger Ale • Golden Ginger Ale  
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50 Years a Favorite!

HERE'S ONE  
HUSBAND  
WHO WON'T



BE LATE  
FOR DINNER!

(He knows there's Macaroni and Cheese baked the COLMAN'S way)

—Cook 3 cups elbow macaroni 25 min. in 2 qts. salted boiling water. Drain, rinse with cold water. Butter baking dish, put in layer of macaroni. Add 2 cups milk, 1 tsp. salt, ½ tsp. French's Pepper, 3 tbsps. melted butter, 1 tsp. Colman's (dry) Mustard, ½ cup chopped peppers, ¾ cup grated American cheese. Add remaining macaroni; mix well. Sprinkle with an additional ¼ cup cheese and ¼ tsp. French's Paprika. Bake in moderate oven (350° F.) 45 min.

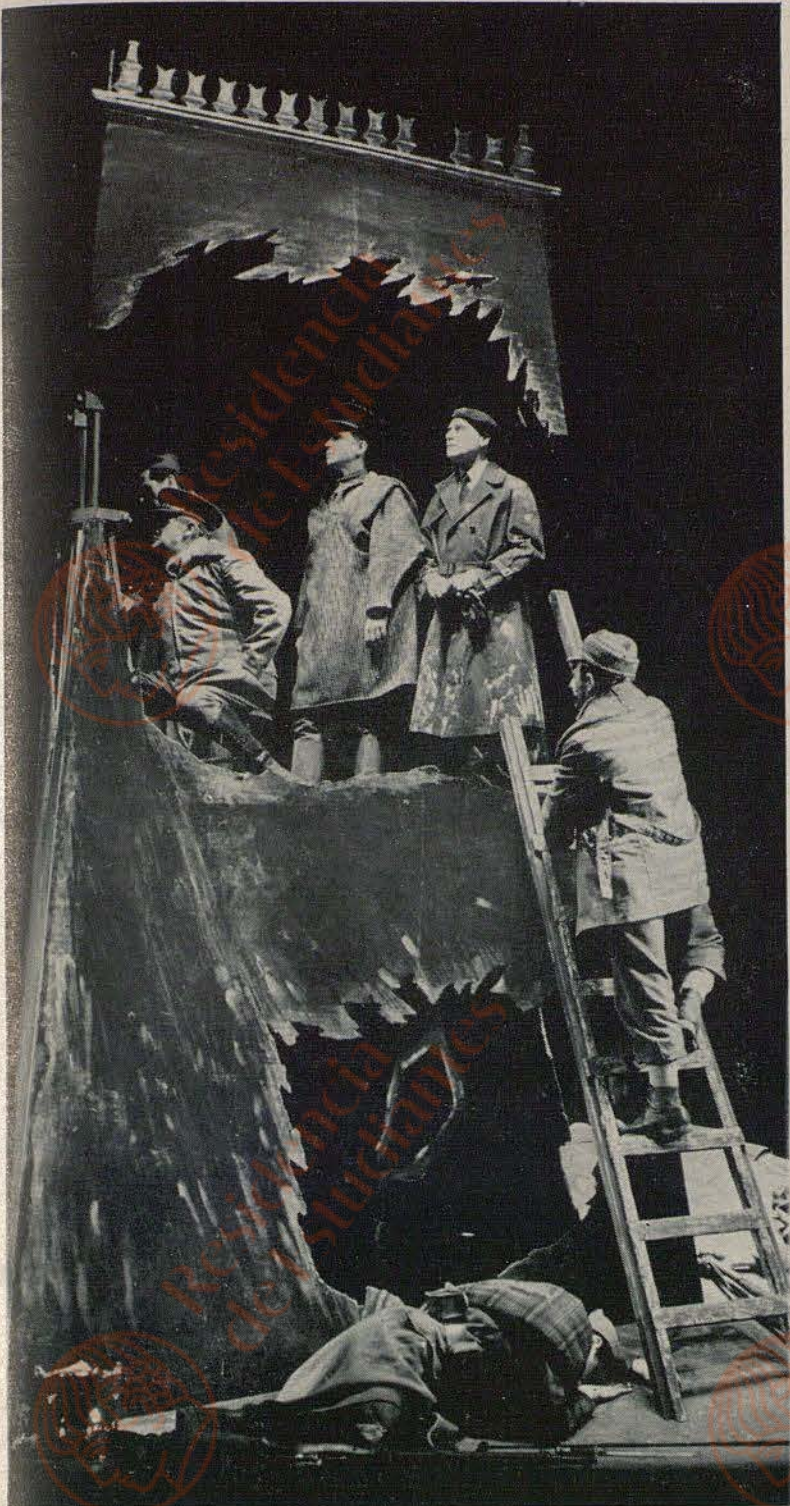
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RECIPES! SEND FOR  
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Best off-stage bombardment on Broadway occurs in this scene when Fascist officers in Spain signal Franco's army from a ruined tower during a night attack on Madrid.



Best bedroom brawl of the year goes on while Hemingway's hero (Franchot Tone, right) comes to grips with a Moorish wench (Lenore Ulric) amid carousing companions.

**"A 'CHUTE JUMP TO MAKE FROM 2,000 FEET. AND MY HEAD WAS THROBBING!"**



**JOE CRANE'S** story of more all-round HEADACHE RELIEF\*

"5 CROWDED DAYS at the National Air Races—now the final landing-to-a-mark contest. And that day I had a headache! I took a Bromo-Seltzer—it always helps me quickly.

"THE PAIN SUBSIDED—I felt less nervous and upset. The plane soared to 2000 ft. Climbing out, I studied our position. Far below, I saw the tiny circle... now...



"100 SECONDS TO STEER... pull this rope... now that one... here, beneath my feet, was the mark! I placed first! Part credit to Bromo-Seltzer's more all-round relief."



**\*Why BROMO-SELTZER does MORE for you**

If you get headaches often, if they persist, see your doctor. For ordinary headaches—these may be NERVOUS or DIGESTIVE—Bromo-Seltzer does more than a simple pain reliever can:

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For over 50 years millions have taken Bromo-Seltzer! Follow directions on label. At drugstores, fountains. Keep it at home!



**FOR HEADACHE**



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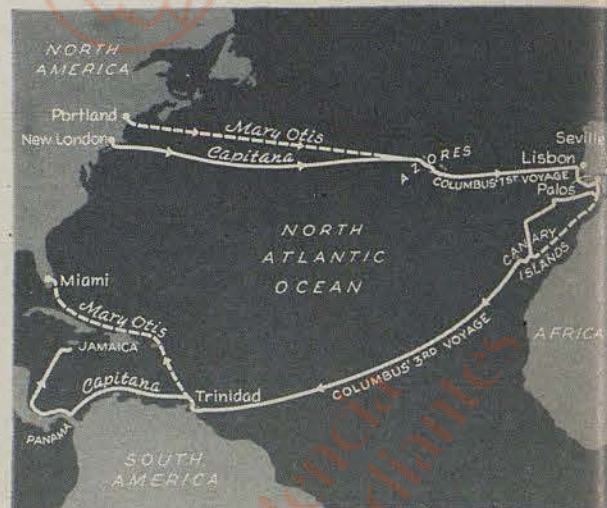


# Life Resails Columbus' Routes

with a sea-going Harvard historian  
on his modern barkentine "Capitana"

by SAMUEL ELIOT MORISON

Author of *Oxford History of the United States*, co-author of *Growth of the American Republic*, Harvard's Professor Morison combines love of scholarship with love of the sea. His retracing of Columbus' voyages was more than a high adventure. It was the first empirical effort ever made to check the contemporary accounts of America's discovery. Herewith LIFE prints Morison's own picture story of the Harvard Columbus Expedition. At left is his flagship *Capitana*, with Columbus' arms on her forecourse, and on her fore-topgallant the crest of Harvard University.



1 Routes of expedition's two vessels included nearly every point touched by Columbus during his four voyages.



5 The *Mary Otis*, expedition's tender, uses a fisherman's sweep entering Ponta Delgada to replace lost rudder.



8 Near Palos, the expedition views an exact reproduction of the *Santa Maria*, Columbus' flagship on first voyage.



On Sept. 1, 1939, a few hours after Germany's invasion of Poland, the Harvard Columbus Expedition headed out of New London, Conn., for the Azores. For five months and for 10,000 miles, we retraced routes that Christopher Columbus followed over unknown seas four and a half centuries ago. Our aims were to verify by actual observation ancient accounts of his four great voyages, to identify the capes and coastlines he first described and to determine finally whether America's discoverer was just a Lucky Baldwin or truly a great master of the sea.

We returned to this country last month with a wealth of material—gathered from sea, wind, land and stars—for a modern seaman's story of Columbus. We had identified and photographed 25 of the harbors and headlands he discovered between 1492 and 1504. With us, we brought home enormous respect for Columbus as a dead-reckoning navigator and for his caravels, which by and large made better time before the wind than we.

The Harvard Columbus Expedition's vessels were the 140-ft. barkentine *Capitana*, a steel three-master, named after one of Columbus' flagships, and the 45-ft. ketch *Mary Otis*, which served as our tender. All told, including wives, daughters, seamen and volunteers, we were 24.

Romping before fresh autumn westerlies to the Azores, we paralleled the route by which Columbus returned from his first great voyage, and saw the same species of birds and gulfweed he had noted in 1492-93. From Horta, *Mary Otis* sailed the sea-going historians to the islands of Santa Maria, southernmost of the Azores, which Columbus sighted Feb. 15, 1493, after a severe cyclonic storm that almost finished his little *Niña*. We too sighted Santa Maria on a stormy morning amid so heavy a sea we dared not attempt the Admiral's anchorage. Landing at the one good harbor, we rode a jalopy to the tiny village of Anjos, where Columbus' men first set foot ashore after leaving the New World.

Our expedition next proceeded eastward, picked

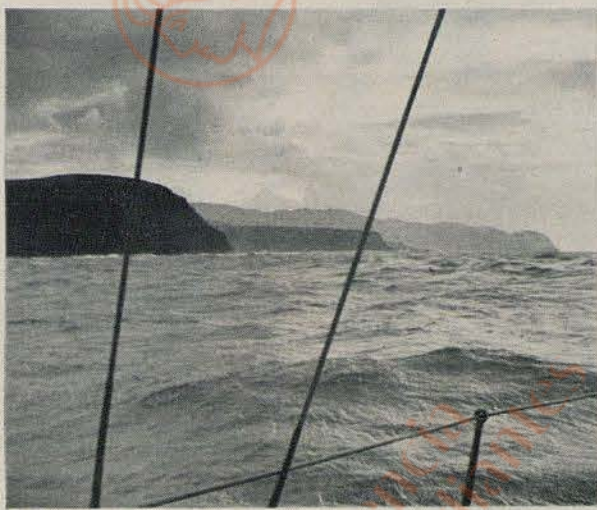
up the Rock of Sintra, just as the *Niña* did, and sailed up the Tagus to Lisbon. We followed Columbus even ashore, to the monastery of Vertudas, long since abandoned, where he spent a weekend with the king and recounted the marvelous tale of his discovery in so arrogant a strain that the courtiers proposed to put him away. At Palos, we saw the exact anchorage whence the fleet set forth in 1492, and inspected in every detail the remarkable reproduction of the *Santa Maria* that Spanish naval architects have constructed.

A week in the Seville archives and libraries, a couple of days in brilliant Cadiz where Columbus' second voyage began and we started bucking the Atlantic surge once more. And what annoyed us was that Columbus made better speed than we! *Pinta* in 1492 broke her rudder en route to the Canaries; *Mary Otis* followed suit and was forced into Casablanca for repairs, while *Capitana* spent a delightful week at Madeira. Our last call in the Old World was the island of Gomera—in the Canaries—

(continued on p. 106)



2 Few weeks before sailing, Morison (left) reviews plans with Capt. Paul Hammond and Sailing Master Walter.



3 Santa Maria of the Azores, Columbus' first landfall on his 1493 eastward crossing, looms off the *Capitana's* port bow.



4 At tiny Anjos, unchanged in 450 years, Columbus' men landed to hear mass, were jailed as poachers on Portuguese soil.



6 In Lisbon, U.S. Minister Herbert Pell & Morison visit tomb of Vasco da Gama, greatest of Portuguese seamen.



7 Historians locate Vertudes monastery ruins where Columbus met Portugal's king after his first return from America.



9 Dwight Morrow Jr., Amherst '33, poses on *Santa Maria's* deck in 15th Century Spanish mariner's war gear.



10 Palos Harbor, whence Columbus sailed on Voyages I & II. Right: *Capitana* Stewardess Elizabeth Morison suns, sews.







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If you think of ale as a heavy, filling drink—try Ballantine's and wake up your taste!

It's light, not heavy—yet a true ale, with the extra flavor and life coming from ale yeasts, "top fermentation." As a compliment to a man's judgment of brewed beverages—serve him *Ballantine's Ale!*

Your first bottle will tell you why this is America's largest selling ale—why millions get more enjoyment from it than from any other brew . . . In bottles (12 oz. and full quart) . . . in copper-colored cans (12 oz. and full quart).



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## Columbus Expedition (continued)



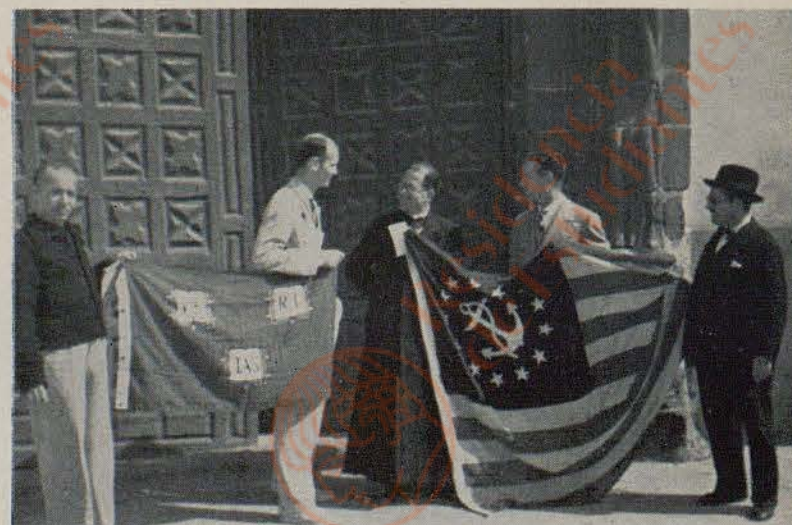
11 Members of the expedition visit an ancient street in Cordova, where Columbus met his mistress, Beatriz Enriquez de Harana. She bore him a son, Fernando.



12 In this village church at Trassiera, in the hills behind Cordova, Beatriz was baptized. Scars and shattered timbers show ravages of Spanish War bombs.



13 The *Capitana* rides at anchor in the harbor of Funchal, Madeira, where Columbus paused on his fourth westward voyage. The expedition halted here a week.



14 At Gomera, in the Canaries, a priest blesses the *Capitana's* ensign and Harvard banner. It was here that Columbus heard his last Mass before sailing in 1492.





15 Morison's *Capitana* raises the Three Hills of Trinidad—Columbus' 1498 landfall—just as Columbus' *Capitana* sighted them at the end of the third crossing.



16 The *Capitana* drops anchor among the San Blas islands off Panama. In 1502, Columbus' *Capitana* nosed along this coast hunting the missing strait to India.



17 A San Blas Indian girl visits the *Capitana*, wearing in her nose and ears gold ornaments similar to those that aroused the cupidity of Spain's conquistadores.



18 *Capitana*, viewed from the air, lies moored behind Uvita Island, off Costa Rica, exactly where Columbus anchored near the end of his fourth and last voyage.

CONTINUED ON NEXT PAGE

EXTRA! EXTRA!  
NEWS THAT'S HOT!

**SPAM**  
'N' PANCAKES  
HIT THE SPOT!

**SPAM**  
HOW TO HAVE SPAMcakes  
Cut several quarter-inch slices of SPAM, brown quickly in hot frying pan, serve with a stack of pancakes.

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SO IS SPAM BAKE  
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**A BLEND OF STRAIGHT WHISKIES**

**MILD MELLOW**  
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**KENTUCKY STRAIGHT BOURBON WHISKEY**

## Columbus Expedition

(continued from p. 103)

which Columbus chose as his springboard into the unknown. For almost 24 hours, until we were 100 miles offshore, high Teneriffe was visible over our stern; thereafter (for *Mary Otis* had not yet caught up), we were alone for 20 days.

Our route from the Canaries to Trinidad was that chosen by Columbus on his third voyage in 1498. What beauty there is in these southern ocean crossings in the northeast trades! Stars so brilliant that they even shine through stout sails, new constellations rising from the ocean; an endless succession of fat, fleecy clouds, with an occasional black squall that lashed us with refreshing rain; schools of flying fish starting from every wave; and, always before one when steering, that superb pyramid of square sail—forecourse, fore-topsail, top-gallant and royal—changing color at dawn and sunset and moonrise. And in that great empty ocean, now swept by war as clean of sail as in Columbus' day, you could recapture the feelings of his men who had only their Admiral's word that wealth and glory, not destruction and death, lay over the horizon's rim.

On Nov. 12, edging up to the Admiral's landfall of 1498, we raised the Three Hills of Trinidad exactly as he described them, caught his first view of the American continent and shot through the Serpent's Mouth — so named by him — in the swirl from the mighty Orinoco.

Off Margarita Island, Venezuela, *Capitana* left the course of the third voyage and with a bone in her teeth raced across the Gulf of Darien to the coast of Panama. Here Columbus' *Capitana* nosed along on the fourth voyage, searching for the strait that didn't exist. There we found a radiantly beautiful shore of coral islets, landlocked harbors, tropical forests ablaze with flowering trees, lofty mountains and the San Blas Indians, the only natives yet left in possession where Columbus found them. These were the people who guided Balboa on his epic march across the Isthmus, through the deep jungle where no white man dares penetrate today.

Fair weather attended our final stretch across the Caribbean from Costa Rica to Jamaica. There, just as the first norther of the season was making up, we found the spot where at the end of Columbus' fourth and last great voyage, his ship the *Capitana* left her weedy, worm-eaten bones.

## SOOTHING NOXZEMA FOR PAINLESS SHAVES



APPLY A BIT BEFORE  
LATHERING!  
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Barbers find it marvelous  
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Apply a little Noxzema before lathering—or use it as a latherless shave. No razor pull—no drag... no smarting after-shave irritation! And how cool and comfortable your face feels! Take advantage of Noxzema's Special Trial Offer...

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TWENTY FOR 25¢

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## PICTURES TO THE EDITORS

### "TENDERLOIN'S END"

Sirs:

The New Orleans red-light district—long empty but around 1900 one of the world's most notorious—is about to be torn down to make way for a housing project. As a footnote to U. S. history, I enclose these last glimpses of the district.

The bistro maintained by Eunice Deering, who called herself "the idol of society and club boys" and where, according to the *Scarlet World*, weekly paper of the

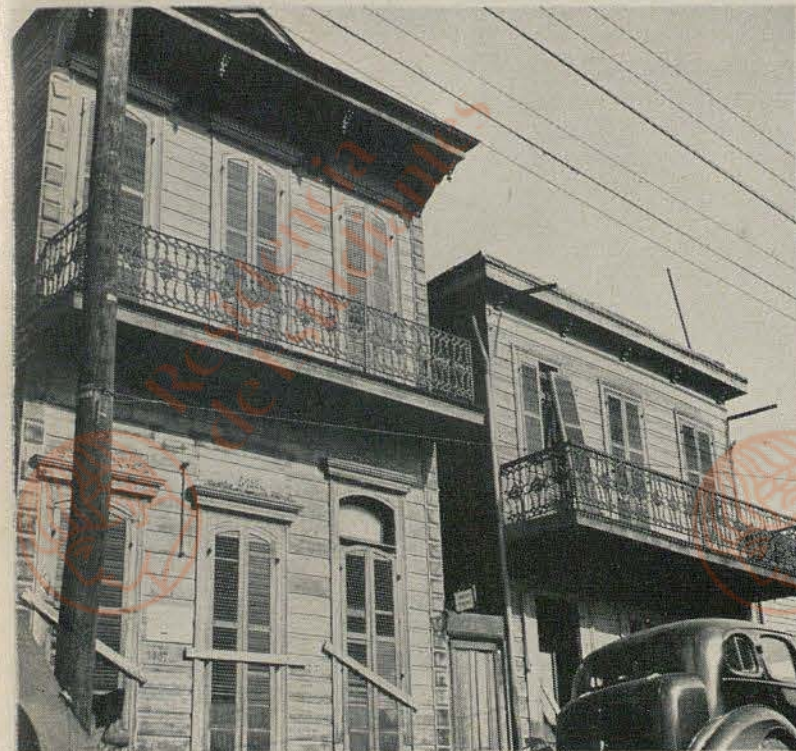
district, "nothing but swell women are to be seen," is boarded up. The mansion of Lulu White, "handsomest octoroon in America," who wore so many jewels that "to see her at night is like witnessing the electrical display on the Cascade at the late St. Louis Exposition," is now a warehouse (directly below).

Even Basin St., district's famed thoroughfare, has been renamed North Saratoga St.

DAVE SCHERMAN  
Washington, D. C.



Lulu White's name, set in ruby-colored glass, is still visible in glass fan window over the double doorway of her long-abandoned establishment. She died a pauper.



Along Bienville St. are these oldtime brothels, each with its typical iron balcony. They are now falling to pieces. They will shortly be torn down by the Government.



A long low row of vacant "cribs" on Conti St., where girls used to stand by the door to solicit trade, can be seen through the fancy iron-grille balcony of a nearby house.

## Every Transaction is an "Open Book"

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This "Plainview" price tag protects you when you pay cash

When you buy a General Motors car for cash, you see on the "Plainview" price tag the items that make up the cash delivered price. There are no hidden charges to worry about. You know exactly what you are paying—and what you are paying for!



And this "Open Book" Figuring Chart gives you the same protection when you buy on time

This simple figuring chart makes the whole story of car financing an open book. Shows you how much you pay for financing and insurance—and what complete protection you get for your car. It is so easy to understand that in a few minutes you can figure the cost yourself—based on the amount of time you want, and the amount you wish to pay monthly!

And the chart shows you, also, that there are no "extras" to add to the cost... that this is the low-cost way to buy a car on time!

If you plan to buy a car this spring,  
SEND THE COUPON... get  
your chart. It may save you money!

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BUICK, LA SALLE and CADILLAC cars.



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Week-End Case of brown tweed, handsomely lined. 18" long... 600 coupons.

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## PICTURES TO THE EDITORS

(continued)

### HITLER DECAPITATED

Sirs:

Audiences at the Capitol Theater here hissed and booed when an actor, representing Adolf Hitler, appeared on the stage and began a typical harangue in German.

Wild applause, however, greeted the dramatic entry of two U. S. infantrymen,

who seized "Der Führer" and swiftly proceeded to dispose of him in the manner shown in these pictures.

Was this but a bit of wishful thinking, or a forecast of the headless shape of things to come?

HAROLD B. FRIEDMAN  
LEONARD ROSINGER

Atlanta, Ga.



U. S. SOLDIERS SEIZE HITLER AND PUT HIM UNDER DECAPITATING MACHINE



DER FÜHRER'S HEAD IS CAREFULLY SAWED OFF AND CARRIED AWAY (RIGHT)

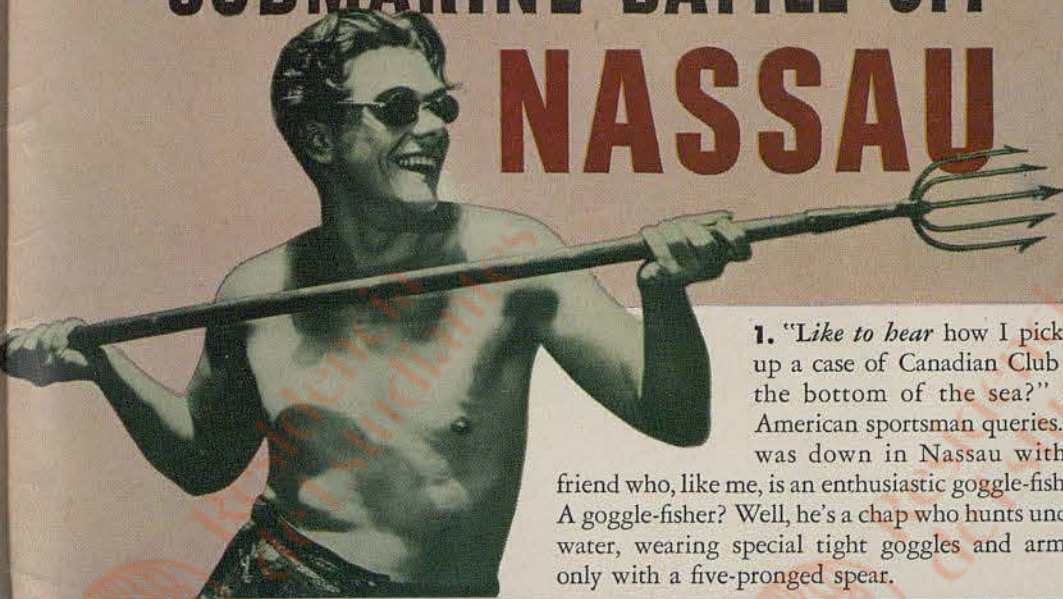


HITLER'S HEAD, PLACED IN A GRINDING MACHINE, COMES OUT AS SAUSAGE

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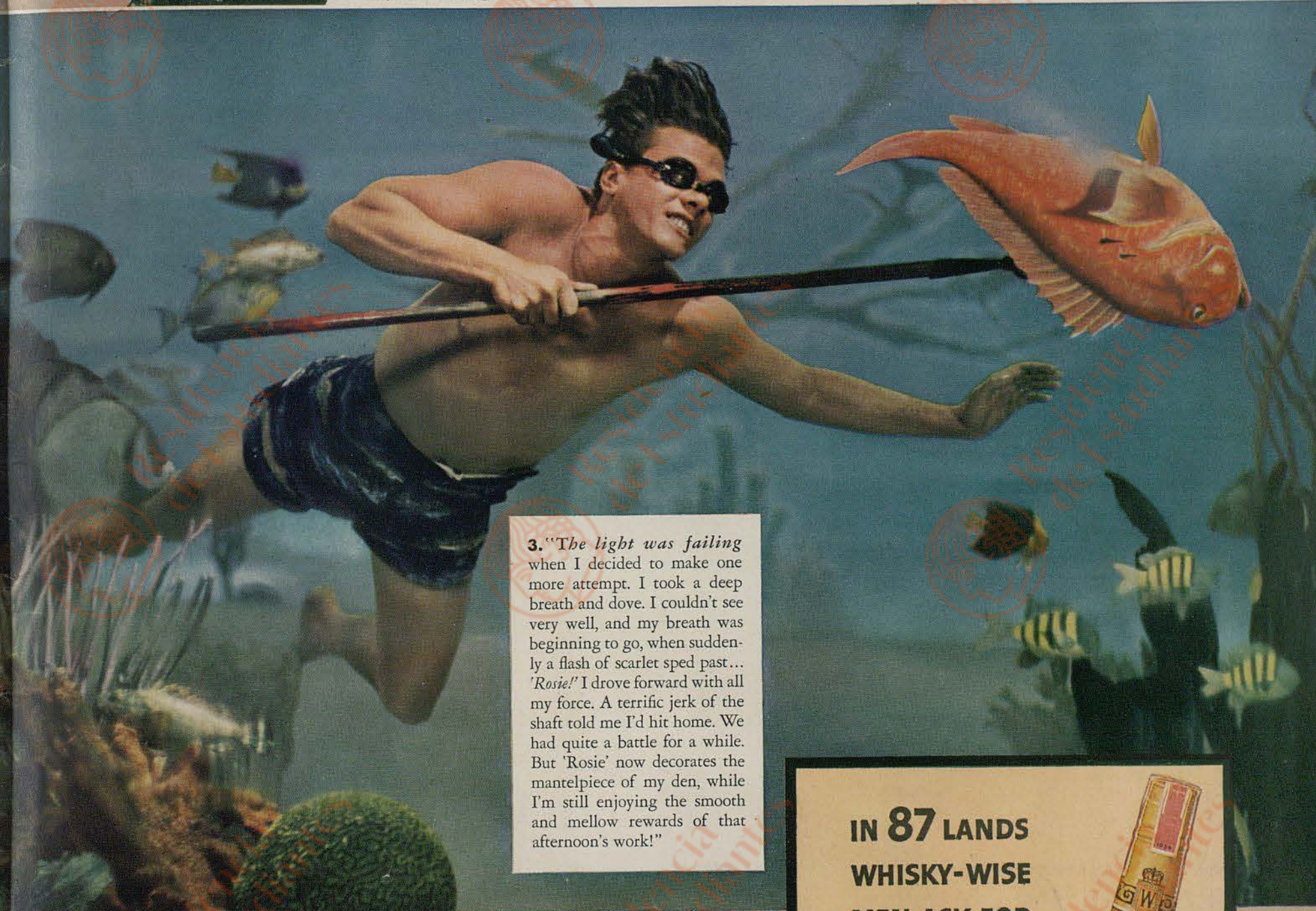
# SUBMARINE BATTLE OFF NASSAU



1. "Like to hear how I picked up a case of Canadian Club at the bottom of the sea?" an American sportsman queries. "I was down in Nassau with a friend who, like me, is an enthusiastic goggle-fisher. A goggle-fisher? Well, he's a chap who hunts under water, wearing special tight goggles and armed only with a five-pronged spear."



2. "For almost a week we'd both been trying for a handsome rose coney. Every day 'Rosie' eluded us. Our last day, we made a wager. If either of us gaffed 'Rosie,' the other would pay off with a case of Canadian Club! But late that afternoon, there had been no sign of 'Rosie.'"



3. "The light was failing when I decided to make one more attempt. I took a deep breath and dove. I couldn't see very well, and my breath was beginning to go, when suddenly a flash of scarlet sped past... 'Rosie!' I drove forward with all my force. A terrific jerk of the shaft told me I'd hit home. We had quite a battle for a while. But 'Rosie' now decorates the mantelpiece of my den, while I'm still enjoying the smooth and mellow rewards of that afternoon's work!"

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bon." Yet it has a delicious flavor all its own.

In Scotland, as in U. S. A., Canadian Club is the leading imported whisky. It is a favorite in 87 lands. Discover why, for yourself. Just try this unusual whisky in your usual drink, and taste the pleasing difference. Start to enjoy Canadian Club today! Canadian Club Blended Canadian Whisky. 90.4 proof. Imported by Hiram Walker & Sons Inc., Peoria, Illinois.

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WHISKY-WISE  
MEN ASK FOR

"Canadian  
Club"

6 YEARS OLD





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but chooses  
slow-burning Camels  
for

EXTRA  
MILDNESS

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EXTRA  
FLAVOR



It takes your breath away even to watch him. Headlong down the steep side of the mountain...straight for a dangerous edge. A flash of the poles...a cloud of snow...a perfect telemark turn...and there he goes...down, down...faster and faster. That's Bob Bourdon, former Vermont champion. On skis, he's one of New England's *fastest*. But in smoking, he's strictly on the *slow* side. Read what he says (*at right*).

SPEED'S  
FINE IN SKIING  
BUT THE 'EXTRAS'  
IN SMOKING GO  
WITH SLOWER-BURNING  
CAMELS



In recent laboratory tests, CAMELS burned 25% slower than the average of the 15 other of the largest-selling brands tested—slower than *any* of them. That means, on the average, a smoking *plus* equal to



5 EXTRA  
SMOKES  
PER  
PACK!

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In the Cannon Mountain Aerial Tramway, Franconia Notch, N. H., Bob Bourdon (*above*) enjoys a *slow*-burning Camel. "No speed for me in my smoking," says this ski champion. "Camels are slower-burning and give me extra mildness, extra coolness, and extra flavor."

"THE faster the going, the more fun in skiing," says Bob Bourdon. But he has a different angle on cigarettes. When Bob Bourdon says: "Slow burning is my guide to more mildness, more coolness, and more flavor," he's putting the stamp of actual smoking experience on the laboratory findings of science.

Fast burning in a cigarette means *heat*. Nothing dulls the delicate elements of cigarette flavor and aroma so surely as excess heat. There's little pleasure or comfort in a hot, flat

smoke in which the flavor has been burned away.

The extra mildness, refreshing coolness, and that smooth, mellow "I'd-walk-a-mile-for" flavor of Camels are confirmed by recent widely reported scientific tests, in which Camels...the cigarette of costlier tobaccos...burned the *slowest* of the sixteen of the largest-selling brands tested! (*See panel at left.*)

So, change to slow-burning Camels and enjoy *extra pleasure* and *extra smoking*...equal, on the average, to five extra smokes per pack.

MORE PLEASURE PER PUFF  
...MORE PUFFS PER PACK!

Camels—the cigarette  
of Costlier Tobaccos

MR. J. ARTHUR WHEELER JR.  
EAGLEBROOK SCHOOL  
DEERFIELD MASS.  
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