Here come the new Cannon American Beauties

TO BEAUTIFY ALL AMERICA

Strike up the band . . . for the inspired corps of new Cannon towels, on parade now at your nearest store! Star textures to emblem stripes, they're truly all-American—meant for all America. Yes, thanks to Cannon, everybody can now have a bathroom brimful of beauty. And that Cannon label is your assurance of thirsty absorbency, of soft loops and firm weaves that laugh at years of laundering. Small wonder more than 7 out of 10 of America's home-makers look for the Cannon label whenever they buy towels. Priced from 29c to $2. Cannon Mills, Inc., New York City.

CLEVER AMERICA'S MATCH-MAKER Imagine shopping with $2.95 . . . and bringing home a whole new bathroom! Sounds incredible, till you see what can be done on a modest budget with a sparkling Cannon matched set of bath towel, face towel, wash cloth, and bath mat! Try it—and see.

YOUNG AMERICA'S PLAYMATE Towels are fun for tug-of-war . . . but a struggle to keep from going to tatters in the clutches of robust children. That's where Cannon super-strength comes in! Supersoft to touch, yet firmly woven to be rugged at, trampled on, tossed around . . . and take it.

Copyrighted.
READ HOW NEW IVORY SNOW CARE FIGHTS
THIS DANGER...GIVES YOU UP TO 20% MORE WEAR

- Do your stockings "go" all too quickly? Science now gives a frequently neglected reason for this.
  The cause of so many stocking troubles has simply been normal perspiration. This perspiration is distinctly acid. Ruining...rotting...wrecking those precious stockings of yours.
  Stocking-perspiration should be removed as many experts advise—daily, with Ivory Snow.

What It Is—How It Works
Ivory Snow is a thrilling new development among fine soaps. It's Ivory-pure...made in dainty "snowdrop" form. Gives rich suds in 3 seconds, even in cool water.

With Ivory Snow it's so quick, so easy to swish dangerous acid perspiration and all soil out of filmy stockings! Carelessness about washing is expensive. Tests show that with this daily Ivory Snow care stockings last up to 1/2 longer. It's like getting an extra pair free every 2 months—an advantage that's more important today than ever before.

Join the thousands who have changed to Ivory Snow!

THE DANGER OF ACID PERSPIRATION. Every day, in all seasons, the more than 2,000,000 sweat glands of the human body give off at least a pint of perspiration. Usually you do not see it or feel it. But it is there. And perspiration is normally acid...quickly starts to weaken fibers of stockings and undies.

WANT LOVELIER HANDS IN 12 DAYS?
...IF YOUR HANDS ARE RED, ROUGH FROM USING ONE OF THE 5 LEADING PACKAGED SOAPS—CHANGE NOW TO IVORY SNOW FOR ALL YOUR DISHES!
NOT EVEN THE STRONGEST LAUNDRY SOAP CAN GET YOUR DISHES CLEANER...OR DO IT QUICKER!

RICH, SAFE SUDS IN 3 SECONDS...EVEN IN COOL WATER!
SEE CHRYSLER CORPORATION'S NO. 1 CAR

Plymouth's Finest

In Size, Style, Power and Economy, Plymouth's Your Wise Investment

Buy Wisely—BUY PLYMOUTH
Styled to Stay Beautiful...Engineered to Stay New...Plymouth brings you a Big 95-H. P. Engine with new Driving Economy!

Here's the car that sets new records in style, performance and value-giving among low-priced cars—Plymouth's Finest! With its big increase in power and its great new economy, it’s the Wise Buy among low-priced cars.

Low-slung body design gives Plymouth that sleek, long, road-hugging look that everyone admires. Advanced design gives it a delightfully gentle ride, greater safety and stability.

This big Plymouth delivers 95 eager horsepower—smooth, quiet power at all driving speeds—and you enjoy important new economy. The engine purrs along with fewer revolutions per mile, giving you a big "thrift bonus" in extra gasoline mileage, oil savings and long car life.

You get such important money-saving benefits as an Oil Bath Air Cleaner, Oil Filter, Coil Springs, Superfinished engine parts...features that have made Plymouth famous as the best-engineered low-priced car. See and drive Plymouth's Finest—at your nearby dealer's. All prices and specifications subject to change without notice. Plymouth Division of Chrysler Corporation.

Tune in Major Bowes Thursday nights, C.B.S.
Nothing to do again tonight!

Wonder why
Fred doesn't call?

What became of Joe?

If your life is dull and slow—suspect yourself of double O

If your "dates" are scarce . . . if you don't get invited out as often as you used to . . . better suspect the presence of "Double O." You may have offensive breath and offensive-looking teeth, and they are two hurdles that few women can surpass.

But why risk this double offense which is so often avoidable? Why not take the delightful double precaution against "Double O"?

To sweeten your breath—Listerine Antiseptic, of course; it quickly halts food fermentation in the mouth, a frequent cause of halitosis. Thousands of popular people insist on it daily.

And to help bring out the natural highlights and brilliance of your teeth, to make your smile more alluring . . . the new Listerine Tooth Paste. This amazing dentifrice is changed in formula, changed in action . . . especially created to help bring out the natural flash and brilliance of enamel.

For 8 years our skilled experts worked to combine in exact proportions the delightfully safe cleansing and polishing agents that now make this lustre-giving dentifrice so outstanding.

If you want to make a hit with others, put your best smile and your best breath forward. The new Listerine Tooth Paste for your teeth and famous Listerine Antiseptic for your breath. It's the wonderful double precaution against "Double O" that can rob your charming.


do not hallucinate.

LETTERS TO THE EDITORS

Baseball "Curves"  
Sirs:

More astonishing even than Gjon Mill's photographs of baseball pitches in your Sep. 15 issue was the conclusion reached by LIFE: "Positively there is an infinitely small side movement of the ball in flight. If so, those repetitive flash pictures, taken at 1/30-of-a-second intervals, fail to show it."

With only a slightly elevated eyebrow at the use of "infinitely" instead of "infinitesimally," we protest that the

If your "dates" are scarce . . . if you don't get invited out as often as you used to . . .

nothing to do again tonight!

Wonder why
Fred doesn't call?

What became of Joe?

If your life is dull and slow—suspect yourself of double O

If your "dates" are scarce . . . if you don't get invited out as often as you used to . . .

Let's discuss this topic further.
When these 4 men say a book is worth reading
-you can bet your sweet life it is!

A NEW plan by which these four men offer entertaining and beautiful books to you...delivered to your home for only

$1

CLIFTON FADiman, Sinclair Lewis, Carl Van Doren and Alexander Woollcott are among the country's most famous literary experts. These men know and love good books; they can recognize a good book when they read one. So—when all four of them recommend a book to you, you can be sure that book is eminently worthy of reading—worth owning.

Now, these men often come across a book which they intensely enjoy and admire—yet which has not come to the attention of the general public.

This fact bother them. They want to do something about it. They want to share their pleasures and discoveries with you. And that is the reason why they have organized The Readers Club. This club enables them to find you; to tell you about good, enjoyable, easy-to-read books which it is not likely you have ever read before. And they are going to offer you these books for only $1.

What kind of books?

WELL, it is a fact, one which you probably know to be true, that the best books sometimes fail to come to your attention when they are first published. Lost Horizon for one example was quietly doing upon its publisher's shelves until Alexander Woollcott spoke about it over the radio. Of Human Bondage was little known for years until Carl Van Doren helped to tell about it.

There are many reasons why "books are born to blush unread". They may lack good advertising or publicity. Or a book may be published at the time of a catastrophe world event and nobody pays any attention to it. Sometimes, a book is published when everybody is completely occupied with a Gone With The Wind.

It is therefore a fact that The Readers Club will issue some of the best books ever published in this country. The Readers Club promises you a world of new pleasure and new thrills.

Books YOU can enjoy, for $1

THESE BOOKS are not "precious" books or books with a limited or special appeal—they are, first and foremost, entertaining. They have been read and re-read by their admirers; they have stood the test of time. Where are most of the best sellers of five, ten years ago? Vanished like the snows of yesteryear. But these are books which will endure.

And the most remarkable thing about the whole scheme is the fact that these books cost you only $1, exactly $1—delivered to your door. For this price includes even the postage and wrapping charges.

Books that are ornaments for your home

THESE BOOKS are not cheap reprints. They are full-sized books, not pocket editions. Each is designed by one of America's most famous designers of books. Each book is set up in new type, printed from new plates on good paper, and sturdily bound in fine cloth. Because so large a quantity of books are printed (there are already more than eighty thousand members!) it is logical that each new edition, at $1, will be a better-made book than the original edition at $2.50 or $3. Just one look at a book will convince you of this.

Yet you buy only the books you want!

PLEASE remember that The Readers Club has no intention of selling you books which you don't want. You will get a description of each book before it is distributed. If it does not seem the kind of book which will interest you, you may reject the book in advance. Then you exercise your own free choice. But more than that, even after you get the book, you may return it if it does not please you.

How to become a member

IT IS on these very liberal terms that we now ask you to fill in the application below and send it to us immediately. As soon as we receive your application we will send you—of course without charge—a copy of a beautiful new magazine called The Reader (edited by Carl Van Doren) in which you will find many interesting articles and essays and a full description of the current book.

Be one of the first readers of Life to be in on this exciting and wonderful new plan

APPLICATION FOR MEMBERSHIP

The Reader's Club, 15 East 37 Street, New York.

Please enroll me as a member. It is understood that you will publish for the members one book each month, selected for publication by the Committee consisting of Clifton Fadiman, Sinclair Lewis, Alexander Woollcott, and Carl Van Doren as chairman. It is understood that you will send each book to me for one dollar, which price is to include the cost of printing and postage. It is understood that you will send me a copy of The Reader each month, in which I will find a description of the forthcoming month's publication; that I may then send you word to refrain from sending the book to me, or may even return the book to you within five days after receiving it if I am not pleased with it. Finally, it is understood that my name is to be dropped from the membership list if I do not accept and pay for six books within one year.

NAME:

ADDRESS:

(To be filled in by the Club)

MEMBER NO.

DATE ENROLLED

(To be filled in by the Club)

Page 5
LETTERS TO THE EDITORS
(continued)

how can a pitcher control the optical illusions to make appearances of in, out or drop? Please explain these two things. If they are optical illusions why is it that some pitchers can throw optical illusions and others can't? You had better explain that too.

So, you can't tell me that there isn't a curve on the ball when you're at bat and the ball looks like it is going to hit you but is on the other side of the plate.

JIM MORTENSEN
Cherryane, Vny.

Sirs:
Since I am a catcher, I frankly do not believe that there is even a possibility that curve balls are more optical illusions, as you suggest. I must admit that Ojen Mill's high-speed pictures seem conclusive, but as a catcher I know that curves are thrown by pitchers of high-school age up. If I have been catching optical illusions instead of curve balls for the last two or three seasons, I'll eat one of Mill's negatives!

CHARLES P. TWINHELL
Pomfret, Conn.

O. Optical illusions are seen best by those who want to see them, whether they be pitchers, catchers, umpires or fans in the bleachers.—ED.

Sirs:
In 1927 a pitcher named WF White, standing on one side of the first of the first three posts set in a line, threw the ball so that it passed the second on the other side and the third on the side on which the pitcher stood.

It would seem as though this demonstration proves even more conclusively that the curve ball doesn't. Can you do the pictures in LIFE that it does not?

NORMAN DENNIE
Gloversville, N. Y.

O. LIFE considers Mill's pictures to be sounder scientific evidence than third-hand reports of any 1927 demonstration.—ED.

Sirs:
In the third game of the American Association play-offs, the Kansas City "curve" ball pitcher, Tommy Rilva, held Columbus to two runs in seven innings. In the eighth, LIFE-reading Columbus players discovered that his best pitches were optical illusions. Final score: Columbus-9, Kansas City-2.

EDWARD GILBERT
Kansas City, Mo.

French Humor
Sirs:
In your story on Martinique (LIFE, Sept. 15), you quote Simon Corell as saying that if the U.S. attacks Martinique, Martinique will occupy the U.S. by force.

The average Frenchman has a lovable logical and rational brain. It is inconceivable that M. Corell would utter such silliness. If you people have no sense of humor, you should never, never interview Frenchmen.

W. BROUILLARD
Drummondville, Quebec

O. LIFE and M. Corell both enjoyed his little joke.—ED.

"Illusions"
Sirs:
Your story on Captain Lord Louis Mountbatten (LIFE, Sept. 15) suggests that history occasionally does repair old injustices. His father was born Prince Louis of Hesse and lived in England from his boyhood and was naturalized as a British subject. When World War I broke out, the superpowers forced Prince Louis to resign his post as First Sea Lord because of his origin.

A Product of Bristol-Myers Company

LETTERS TO THE EDITORS

(continued)

Keep your Hair a Business and Social Asset with

**VITALIS**

and the

**"60-SECOND WORKOUT"**!

50 Seconds to Rub—Just feel that stimulating "tingle" as circulation quickens—the flow of necessary oil is increased. And with the pure vegetable oils of Vitalis supplementing natural oils, your hair takes on a fresh, natural lustre.

10 Seconds to Comb—Your hair says neatly in place—no "piece-leather" look. And what's more, the Vitalis "60-Second Workout" prevents embarrassing loose dandruff—helps prevent excessive falling hair—helps keep your hair.

Well-groomed hair compliments your self-respect—your pride in your appearance. So keep your hair handsome with the Vitalis "60-Second Workout". And executives you meet will think: "This man makes a nice impression. He'll get consideration wherever he goes."

**A Product of Bristol-Myers Company**

**USE VITALIS AND THE "60-SECOND WORKOUT"**

The "piano perch"—fun at a party, but so often fatal to gussamer stockings! That's why so many clever girls wear Cannon!

Besides being sheer and beautifully styled, Cannon Hosiery is inspected by an air-pressure machine that detects unseen flaws—usual cause of maddening 'mystery' runs. Cannon brings you only perfect hosiery—full-dashoned, flawless, triple-inspected.

**Cannon Hosiery**

P.S. New available! Cannon fine hosiery in the Cellophane Handy-Pack at popular prices. Made by the makers of Cannon Towels and Sheets.

A "Game" Tie for Game-Going!

**COHAMA CRAYATS**

1412 Broadway, New York

(continued on p. 9)
Not all Defense News makes the Headlines!

THREE hundred thousand dollars saved at a clip. That kind of money will train a lot of pilots!
That's how much the government saved recently on one big housing project simply by using a new type of wall system that originated in the Gold Bond laboratories. On another housing job the same system saved space enough for 260 extra rooms. No wonder this exclusive Gold Bond idea is being used on housing projects from New York to California.
No wonder it's taking on fast with private owners, architects and builders who know a good thing when they see it!

First with the new things
Money saving ideas, ideas that make it easier to build better walls and ceilings are no novelty to Gold Bond. Its almost uncanny ability to be first with the new things has won Gold Bond the respect and support of ten thousand of the country's leading lumber and building material dealers from coast to coast.
The first light-weight high-strength gypsum wallboard. The first system that does away with the principal cause of plaster cracking. A clever idea that permits lovely plaster arches to be built right on the job and at low cost. These are just a few examples of what Gold Bond wall and ceiling research has done for better building.

NATURALLY, with this background of research and product improvement, you build better with Gold Bond. Specify Gold Bond exclusively next time you build or remodel. You'll get a far better job, for Gold Bond products are engineered to go together. And you'll get the added protection of having just one manufacturer responsible for the final result.
For sound building advice, see your neighborhood Gold Bond dealer today. He's kept up-to-date on the newest ideas in wall and ceiling construction by one of Gold Bond's three hundred local representatives. He's served with the freshest available materials from the nearest of Gold Bond's twenty-one modern plants. See him today for sound advice. National Gypsum Company, Buffalo, New York.

BUILD BETTER WITH Gold Bond
Everything—for walls & ceilings

PLASTER...INSULATION...METAL...SOUND CONTROL WALLBOARD...LATH...LIME...SHEATHING...WALL PAINT

Copyrighted material
Letters to the Editors (continued)

German origin, although there was not the slightest doubt on either his patriotism or his ability. For the son to emerge as Britain's No. 1 naval hero of this war would be a most appropriate vindication of the father's memory.

JOHN B. RAK
Cambridge, Mass.

Prince Louis' unhappy experience brought the translation of the family name from the German Battenberg to the English Mountbatten.—ED.

Sixth Grade Pupil
JIMMY LOGSDON 16-year-old Jimmy Logsdon says: "Say, any kid knows the answer to good eating! It's a big dish of Kellogg's Corn Flakes with some fruit and plenty of milk. Mom says they call that the Self-Starter Breakfast... and it sure is with me! Gets me off to school feelin' swell!"

Mother
MRS. WALTER CHRISTENSEN
"Getting my husband off to work, a youngster to school and putting the house in order every day means I've just got to keep feeling right. I've found that a breakfast of Kellogg's Corn Flakes, some fruit and lots of milk always starts me off on my toes. As a matter of fact, it's a regular breakfast for all three of us!"

No other pipe has it!

A pipe cleaner in the stem does the trick!... Smoke is never contaminated by rank moisture... Stays sweet to the last puff.

You always draw through a clear dry tube from which all moisture is absorbed by pipe cleaner underneath. Smoke never passes through a saturated filter.

$1 & $1.50 at dealers
Aged imported briar
Full range of models

Briarcraft
Smokemaster
THE PIPE-CLEANER PIPE

Wishing won't banish loose dandruff—but JERIS will! Massage daily

with this common-sense hair tonic

At all Drug Stores and Barber Shops

Antiseptic Hair Tonic

Copyrighted material
LETTERS TO THE EDITORS

cause for saying them. She is neither frumpy nor fusty. Her clothes come from Saks Fifth Avenue, Germaine Monteil and other first-name drop shops and designers; John Frederick has been known to make her hats and so has Nicole de Paris as well as Deidre and the other leading milliners of the country. If she chooses to look like herself instead of spending hours daily in turn- ing herself into an imitation fashion plate, the more credit goes to her.

Your writer strains the facts to make the point of a charm-and-beauty department being edited by someone lacking both. Arnette D. Donnelly published her way to be liked to people, to help hotel dogs (men and women) over any axle and to help down-and-outers in general.

FLORENCE BROBECK

New York, N. Y.

Serene City Room

Too had Oliver Jensen marred an interesting piece on Doris Blanche by a greatly inaccurate statement... only away from a hectic city room which swarms every day with an odd assortment of press-agents, flappers and bugs. I've worked on only six newspapers in 24 years or so in this diverting business. They were: Lawrence (Mass.) Sun American; Ohio State Journal, Columbus; Columbus Citizen; Columbus, Ohio; Pittsburgh Press; New York Mirror; New York World; Daily News.

Of those, the New has the quietest, most lovely city room. A bit story going through the New city room makes about as much noise as a "ray of moonlight falling on a cup constant." Whenever I leave the city room and go to a cathedral, as I frequently do, I am struck by the blatant immodesty of the customs of the street.

As to press agents, it would be a terri- ble shock to see one lose in the city room. They have a make-believe ed in the hall to greet and block them, and the hall is fully 100 paces over a tortuous route, from the city editor.

Tiptoes! No dopes they, as Time would say, and they know well that if they took time to walk, ride, or fly to the New, a story would meet them half way here, in printed form, in the fast-moving News. Tiptoes telephone.

Lousy? Oh, well, maybe I'm a lousy self. Dear lady, not at all. Maybe Kid Jensen meant to put an expression "L" on the word "lousy." In which event he would be referring to the fact that the Lugs, the Cotte and all of that, regarded as investor of all the arts. This joint is plush full of Lugs with an upper-case "L."

JOHN A. MECULTY

Daily News

New York, N. Y.

Troubled Waters

Sir:

People who wonder why Japan is in- dignant at our oil shipments to Vladivostok may be interested in the photo- graph herewith.

The photograph of Japan's territo- rial waters was taken by me during the

JAPAN'S TERRITORIAL WATERS

last war from the deck of a transport enroute to Vladivostok. It is of interest today in showing how close to the in- lands of Japan foreign vessels pass on their way to distant Pacific ports.

J. S. MACKENZIE-NAUGHTON

Kingston, Ontario

A SWITCH IN TIME SAVED

3 MILLION FACES

Why not save your face, and time, and temper with this 30% QUICKER slicker NEW SCHICK?

Here's one that beats the old story about water wearing away stone.

The average man stands to lose about a pound of face during a lifetime of shaving by ordinary methods.

But 3 million men have found how to save their skins—the Schick way! And they're getting the quickness, closest shaving possible. Convince yourself! Try the wonderful new Schick with its still faster . . .

Your choice of TWO HANDSOME MODELSS—styled by Raymond Loewy SCHICK COLUMNS—executed in rich, ivory plastic with gold-colored trim and hinged Whisk-its. Complete, in simulated alligator back-away case, $13.00.* (Or, packed in de luxe Dress Kit, $17.50.)

SCHICK RIVER—created in gaudy plastic with silver-colored trim and hinged Whisk-its. Packed in soft pouch, $12.50. Standard equipment on Pan American Airways and other leading airlines. *Slightly higher in Canada Many Dealers Offer Easy Payment Terms!

“Whiskit” motor that operates on both AC and DC. See for yourself how Schick’s sensational 2-M Hollow- Ground Head arches the skin and makes the whiskers stand up to be sliced off right down to the skin line. Your dealer will sell you the new Schick on trial. Use it for two weeks. If you’re not completely satisfied, take it back and he’ll refund every penny!

SCHICK INCORPORATED, Stamford, Conn., U.S.A.

Get this 2-M Head for your shaver!

We didn’t forget you when we developed this marvelous new 2-M Head. We made it so that it can be used on any of the 3 million Schick Shavers now in use!

And it’s yours for only $8.00 (slightly higher in Canada). You get the new head expertly fitted, and the whole shaver inspected, cleaned, lubricated, and adjusted free of charge. Simply take your shaver to your nearest dealer or to a Schick Shaver Service Office in !

SCHICK OWNERS!

Schick Incorporated

The New SCHICK SHAPER

(continued on p. 12)
**BACK ON THE AIR!**

**THURSDAY, OCTOBER 9**

**The March of Time**

**SPONSORED BY TIME, THE WEEKLY NEWSMAGAZINE**

The news is the greatest story ever told. And this year more than ever it is stranger, more exciting, more unpredictable than fiction.

And so the Editors of TIME are now bringing the March of Time back to the air, to give you a new and still fuller sense of what a tremendous adventure it is to be alive in this never-to-be-forgotten year.

The March of Time will undertake what no other medium could make possible and what no other group of editors could attempt—to take you on-stage for some of the greatest moments of history and let you feel the news as an unforgettable experience in your own life.

You read the story of Dunkirk. You know that it was one of the deathless epics of all time, like Thermopylae or Lexington. But no printed word could make you feel you yourself were wading out from the smoking beach towards the yachtsmen of England who had come to rescue you, as vividly, as terribly as could a re-enactment of the scene itself.

You read the story of Hess. You know with your mind that it is one of the greatest mystery dramas ever unfolded. But no written word could make the terror of the fugitive, the wrath of Hitler, or the suspicious exultation of Churchill come alive for you as radio can.

You read the story of the Greek. But words alone could never put you on the bridge, or make you feel the throat-tightening tension of that moment when the German torpedo was streaking straight for you.

It is to scenes and sights like these that the March of Time will take you each Thursday night.

In the two years since the German panzers first struck, the world has changed beyond all our imagining, and our own lives have been turned around again and again by the changing news.

In these two years TIME's news-gathering and news-verifying organization has spread across the world to match the world-wide sweep of America's interests and destinies.

TIME now has correspondents in every continent, in Rio and Chicago, Vichy and Hollywood, Manila and San Antonio, at every point on the globe where news that carries weight can happen.

Now these hundreds of brilliant newsmen are collaborating with TIME's editors and an outstanding group of radio producers, directors, writers, and actors to bring you the greatest dramatic news presentation ever offered.

Authentic and revealing, truthful and coherent, the March of Time will not only help you live the history of this year as a great personal experience but will also integrate its most memorable scenes into a comprehensive pageant of a world to which we are all marching together toward a rendezvous with destiny.

Be at your radio on Thursday evenings. Each broadcast will be an experience you will long remember.

**8 P.M. E.S.T.**

**REBROADCAST ON PACIFIC COAST 8 P.M. P.S.T.**

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**The March of Time will be heard over 110 stations of the NBC Blue Network**

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*May not start until Oct. 16, or later—see your local newspaper for announcement.*
LETTERS
TO THE EDITORS
(continued)

Hole-in-the-Ground

Sir:

What do you mean Mammoth Cave (LIFE, Sept. 15) is "America’s No. 1 hole-in-the-ground"? If Mammoth Cave is so rated, what rating would you give the Carlsbad Caverns in New Mexico?

Carlsbad’s series of caverns, beginning 750 ft. underground and extending to depths of more than 1,300 ft., far out-

INSIDE CARLSBAD CAVERNS

rank Mammoth on points of depth,inson- 

maturity, spectacular beauty and, finally,
on popularity. Mammoth’s “record-

breaking” 72,000 visitors which you
gave for the July-August period of the
current year compares poorly with the
60,000 visitors to Carlsbad in a similar
period of 1909, according to latest Na-
tional Park Service figures available to me.

GEORGE I. WHITLATCH
Nashville, Tenn.

• Kentucky’s Mammoth Cave comes
by its title through seniority.—ED.

Hering Hunt

Sir:

We haven’t invented a hilarious new
way to misuse our friends of an evening.
It has the advantage of no preparation
and no expense.

It goes like this: Take a picture from
LIFE, remove its title or caption and
hang on the wall. Place a large pile of
old newspapers in the center of the
table and invite your guests to find a news-
paper headline which, in their opinion,
would make a good title for the picture.
The headline must be one word, not a
word clipped from one paper and
another from another.

THAT’S BETTER! This SKIP-FLEA really kills
my fleas—and it’s intended to control
not bugs! We’ve got SKIP-FLEA SOAP for baths,
too. It sloughs skin just like the POWDER.

BELIEVER IN ROYAL BLOOD, and what’s happened
yet before? Please! And I’m supposed to look real?
But I think my Mistress has caught on.—She’s gone out to get some SKIP-FLEA POWDER.

1898 YEARS OF ROYAL BLOOD, and what’s going on? Please! And I’m supposed to look real?
But I think my Mistress has caught on.—She’s gone out to get some SKIP-FLEA POWDER.

FEATS BRING WORK as well as riches. Some of your—get SOAP and POWDER in the
Sergerant’s Flea Insurance Kit. At drug and pet
stores (and the new free Sergerant’s DOG BOOK).
DEDICATED TO THE PHYSICIANS, NURSES AND HOSPITALS OF AMERICA

Protected... even from his father

In the modern hospital, no visitor, not even the father of a new baby, is allowed inside the nursery. Generally the baby is seen in the nursery only through a glass window. That is typical of the precautions which hospitals take to protect infants from those enemies of babyhood—germs.

Largely because of these precautions, more than 75,000 American babies will live this year who would have died at less than one year of age had they been born twenty years ago.

In protecting the baby, one difficult problem for most hospitals is the control of visitors. Relatives and friends do not always realize that restrictions are essential to protect both mother and baby against germs that may be brought in.

In the modern hospital, visitors are permitted only during certain hours, and then are asked to stay away from the mother's bed. The doctor himself seldom enters the nursery; he examines the baby in an adjacent room. And for baby's further protection, the doctor wears a cap, mask, gown and sterile gloves.

All the baby's clothes and bedclothing are sterilized. When he is brought to the mother for nursing, he is wrapped in a sterile blanket, and a sterile feeding-sheet is spread over the mother's bedclothing.

In addition, the baby's skin is protected against germs by a complete oiling at least once a day, from top to toe, with antiseptic oil.

When the baby leaves the hospital, he should receive similar protection. Everything near the baby should be kept as sterile as possible, protected against germs. And, above all, the baby should be examined by the doctor regularly.

The baby oil used in most hospitals is Mennen Antiseptic Oil. That's because it is antiseptic—helps keep the skin safer from germs. These hospitals and thousands of doctors urge you, Mother, to continue to give your baby a complete oiling with Mennen Antiseptic Oil daily, until he's at least a year old, and to use the oil at every diaper change, too, to help prevent diaper rash and excoriation of buttocks.

And when you use a baby powder, remember that it, too, should be antiseptic. Three out of four doctors expressed that opinion in a nation-wide survey. So, choose Mennen Antiseptic Powder. Made by an improved, exclusive process—hammerizing—it is literally as smooth as air. Its new, delicate scent makes babies "lovelier than ever." But, most important, Mennen Powder is antiseptic.

Pharmaceutical Division
THE MENNEN COMPANY
Norwalk, N. J.—Toronto, Ont.
SPEAKING OF PICTURES

... THIS IS OLIVER AIREDALE'S ORDEAL

Sometime between the 30th and 110th Centuries mankind, worn out by interminable wars, became extinct. The world then went to the dogs. The dogs were not man's next of kin, but they had been Man's Best Friends and no closer relatives contested the will. The dogs, however, soon faced a series of problems as perplexing as those which had been the undoing of their former masters. By 11111 the situation was so out of hand that the Pincher Divisions of an up-start Hund, named Der Pooch, had overrun large parts of Dogdom. To Airedales in Caninia, a pleasant country in the Western Hemisphere where coocrasy was practiced, it seemed as though the world was going to the apes.

Oliver Airedale's generation eventually stopped the world from going to the apes. What they had to go through to achieve it is described in drawings and words by Donald T. Carlisle who created the famous Hunderere Hounds series and who happened to be present to chronicle this little-known era of future history. Entitled The Ordeal of Oliver Airedale, Carlisle's book is being published by Scribner's this week. As "a satire with teeth in it," it should make excellent #2 chewing.

Part of Oliver's ordeal is reproduced on these pages. He was born of a long line of Airedales who since colonial days had successfully practiced and preached that "what is worth keeping is worth the fight." In his hour of crisis Oliver found this frontier spirit was the sturdiest tree to lean up against.

© ALL DRAWINGS COPYRIGHT BY CHARLES SCRIBNER'S SONS

11 "This isn't our Dogfight," said a number of Caninians when Der Pooch invaded Spitzland. But Oliver wasn't so sure.

12 Caninia's will was atrophied by many other breeds who had emigrated to Caninia just to escape such foreign dogfights.

13 "We will be holding the bag," whined other Caninians. "Angleterria will get the gravy." Caninian at right is PBK.

1 Ancestor Thaddeus Airedale (right) arrived in Caninia from Angleterria in 11030 to escape persecution and oppression.

2 Boston Muzzle Party in 11773 was led by Alexander Airedale. Boston Terriers dressed as wolves threw muzzles into harbor.

3 Warning "Don't Snap At Me," Airedales lead Caninian Revolution against Angleterriers. Bulldogs also revolted.

4 He captured six machine-gun nests of Hunds while command- ing a detachment of tall Salukis near Bouvier des Flandres.
In Civil War Brigadier General Abner Airedale (standing) counterattacked southern Coon Hounds at Poodleburg.

Old family photo shows Oliver Airedale as one of seven pups whelped in 1892. Oliver was born in a "neo-Spaniel mansion."

He captained football at Pointer Academy, graduated from Burlington and fought to "Make World Safe for Caninians."

In the era of Calvin Collie he practiced law with the prosperous law firm of Airedale, Arredale, Cairn, Whippet & Pug.

But in defeated Hundia a revolutionary upstart named Der Pootsch "agitated for bigger doghouse for the Hundian pack."

In "My Dogfight" Der Pootsch preached war. Prosperous Caninians thought that his bark was worse than his bite.

A famous Skye Terrier dolefully warned: "There’s no use trying to beat Der Pootsch." He had Hundian decrees.

Oliver’s own whelps exclaimed over tall drinks and Victrola records: "This is just another old imperialistic dogfight."

Caninia’s disunity, apathy, smugness and ostrich fears, Oliver realized, were precisely what Der Pootsch wanted.
In 1918 influenza stretched out its feverish hand over the world. There wasn’t much to do about it. Twenty million people died.

Influenza likely is due to strike again, for it seems to run in mysterious 25-year cycles. Next time, though, fatalities may not be high ... and humanity can thank a small animal for deliverance.

One ferret ... or
20,000,000 human lives

For twenty years, scientists had been searching for a serum to fight influenza. They were held back by the fact that the commonly used laboratory animals wouldn’t catch influenza. Then, one day, a ferret came down with it. Now the way is open to develop an effective weapon against influenza.

Almost every great forward step is somehow aided by the security provided by dependable insurance. It nails down past gains while new gains are being achieved. It has protected the investments in struggling young industries of this country since President Washington’s first term, when Insurance Company of North America introduced to this continent insurance guaranteed by capital furnished by stockholders.

Always a pioneer in developing new forms of sound protection to meet the new conditions and new hazards that come with progress, this oldest American fire and marine insurance company and its affiliates are organized to provide every insurance need except life. In your community there is a North America Agent, or Broker, who, with the facilities of a nearby Company Service Office, is better equipped to serve your every need.

North America Agents are listed in Classified Telephone Directories under the name and “Eagle” emblem of Insurance Company of North America, Philadelphia. Capital: $12,000,000. Losses Paid: Over $457,000,000 ... Founded 1792.

**SPEAKING OF PICTURES**

(continued)

President of Caninia frightened Der Pootsch when he growled in a kennel-side chat: "What Caninia needs is a little old-fashioned park play. I would rather die on my paws than live on my hocks!"

Not how many... but how good!

The American way of life needs economic as well as military protection. As the big job of arming the nation strains the resources of its citizens, they must be safeguarded from inflated prices, deflated quality, depreciated value in the things they buy and use. It is up to American Business to hold the home front against all these dangerous trends... and our unqualified pledge is that we will maintain regular Florsheim Quality at the lowest possible price!

Twenty-five years ago this country went through another National Emergency. Good materials were scarce... yet we paid a premium to maintain Florsheim quality, and we refused to accept materials that failed to meet our exacting specifications. And now, if and when necessary, we'll do the same again. If the time ever comes when we can't get all the good leather we need, then we'll make fewer shoes. In 49 years of fine shoemaking we have never sacrificed quality for quantity... we have never traded value for volume... and we never will!

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**LIFE'S REPORTS**

**AN EX-TAXI DRIVER CHECKS UP ON THE FAMOUS BURMA ROAD**

by DANIEL ARNSTEIN

When President Roosevelt needed an expert to go to China and find out what was wrong with the Burma Road, China's vital link with the outside world, Harry Hopkins called Dan Arnstein for the job. Arnstein, who wrote this week's LIFE Report, is a forthright,cocksure former taxi driver who worked up the hard way to be head of the huge New York Terminal cab company. With Harold Davis and Marco Hellman, two other traffic experts, he set out for Chungking, then traveled from end to end of the fabulous Burma Road. With U. S. Lease-Lend goods piling up in Rangoon awaiting shipment, the trio found a tangled web. Refusing to bother with traditional farm or "faxes," they turned in a blistering, hard-hitting report to Generalissimo Chiang Kai-shek and to Hopkins. It told a sad tale of inefficiency and disorganization. It spared no incompetent, wound up with a detailed prescription for the cure. Already it is being put in effect and vital supplies are rushing China.

My first sight of the Burma Road was at Kunming, the Chinese terminus and the last flat spot before this incredible highway begins. We had arrived by plane from Chungking to find awaiting us several American automobiles, a No. 1 boy, a cook and five Chinese roadmen. From then on, for two solid weeks, we saw a road, and road conditions, that would make the toughest U. S. truck driver turn green. There is nothing like this Burma Road anywhere else in the world. When you see it, you understand the American engineer who exclaimed, "My God, they scratched these roads out of the mountains with their fingernails." From Kunming, at one end, the road winds perilously for 716 miles through the jagged Burma mountain ranges, over the deep Mekong and Salween canyons and down to the British end in Lashio. A crow with a liking for high altitudes could fly it in 350 miles, but...
SCIENCE FINDS LOST CHORDS FOR MUSIC TEACHER!

It's a pity that every last one of the 3,000,000 seriously hard of hearing people in the United States can't make the same discovery that Mrs. Ethel Parker made.

For years, Mrs. Parker, a music teacher in Fort Scott, Kan., has been aware that her hearing was failing . . . but for years, she has done nothing about it . . . because as she said, "It's my business and nobody else's."

But along came a spirited misunderstanding with a pupil's mother that started with Mrs. Parker's inability to hear and ended with the mother angrily marching her little boy away. And Mrs. Parker was jarred into the unpleasant discovery that losing your hearing is not a private matter at all . . . but one that deeply concerns every other person in your life.

Next to the stubborn refusal to admit that one's hearing is impaired, this failure to realize that your hearing loss affects other people's lives is probably the most prolific cause of hearing troubles. For as long as a person looks on his hearing loss as a purely personal matter, he puts up with it and puts off taking any protective measures.

And there the trouble starts. For it cannot be emphasized too strongly that delay is the great danger in deafness. For it isn't the physical inability to hear that does the harm, but the psychological consequences . . . loss of self-confidence, health, earning capacity, poise, friends . . . that pile up with neglect.

Such delay, of course, is the sheerest folly. The mending scientific research that Sonotone has carried on since the Lieber Bone Conduction Oscillator has brought many notable improvements in hearing aids. Today nearly 90% of America's hard of hearing can be helped to better hearing. All that anyone need do to have this scientific help brought to office or home is to follow Mrs. Parker's example . . . and telephone the nearest Sonotone Consultant.

And what a change Sonotone has brought into Mrs. Parker's life! Fort Scott talks about it. For today, she carries on as if her hearing was normal. Her teaching schedules are completely filled. She gives monthly recitals. She is educating a talented, 18-year-old son, Steve, already a fine cellist, headed for Kansas University to finish his musical studies. Altogether a full and worthwhile life . . . "Thanks," as she says, "to what a couple of years ago I called a crazy gadget."
AN IMPORTANT MESSAGE
FROM
DU PONT

★ In the interest of national defense, conserve anti-freeze so there will be enough to go around.

★ Don’t buy or use more than you need.

★ Before you put in anti-freeze, have your car radiator cleaned to remove the rust, scale and dirt that cause poor circulation and overheating.

★ Have your dealer tighten up all hose connections, cylinder bolts, and water pump packing. This will prevent leakage of anti-freeze.

★ Also see that the fan and belt are working properly to provide full cooling efficiency.

★ Then put in a dependable anti-freeze, following the directions on the can.

Du Pont tells how to choose the right anti-freeze for your car:

★ Du Pont "Zerone" is an outstanding premium anti-freeze. $2.65 a gallon. It won’t boil out . . . it’s non-evaporating. One filling lasts all winter long. It’s for the man who will pay a little more to get complete freedom from winter worries.

★ Du Pont "Zerone" is America’s largest-selling anti-freeze. $1.00 a gallon. It’s economical . . . requires only an occasional check-up. It’s the type preferred by the American motorist who wants maximum anti-freeze economy with great efficiency.

LIFE’S REPORTS
(continued)

after Kunming we never saw as much as one-eighth of a mile of straight road ahead.

The Burma Road is only a few years old, for the Chinese built it after the war began. Yet it was built with the same techniques used 2,000 years ago on the Great Wall of China. Each village and hamlet along the way supplies the workers who are still finishing the road. They bring with them their own food and adzes to chip the rock by hand. Then they haul the earth away by hand in baskets. During the early stages of the work, 200 out of every 350 workers

died of malaria. Any laborer in the U.S. would refuse to work under conditions which I saw 10-year-old children quietly enduring. There were landslides, 1,000-ft. precipices and great bomb holes. The bombs do not bother the Chinese. As an interpreter explained to us cheerfully, "It cost Japanese $1,000 to make a hole and it cost us $1,000 to fill it up."

Courtesy is a matter of life and death. The road is narrow and unpaved. There are no fences or rocks along the side of cliffs. It is almost too easy to skid off in rainy weather and many trucks do. There are air raids, dust, steep grades and swinging, swaying bridges which can hold but one vehicle at a time. I shall never forget one small, single-lane bridge over a gorge which drops a sheer 7,000 ft. into the river below. With more road courtesy than I have ever seen in the U.S., truck drivers anxiously backed up to let the other fellow pass, in the best Alphonse-Gaston manner. Later I learned that this is the most dangerous spot. But it has never been seen as a drawback.

Even at the start of the trip

CONTINUED ON PAGE 22
Defeat and victory... both grow sweeter with a glass of kindly beer or ale

The blare of bands... The roar of the crowd... The thud of hard young bodies on the autumn turf. It's a great sport!

But, greater than the game itself is the spirit football fosters! For, once the final whistle has blown, friend and foe alike among the spectators, forget the strife and partisanship of battle over their glasses of mellow beer and ale.

To fight to the bitter end and yet be gracious in victory or defeat... that is the very essence of American democracy and unity.

We, the nation's brewers, are proud that beer and ale are so often the favorite beverages at these autumn gatherings of lovers of good sportsmanship.

Yet, it is only natural that beer and ale should be so honored! Brewed from Nature's rich grains and fragrant hops, beer and ale are delightful to the taste, relaxing, wholesome. But above all, they are the "beverages of moderation," which traditionally go hand-in-hand with a wise and tolerant way of life.

Because beer is a beverage of moderation and so great a national favorite, it deserves to have its good name guarded well. We who brew America's beer are cooperating to prevent abuses wherever they may occur in the retailing of beer and ale. You can help with understanding and support of the brewers' "clean-up or close-up" program... described in a booklet sent free on request. Address United Brewers Industrial Foundation, Dept. A10, 21 East 40th St., New York, N. Y.
WHAT ABOUT THE "NOSTRILS" IN YOUR CELLAR?

1. Own a warm-air furnace with a blower? Then shake hands with yourself, for you have a very fine type of heating equipment.

2. You get plenty of economical heat from it. And what's equally important — clean, healthful heat. But watch your furnace's "nose-ils."

3. Have you ever seen these "nose-ils"? They're called Air Filters. And your furnace breathes in its air through them.

4. These filters clean the air your furnace circulates, take out amazing quantities of dirt, keep it off walls, drapes, upholstery. Cut down household.

5. But in time your filters get so full of dirt they don't let the air through. Result? Chilly house. Fuel wasted. And you wonder what to do.

6. Here's what to do. Today, right now, call your warm-air furnace dealer or look for Fiberglas® Dust-Stops® Filters in your classified directory under "air-filters."

7. Telephone hint for Dust-Stops filters. Efficient, safe. Made with pure glass fibers, they are standard equipment in the best furnaces.

8. Change your Dust-Stops now. For clean, healthful heat this winter. Most stirs cost only $1.98 apiece. Easy to put in.

LIFE'S REPORTS

(continued)

at Kunning it was pretty plain what was wrong with the flow of Burma Road traffic. The menace was not rain, landslides or bombing, but miles and miles of red tape. The Road is honey-combed with customs houses, and at Kunning, truck drivers had to pass by exactly eight desks before getting permission to proceed to the next station. Sometimes this would take from 8 a.m. until 5 p.m., while the leisurely customs inspectors read True Confessions and scratched their noses reminiscingly. Then, promptly at 6, the customs closed and the war was over until next morning.

From Kunning we started south, often driving by night to make up time. We stopped at the six or seven main, and six or seven subsidiary, stations along the way, looking over shops, trucks and warehouses. To a fellow with 30 years' U.S. trucking experience, the situation was appalling. At Wanting, we found 250 trucks waiting, some of them more than 24 hours, for the necessary customs clearance. Sometimes they have been held up for ten to 15 days, and the traffic over the road in June was a mere trickle of 6,000 tons. It should be at least 50,000. The Chinese never heard of grease, and we passed hundreds of burnt-out trucks parked in the few flat spaces along the road.

It was so bad that we had to lecture drivers, service men and administrators in the simplest fundamentals of trucking. I did the talking and I talked plain. I told them that unless they used grease, the U.S. could see no point in shipping more trucks. I told them that for all-day trips you had to start at dawn. The paper work would have to be simplified, I said. I had to explain to them that you missed a turn.

HE MISSED A TURN

RECORD HIT OF THE WEEK

"I Don't Want to Set the World on Fire"

BY

Skinnay Ennis

Coupled with "Don't Let Julia Fool Ya"... 50c

Also by Mitchell Ayres and Dick Todde on

BLUEBIRD RECORDS

Two great versions backed by the newest hits... Only

Enjoy them on the new RCA Victor

The World's Greatest Artists are on Victor

RECORDS

Anwnken any scalp with

new finger-massage machine

• Does your hair lack lustre, vibrant beauty... because scalp circulation is sluggish? Your own doctor will tell you: daily fingertip massage is the sensible thing to do to help.

Easy with Vitalator — amazing machine that imparts to your own fingertips the correct rotary vibration of Swedish massage. You need no special skill. Vitalator does the work, as you relax.

Use Vitalator, too, to apply your favorite face cream with professional technique, to soothe tired nerves. See it, try it, own it! As cosmetic, drug and appliance counters everywhere.

The A.C. Gilbert Co., New Haven, Conn.

SCALP CIRCULATION AT YOUR FINGERTIPS

GILBERT VITALATOR

Also in natural plastic or chrome 99c
can't load a truck all in front, but have to spread the load. They were breaking scores of axles by overstraining them.

The control of the Road was a governmental jumble. There were, besides the private companies, no less than 56 Chinese government agencies operating trucks over the Road, everybody from the Salt Gabelle and the Fifth Army to the Bank of China. Everybody had his own checking stations, rest shops and administrators. There were just plain village magistrates along the way collecting their small "squeeze" tax from every passing truck. With private and government trucks both operating, rackets spring up. When a private truck breaks down, a government truck will stop. The private truck driver buys a good part from the government man, puts it in his truck and drives on. Until the government repairman happens along, the truck driver enjoys himself with the local girls.

Living conditions along the Burma Road are strange to a man used to the accommoda-
tions on U. S. highways. Davis discovered this one night when we stayed at the home of Sawbo Y. G. Fang, a native civil governor who prided himself on his modern house. Davis had just enjoyed the luxury of a bath in a porcelain tub and pulled the plug when he was surprised to see the water splash across the floor and run down a drain cut through the floor. Sleeping was not always comfortable, in spite of the occasional grandeur of our surroundings. We spent one night in an old deserted temple (the first I have been in since I was a boy), surrounded by great golden idols. My bed was four posts stuck in the ground, with a surface of flat boards. There was no mattress but someone had carefully supplied a sand...
Inside dope on inside pictures!

1. Take pictures when you go to a party . . . but be sure your camera is loaded with Agfa Superpan Press! Preferred by many news photographers, Superpan Press is one of the most sensitive films made. It'll open a new world of picture-taking for you.

2. Try Superpan Press shots of your children, your home, and candid shots of your friends. With this faster film, and flash or flood lamps, it's simple for anyone to get good indoor or night pictures. And remember! Only Agfa guarantees: "Pictures that satisfy or a new roll free!"

3. Start taking Superpan Press pictures in your home tonight. Use Superpan Press Film for the best outdoor pictures, too, when there's little or no sun. Ask for this fine Agfa Film by name: it comes in a size to fit your camera. Look for the orange and blue box. Agfa Anseco, Binghamton, N. Y.

LIFE'S REPORTS

(continued)

If you want "Lots of Letters" . . . give
INKOGRAPH PENCIL POINTED FOUNTAIN PEN

Boys and girls away from home — like most people — find correspondence a chore. But now with a smooth gliding Inkograph which writes with the ease of a soft lead pencil. Inkograph does everything that an ordinary fountain pen does — and much more. The secret is in the smooth, ball-like 14-kt. solid gold point. It has the good looks and workmanship of a high-priced pen. Costs only . . . $1.50

Exclusive features . . . Doesn't bleed or smear . . . Writes smoothly on any quality paper . . . Waterproof black ink . . . Unmatched for smoothness and perfect legibility . . . No need to brush or clean . . . Does lettering and ruling without smudge or blur . . . Gains of quickness and service. Fully guaranteed.

INKOGRAPH CO., INC., 39 HUDSON ST., N. Y. C.

Safe.
SURE WINTER PROTECTION

ANTI-SLIP ANTI-FREEZE

Don't let cold weather catch you unprepared. Go to your Service Station now and INSIST on THERMO ROYAL. ANTI-FREEZE.

PUBLICER COMMERCIAL ALCOHOL CO.
Have you ever tackled the job of writing a bread-and-butter note—and suddenly found yourself tongue-tied?

Have you ever had a "thank you" in your heart—too big to put into words? A wish to do something specially nice for a hostess who's been specially nice to you?

Of course you have. Maybe right now you want to tell a hostess what a grand time you had. So send her a gift of flowers—and let them say "thank you" for you!

When your heart says "remember"—nothing takes the place of flowers!

Whenever your heart prompts you to do something thoughtful and nice—"say it with flowers!" To express glad wishes to someone who's just become engaged—to cheer up a shut-in—to say "Happy Birthday"—there's nothing like flowers.

Just be sure of one thing—order from an F.T.D. shop. F.T.D. means that the florist is an authorized member of the Florists' Telegraph Delivery Association. Only the nation's top-flight florists are admitted to F.T.D. So you're certain of fine flowers and top-flight service when you buy the F.T.D. way.

Copyright 1941, Florists' Telegraph Delivery Association.
IN THESE UNUSUAL TIMES we invite you to inspect an unusual new car—new in its beauty, its comfort, its choice of two fine 90 horsepower engines, 6 cylinders or 8.

See it and you sense at once that here is new style that will stay good for years. On a lower, wider chassis, we have designed new long, low, wide and modern lines.

Interior treatment is entirely fresh, distinctive, pleasing. The modern beauty of this Ford, seen from inside or out, will more than hold its own in any company.

Inside, the car is big in every way—wide across the seats, generous in knee-room, leg-room, elbow-room.

On the road this year you find the “new Ford ride” still further advanced in its softness, quietness, steadiness.

At the wheel, you will find driving easier than ever. Steering, gear-shifting, action of the big and sure hydraulic brakes have all been made smoother and easier.

In quality, the car is sound to the last detail. Defense requirements have all been met without a single reduction in the basic and lasting goodness of the Ford mechanically. Some new materials have replaced old ones, usually at greater cost to us, but in every case the new is equal to or better than the old.

If your family needs a new car, go see and drive this Ford. For what it is today and for what it will be through the years ahead, we believe that you will find in it more and better transportation for your money than you have ever found before.
LIFE'S REPORTS

(continued)

much percentage a truck. It was as characterizedly Chinese an offer as an invitation to tea. We were dumbfounded, but in a moment or so found words to decline with thanks. But the Generalissimo was not ruffled. "Now we eat," he announced briskly in Chinese, and sprang to his feet as though he had been thinking about dinner all the time.

At dinner I sat next to Madame Chiang, who speaks fluent English. Her husband, I thought, spoke none, but soon

GAME BIRDS FOR 1941

Twenty patterns, inspired by the plumage of America's most famous Game Birds, Ruffed Grouse, Bob White, Mallard Duck, Ring-necked Pheasant, each in six different color combinations, one hundred and twenty different ties...colors from Drake's Wing Blue to Autumn Brown on famous "Whiskerproof" Suede Velour $1.50.

Other Cheney ties, $1.00 up.

Cheney Brothers...Since 1838.
16 East 34th Street, New York City.
Send 10c for and two sixpence for a set of four Game Bird pictures in full color...ready to frame.

A Million Americans
Bite the Dust!

- And carrying out dusty ashes is just one of many aggravations that go with hand firing a heating plant.

But relief is here! At ridiculously low cost, thousands of homes are installing Fairbanks-Morse Automatic Coal Burners. They get the comfort of automatically controlled heat. The convenience of freedom from frequent shoveling of coal and ashes. The cleanliness of scientifically controlled combustion. The health protection of steady temperatures. And the economy of fuel bills remarkably reduced.

The Fairbanks-Morse Automatic Coal Burner gives you these things to a greater degree than other stokers. It is more highly engineered to meet every heating requirement. For example, Stok-O-Lite controls.

STOK-O-LITE Never Lets You Down

Exclusive with Fairbanks-Morse Automatic Coal Burners is STOK-O-LITE Stok-O-Lite on the thermostat tells you at a glance whether the heating plant is working normally. Abnormal conditions are indicated by a warning red light...instantly before the fire goes out.

Stok-O-Lite at slight additional cost

Use the coupon now for full information and informative booklets.

Fairbanks, Morse & Co., Dept. H150
600 S. Michigan Ave., Chicago, Ill.

Please send, without obligation, informative booklets about F-M Automatic Coal Burners.

Name:

Address:

City:

State:

FAIRBANKS M. MORSE
Automatic Coal Burners
"Swing, friends, away from that bite!" says MacDuff Swing to Kentucky Club—and never be gruff!

There's only white burley in this smokin' treasure. So Mr. Tobacco Bite can't spoil pipe pleasure? It's milder — lighter, makes pipe-dreams come true. You'll agree this burley's the one smoke for you.

Get Kentucky Club now in the handsome blue tin. Get the nation's sensation and widen your grin! (And no better is known for rollin' your own.)

PENN TOBACCO CO., WILLKES-BARRE, PA.
NOW MEAT LOAF AND FRESH VEGETABLES, TOO, ARE BEING FLAVOR-GUARDED BY THE ONE AND ONLY TRANSPARENT PACKAGING MATERIAL THAT IS INHERENTLY Water-Vapor-Airproof.

NATURALLY, THIS BETTER WRAP PREVENTS DRYNESS; SEALS IN SUCCULENT JUICES SO EFFECTIVELY, THESE CHOICE FOODS COME TO YOUR TABLE WITH ALL THEIR ORIGINAL TASTINESS INTACT. ITS NAME IS

Pliofilm
MADE ONLY BY
GOODYEAR
Lift your morale with a triple-check and leave these clothes worries at home

Sagging slip • Droopy hose • Unzipped zipper • Zigzag seams • Twisted belt • "T-shirt Tail" out • Straggly hair • Foundation frets • Crooked hat

If you want no snickers behind your back, have a 3-way mirror put in your home, the sort you see in dress shops. It will cost less than you think and what a help it is in that last minute checkup on how you look. You see all of you, front, back and sides, tip to toe.

Double the charm of your room with a Libbey Owens-Ford Polished Plate Glass Mirror. By reflection every decorative effect becomes twice as lovely. Besides, your room looks larger. Your local L-O-F dealer can install your mirror easily and inexpensively. Over the mantel is a favorite spot.

Guests have a word for it — "Lovely!" A mirror makes a delightful base for table decorations. Practical, too, because water won't mar it and it is easily wiped clean. Your L-O-F dealer will supply one the size you want; in color if you wish.

GET THIS IDEA BOOK! It's brand new and full of charming ideas for making your home lighter, brighter, and more livable with L-O-F Glass, Designed for Happiness. Send 10¢ to Libbey-Owens-Ford Glass Company, Department L-106, Nicolet Building, Toledo, Ohio.

Mirrors are more than looking glasses. You see them in the most livable homes, in living rooms, dining rooms and all over the house. Not just to look into but for the added beauty and interest they reflect.

Architects and interior decorators use mirrors to "push back" walls, make rooms seem more spacious. To brighten dark corners. To double the interest of striking decorative effects. For all that they do, mirrors cost very little.

As to what is reflected, a lot depends on the kind of mirrors you buy. For perfect images, free from distortion, choose mirrors made of Libbey-Owens-Ford Polished Plate Glass. You can easily be sure you're getting it by looking for the L-O-F trade-mark on the mirror you buy. Remember! The L-O-F label is your assurance of Quality Glass.

First stop when the doorbell rings. Even if it's only the baker's man, flour looks funny on your nose. A "quickie" in your kitchen primping mirror and you're set for anyone. An L-O-F dealer will tell you how little one costs.
TODAY, as you've probably read in
newspapers and magazines, there's a
new idea—of what to do to meet special
strain. A scientific idea of how to build up in-
creased vitality—the idea that people under
special strain need special food—in addition
to the normal diet—to be at their best.
All this may be news to the public, but it
is old to Ovaline. For more than 20 years,
Ovaline has pioneered in providing the
need of special supplementary food, for
those who want to be really fit.

What It Does
For years, thousands who were tiring
and loy—lacked strength and vitality to
carry them through the day—have found
they were fresh and buoyant—with lasting
glory when they drank a cup of Ovaline regularly each night and morning.
For Ovaline is a special food-concentrate
designed to do two important things:

First: When taken warm at bedtime, Oval-
ine fosters sound sleep, in a safe, natural
way, without drugs. It has the power to
teach that feeling of "nervous tension,"
thus helping to condition the mind for rest.

Second: Ovaline supplies a special com-
bination of food factors designed to replen-
ish vitality while you sleep—rebuild worn-
out muscle, nerve and body cells. It provides
significant amounts of the rare food ele-
ments everyone must have for vigorous
health—in a food specially processed for
easy digestion—protecting minerals, Vita-
mins A, B, D and G, all the essential amino
acids, pyridoxine, pantethenic acid—ele-
ments now known to be deficient in many
foods. Thus acts as an insurance against
strength-sapping food deficiencies which
affect more than 1/5 of all people today.
So, by all means, try this "special food"
idea modern science is urging. Turn to new,
improved Ovaline night and morning—
starting tonight. See if you don't begin to
feel infinitely "fresher" and more alive—
with abundant vitality to face these strenu-
ous times. Get a tin of Ovaline, now.
HERE in flight are four of the U.S. Army's foremost fighting planes — the Lockheed P-38 Interceptor, the Bell Airacobra, the Curtiss P-40, and the North American Apache.

You can tell by their streamlined noses that all are powered with Allison liquid-cooled engines — as are many of the most formidable fighters now serving the R.A.F. And you can thank the cooperative energies of our aircraft industry for developing this advanced in-line power plant to sharpen the edge of America's air defense.
BIG MANEUVERS TEST U.S. ARMY

IN SWAMPS AND FORESTS OF LOUISIANA, 350,000 SOLDIERS STAGE GREATEST SHAM BATTLE IN HISTORY

I

It rained on Monday morning Sept. 13 over all Louisiana. From low, darkening clouds the drops spattered on the State's good highways, on its hundreds of marshy mud roads, on its pine forests, and on its deep swamps full of quicksand.

The rain fell, too, on 350,000 U.S. soldiers and 30,000 U.S. Army vehicles as they fought the greatest sham battle in U.S. history. The attack had come before dawn. With two fast-moving, hard-hitting armored divisions leading the way, Lieutenant General Ben Lear, commander of the Second (Red) Army, had pushed his troops across the muddy Red River, was already sending long tentacles down the highways to the south, where Lieutenant General Walter Krueger's Third (Blue) Army lay in wait. Overhead armadas of pursuit planes fought great dogfights, while sleek A-20A attack bombers and Navy dive bombers strafed the columns of tanks and trucks moving up to the front.

The fight lasted just five days. At the end of that time the Red Army was licked. Its tanks were on the defensive, its flank turned, its bridges destroyed.

Instead of keeping its original tank attack moving, it had stopped, waiting for unavailable motorized infantry to move up from the rear. On a terrain naturally unsuited for tanks, such a hesitation had proved fatal. With superior manpower ($13,000 to $5,000) and superior firepower, plus three provisional anti-tank groups, the Blues had deftly swung their main forces from the vicinity of Alexandria to a position squarely in front of the armored divisions. There they had placed great masses of men, artillery and anti-tank guns. Furthermore, to make their job easier, the Blue air force, under Major General Herbert A. Dargue, had won command of the air, was giving the Red forces behind the lines a terrific pounding. Against all of these obstacles, the Red Army tanks made little progress.

So ended the first phase of the Battle of Louisiana. But for weeks to come Army men will be debating its lessons. Said Lieutenant General Lesley J. McNair, GHQ Chief of Staff: "The principal weakness was deficiency in small unit training due fundamentally to inadequate leadership." To this weakness, Army men added another—the lack of enough highly motorized infantry trained to work with the armored forces.

In spite of these weaknesses, however, by week's end the Army was mightily pleased with itself. Its men were in magnificent physical condition. In rain and darkness, hungry and tired, they had fought continuously and well for days at a time. In the swamps and among chiggers of Louisiana, they had achieved a higher morale than ever attained in camp.

The Army was especially happy because its men had taken the maneuvers so seriously. As the pictures on the next ten pages show, they had made it look like real war. Blue parachutists dropped suddenly behind Red lines, dynamited Red bridges and disrupted communications. An ingenious squad of Blues rolled smoke pots into headquarters of the Red Army. One private even went so far as to enter a Red headquarters, draw a bead with his pistol, order everybody to surrender. When a high-ranking officer austerely ordered him to dispense with display, he replied, "Nuts to you, general, this is war."
Reds in possession of Mount Carmel guard front of church but remain in half-track personnel carriers and bantam car. Note tin hats which distinguish them from Blues. These are mobile infantrymen, part of Second Armored Division, especially trained to attack and feel out soft spots for tank to crash through or to occupy and hold areas already overrun.

Blues charge from cemetery adjoining church. They are Oklahomans and give cowboy yells while firing blanks in rifles. Man with flag is umpire's assistant whose signal indicates Blues have fire superiority, attained through covering fire from rear, and can advance, forcing Reds to take cover. Artillery came up almost immediately after this charge.

Machine guns rake the fleeing Reds from alongside picket fence covering continued charge of Blue infantry operating in a field half a mile ahead. Fugitives have started up the road from Mount Carmel to rejoin the rest of the Armored Division. The gun crew wears new floppy campaign headgear with brims at varying angles. Soldiers call it duck hat.
Camouflaged house is part of "farm" that conceals fighter field. It is made of fine, red wire mesh. Grumman fighter in the background is one of the Navy planes used in maneuvers.

Dummy plane, made of lath and burlap, is parked a good distance from hidden hangars to decoy bombers, fool enemy observation ships. From the air, this is practically indistinguishable from a real plane.

AIRPOWER
BLUES CAMOUFLAGE A FIELD
TO HIDE IT FROM BOMBERS

From the sky the roar of airplane motors came almost continuously. High in the air Army and Navy dive bombers, pursuit planes, attack bombers —830 in all—were staging the greatest aerial fights ever seen on maneuvers. Never were ground troops safe from air attacks. Never could anti-aircraft gunners at bridges, gasoline dumps, or airports afford to relax.

Especially vulnerable to bombing were the airports. With their concrete runways, their administration buildings huddled close together, and their planes, as often as not, lined up in rows, they could be spotted miles away. For protection, most of the fields merely counted on pursuit planes to drive the bombers away.

But the 21st Aviation Engineers at the Blues’ Elser Field, near Camp Beauregard, thought that good camouflage would make their field undiscoverable from the air. What they did can be seen in pictures above. They built false houses and mock planes, installed machine-
BATTLE OF MT. CARMEL

Mount Carmel isn’t much, even for western Louisiana. A church, a school, a cemetery and a general store sit around a clearing in the woods. The name doesn’t appear on standard maps; the only way to identify the place is by a faded sign put up by the Future Farmers of America. But for four exciting days during the big maneuvers, Mount Carmel, the wallflower, became the belle of the ball. Reds and Blues struggled so violently to grab and hold it that the action at Mt. Carmel which changed hands at least once a day was an above-average sample of what was going on up and down the 100-mile front.

Five roads lead into the clearing. Three of them are impassable to civilian automobiles but Mount Carmel was strategically vital because, in a wooded country, mechanization has to follow the roads. When the sequence shown on these pages started, two battalions of the Red infantry were in possession. The crossroads baked quietly in the sun, the only sound being the faint noise of a few Red tanks working down the roads toward advancing Blues.

Suddenly the storm of battle broke. The tanks, finding that the Blues were advancing in force, wheeled out into the clearing. Three Signal Corps sound trucks, planted nearby to accustom troops of both sides to the sound of combat, started grinding out records of whining bullets, diving planes, booming artillery and tank sirens. The Red infantry leaped into its half-track personnel carriers ready to fight or run.

The battle did not need the aid of a sound truck long. Blue infantry burst out of the woods on three sides yelling and firing rifle blanks. The Reds let fly with machine guns and Tommy guns but saw they were outnumbered and raced up the two roads remaining open, firing. A few yards behind the infantry came the Blue 75’s. Set up on the run, their gun crews blasted at the tanks covering the Red infantry retreat.

Four tanks were put out of action and vital Red gasoline was distributed to all-comers. The Blues numbered two regiments of the 43rd (Southwest) Division, considered among the best of National Guard outfits.

Mount Carmel had a breathing spell but not for long. Red planes strafed the clearing to force the Blues to scatter and give fleeing Red infantry opportunity to gather re-inforcements and counterattack.

CONTINUED ON NEXT PAGE
Sunken machine-gun nest, at junction of runways on field, prepares to fire on parachutists or low-flying planes. Its semi-armored top slides back after bombing attack, which precedes attempted landing.

gun nests as protection against parachutists and even painted fake orchards and wheat fields on the runway.

Such camouflage work is one reason why Major General Herbert A. Dargue's Blue airmen, with no more planes than the Reds, achieved air supremacy over Major General Millard P. Harmon Jr.'s fliers. Another reason, more important, was that they flew longer, harder, more daring missions than the Reds. When the Reds wanted to bomb a bridge or an airport, they frequently sent over only three planes. On a similar job, the Blues would sometimes send over twelve. One day, between the hours of 11 a.m. and 1 p.m., Blue warplanes "expended" 380,030 rounds of .30-cal. ammunition, 238,850 rounds of .50-cal., 837 37-mm. airplane cannon shells, 824 100-lb. demolition bombs and 131 500-lb. demolition bombs. During this attack a single B-25 medium bomber dropped eight 100-lb. bombs on a force of 100 tanks southwest of Florien, La.

With the war almost won, the Blue airmen turned from fighting to propaganda. On retreating Red column they showered down leaflets, saying, "Your commanders are withholding from you the terrible fact of your impending defeat... Your food stores have been captured. No one is going to bring up any of the steaks that the men of the Third Army will have tonight. Rout, disaster, hunger, sleepless nights in the forest are ahead of you. Surrender while there is yet time."

WHITE FLARES LIGHT THE SKY OVER MANY LOUISIANA, AS BOMBERS COME IN FOR A RAID. THIS ATTACK WAS DIRECTED AT THE RED'S SECOND CAVALRY, MOVING UP FOR ACTION

CIRCLE OF FIRE, FORMED BY BLAZING GASOLINE, DIRECTS OBSERVATION PLANE TO CAVALRY AIRFIELD MADE FROM COW PASTURE. IT WILL DROP INFORMATION OF ENEMY MOVEMENTS

CONTINUED ON NEXT PAGE
In the first flush of Monday morning, astride their blitz weapons of tanks, half-tracks and peeps, the men of the Red Armored Corps sallied forth cocky and brave. In the twilight of Friday, they drove back to their bivouacs, silent and unhappy. In between those days, for the first time in any maneuver, they had been stopped cold.

Reasons were basic. First, the terrain was swampy and full of streams, difficult for tanks. Second, their air force lost command of the air. Third, they violated the principles of the armored force.

Major General George S. Patton Jr., commander of the Second Armored Division, has laid down some of those principles. Says he: "Never get in a squiring match with a skunk," and, "Grab 'em by the nose and kick 'em in the tail." Under General Lear, the First Armored Corps got into a fight with three of the Army's new anti-tank groups, which can shoot more accurately and longer than tanks. Then, instead of holding its front and attacking the enemy on the flank, it made a frontal attack, straight down U. S. Highway 171, into the greatest concentration of anti-tank fire ever gathered in the U. S. in one place. Result: within 24 hours more than 20% of the 2nd Armored Division's tanks were theoretically destroyed.

But the armored force was not entirely unsuccessful. Twice columns under Colonel Clarence H. Bragg and Brigadier General Willis D. Crittenden struck far into the Blue Army middle, were halted only by swamps. Soldiers of the 41st Armored Infantry fought behind Blue lines all week. Constantly, too, the armored force was a threat. Once General Krueger even moved his headquarters because he was afraid that the First Armored Division had gone around through Texas, and would attack him from the rear.

Seven of 18 Red tanks captured Friday, belonging to the First Armored Division are lined up under the trees near the little town of Provencal. This is the last day of maneuvers. This year the Army has much more equipment than last. However, it is still short of medium tanks, 37- and 75-mm. guns for tanks, 105-mm. howitzers and anti-tank guns.
Dropping their 100-lb. bombs in a demonstration over Shreveport’s Barksdale Field, A-20A attack bombers practiced destroying tank and troop columns. Capable of flying low and fast, these streamlined planes were the strafing stars of the maneuvers.

Blue parachute troops, after dropping in a cotton field, commandeered Red command cars, fought toward pontoon bridge across Red River at Clarence. After capturing some men of Red Signal Corps and Engineers, they blew up a bridge at Vobreaux.
WEATHER
COME RAIN, MUD OR DUST
THE ARMY GOES THROUGH

Though a maneuver may be decided rather artificially by the umpires, there is nothing theoretical about the varieties of unpleasant weather that Louisiana can dish out. There was controversy about the performance of commanders but every observer agreed that the American soldier was the star of the show. His physical condition proved to be superb, he went without sleep, baths and sometimes food. He struggled through rain, dust and heat. At the end he was still rarin' to go. In fact his combative spirit was so high that authorities were worrying about the increasing number of fist fights between the Reds and Blues. That these pictures are like those which come from the European fronts is no optical illusion because this part of the maneuver was the real thing.

The elements took their toll of mechanization too. Air activity was severely cut down on two occasions when approaching tropical storms forced the removal of all planes to fields away from the coast. All vehicles, including tanks, were stuck frequently.

Rain, big drops of it driven by the furious winds of a tropical storm, pelt down on the crew of a topless infantry weapons carrier from the 37th (Ohio) Division. The 30-cal. machine gun is better protected than the men who hunch their backs into wind and try to keep water out of their necks. Note splashes on pavement. After this man had to sleep on wet ground,
Mud, thigh deep, makes boarding assault boats difficult for 77th Division infantrymen about to thrust into the Red River's rain-swollen currents. Twelve boats shuttled 1,200 men across. Each boat held eleven men, three from the 112th Engineers who paddled the boat back. Third Army plans changed so no artillery support was sent over and all 1,200 were captured next day.

CONTINUED ON NEXT PAGE
ON STRETCHERS AT LAKE CHARLES STATION, CASUALTIES FROM 43RD EVACUATION HOSPITAL WAIT FOR TRAIN TO TAKE THEM TO NEW ORLEANS FIELD HOSPITAL

CASUALTIES
SOME BOYS REALLY GOT HURT

The only great fact of war missing in maneuvers is fear of death. Guns shoot blanks, planes bomb trucks with flour bags. Prisoners are set free unhurt.

But there are real casualties. Boys on stretchers (above) have honest-to-God cases of strained backs, fractured knees, food poisoning. Below, in an evacuation hospital, Army surgeons are performing a real operation for appendicitis. On opposite page, Private Le Roy Beyer looks out from an Army ambulance after the rim of a tire he was changing hit him in the head.

Before fighting started, the Army expected that in two weeks some 40,000 soldiers would be hospitalized. It also expected 130 deaths. When, therefore, at the end of the first week of war 17 soldiers had been killed (seven by motor accidents, one by suicide, two by drowning, two by disease, five by airplanes), the Army was relieved.

IN ARMY HOSPITAL AT JONESBORO, SURGEONS PERFORM EMERGENCY APPENDICOTMY. DURING MANEUVERS, HOSPITALS AVERAGE 150-200 SICK AND INJURED SOLDIERS A DAY
Russia is a land of sieges. In the Crimean War, Sebastapol stood firm for a year before surrendering. In the Russo-Japanese War, Port Arthur held out for six months before giving in.

When lose or draw, the people of Odessa and Len- ingrad had by last year won the right to add their millions of anonymous names to those of their heroic ancestors. Odessa had already held out for two months. It showed no signs of falling. Leningrad had already held out for a month. The Germans said it was "doomed," but set no date. Compared to the desperate resistance before these two citadels, the siege of Warsaw was a sham battle.

Although no foreign correspondents were allowed in to report this war, they were allowed to visit the front lines for the first time last week. These lines—in the central sector just east of Smolensk—are where Marshal Timoshenko's men have recently pushed the Germans back. After driving around the 60-mile salient, Cyrus Sargent, head of the New York Times, said: "It is one big German grave ... the first extensive area from which the Nazis have been removed after conquest in more than two years of war."

Elsewhere, however, the Nazis were still "conquering." Behind Kiev, the German High Command claimed to have taken 665,000 Reds, 885 tanks and 3,718 guns in "the greatest destructive battle in world history." Neutral observers, while not belittling the measure of German success, had a bunch that the Germans were numberings captured civilian irregulars in their tremendous prisoner lists.

Dug off Russian resistance and autumn frosts in the north by last week turned the Nazis' attention to the still-sunny Crimea. With panzerlite troops and Stukas in support, lines of infantry and tanks moved on the narrow bottleneck of land that hooks the Crimean peninsula onto the Ukraine. After three days of fighting, the Russians claimed to be holding. They did not claim to be driving the Germans back.

The German attack on the Crimea, which if successful would give them one more stepping stone on their way toward Batum and Caucasian oil, excited the attention of the British. Above all, the British want to keep Hitler away from new sources of oil. Propped finally to some action, the British last week produced a record-breaking number of tanks for the dash to Russia and the few R. A. F. planes which are fighting alongside the Reds saw their first action.

Taking time off from the army he is drilling in India, General Sir Archibald F. Wavell conferred in Tehran with a Russian commander, and thousands of cables buzzed with the possibility of a British expedition into the Caucasus to help the Russians protect the oil. Reports filtered through that British supplies were already moving northward in Iraq toward the Russian frontier. If true and if followed by British troops, it would be the first time since the German invasion of Russia began that "aid to the Bolsheviks" got out of the headline stage and reached the battlefields that count.

End of Neutrality. Getting ready to emasculate the famous Neutrality Act of 1939, Senator Tom Connally, head of the powerful Senate Foreign Relations Committee, said he would support repeal of two all-important provisions of the act—the provision forbidding U.S. ships to enter belligerent waters and the provision forbidding the American merchant fleet to carry goods for the enemy ships. Senator McKellar proposed repealing the whole act. Some repeal was certain to get through Congress quickly. Work was begun to arm U.S. merchant ships with 4-in. guns.

Six Percent Profit. To a Congressional committee which was skittering like a scared hare at the idea of fixing prices to stop an accelerating inflation, Secretary of the Treasury Morgenthau blandly proposed a pet idea. Why not, said the Secretary, put a 100% tax on all corporations profits over 6%? "In times like these," he said, "when a corporation earns 6%, on its capital investment it ought to be satisfied." There seemed little chance that the Secretary's proposal would come soon to any fruit. But, like it or not, Congress was going to have to do some kind of price-fixing.

"Ford Jailed." According to clippings from a Nazi-controlled Dutch newspaper which arrived in the U. S. last week, Henry Ford has been put behind the bars on President Roosevelt's order for importing the German "V for Victoria" campaign by naming his ears "V-S-ixs."

This outright lie was only equalled by another fraudulent tidbit handed out to the Dutch papers by the German Propaganda Ministry. The second lie claimed that the Nazis had been "reluctantly forced" to make German Jews wear yellow Stars of David over their hearts in retaliation for an American order compelling German nationals in the U. S. "to wear swastikas on their coats."

The most extraordinary picture of the whole baseball season is the one on the opposite page which was taken at the Oakland, Calif, baseball park and appeared in the San Francisco Chronicle. The police dog snatching the ball from a half dozen outstretched hands is Lady Fair, who belongs to Archie Niessen of Oakland. Along with Lady Smudge, whose paws and ears show behind her, Lady Fair is a world champion baseball game. She goes wild during exciting plays and has the local reputation of knowing what the game is all about.

This wonderful picture probably would not seem so wonderful, however, to baseball lovers 3,000 miles away in Brooklyn. All last week Dodger fans went around in a daze of glory for their scrappy team, which Brooklynites fondly called "Our Bums," won their first National League pennant in 21 years.
A dog named Lady Fair makes the baseball season's most wonderful catch, fanging a foul fly in a game between the San Diego Padres and the Oakland Acorns.
HEAD-ON COLLISION

THREE KILLED AS FREIGHT ENGINE CRASHES INTO FAST PACIFIC FLYER

A little after 10 on the night of Sept. 22, the engineer of Western Pacific's crack Exposition Flyer looked down a stretch of track near Pleasanton, Calif. and saw the most horrifying sight that can meet a trainman's eyes. There not many yards away loomed the giant shape of a "deadhead"—an unattached freight locomotive, hurtling toward him down the single strip of track. Both engineers threw on their brakes. Passengers in the Exposition Flyer, an hour out of Oakland, were jarred from their seats. An instant later the two locomotives met headon.

A hurricane of escaping steam roared into the cab of the Flyer, suffocated and scalded to death the imprisoned engineer and fireman. Both engines left the rails in twisted agonies of hot metal, dragging with them the baggage car and two passenger cars. The Flyer's baggage man, hurled clear through the front end of his car into a litter of sheared steel, died in a hospital a few hours later. Only these three trainmen were killed. Twelve other persons, nine of them passengers, were injured. The engineer of the freight locomotive had managed to jump, after applying his brakes, and escaped along with his firemen. Neither could explain the accident. Only official comment was made by a division superintendent of the line. "Evidently," he said, "somebody made a serious mistake."

THIS IS WHAT HAPPENS WHEN TWO LOCOMOTIVES COLLIDE. AT THE LEFT IS THE MANGLED HULK OF FREIGHT ENGINE NO. 81. AT THE RIGHT: REMAINS OF THE EXPOSITION FLYER
Modern war is a battle for materials. To check the life-giving flow of materials, British warships ring the European continent while German bombers and submarines encircle Britain. Beyond comparison, the most vital of materials is food. Unlike steel or copper, aluminum or rubber, food has no substitutes. We have it or we do not have it. With it, all things are possible. Without it, tanks and planes can give no security. If the defense of America is to be certain, food for 130,000,000 Americans, and those who stand with us, must come regularly to market.

Today, as always, the production of that food is the task of American farmers. Today, more than ever, American farmers are relying on the farm equipment industry to provide them with the mechanized tools of agriculture. For, while the need for farm products rises, the supply of farm labor constantly dwindles as men are diverted to the Armed Services and the factories.

This Company and the industry of which it is a part have the factories, the trained employees, the engineering skill, and the distributing organizations to get these vital tools to the farmers of America where they need them and when they need them — subject only to the allocation of materials.

Swords are beaten into plowshares when peace follows war. Today, throughout the world, plowshares are beaten into swords... In America, the greatest food-producing country in the world, it is well to consider that Plowshares Are Swords!

Fowler M. McCormick
President
INTERNATIONAL HARVESTER COMPANY • CHICAGO
What happened to the fourth Manhattan?

We recently asked a famous photographer to take a picture that would really do justice to the magnificence of Manhattan Cocktails made with today's Four Roses Whiskey.

He brought us the photograph you see above. We were tremendously pleased with it. But, knowing that, in the past, his Four Roses photographs have usually shown four cocktails, we asked, "What happened to the fourth Manhattan?"

His answer amused us—and pleased us. So we asked him to re-enact just what did happen to it—for your benefit...

First, with infinite pains [for our friend is a true connoisseur], he mixed the four Manhattans... using one-sixth dry Vermouth... one-sixth sweet Vermouth... a dash of Bitters... and for the remaining two-thirds, Four Roses. Stirring well with cracked ice, he poured the ruby-gold libation into the four glasses. So far, so good.

Next, he worked out the composition of the picture, being careful to give the Manhattans and the Four Roses bottle the patrician surroundings they deserve. For this Four Roses, he'd heard, was the very finest whiskey we'd ever made or known in the past 76 years. And that, he knew, meant it was finer than any whiskey anybody ever made!

In fact, [he confided], this Four Roses made such downright gorgeous-looking Manhattans, with such ambrosial aroma, that... well, he drank that fourth Manhattan! And now we wish that you, too, would discover the satin-smooth perfection, the softly exquisite flavor, of today's Four Roses. Just try this matchless whiskey—won't you?

Four Roses is a blend of straight whiskies— 90 proof. The straight whiskies in Four Roses are 5 years or more old. Frankfort Distilleries, Inc., Louisville & Baltimore
**NORWAY FIGHTS ON IN INVISIBLE WAR**

"MARCH OF TIME" SHOWS REVOLT

Of all their many conquests, the German masters of Europe have discovered, the Norwegians are the most dangerous, proud and rebellious. The continuous revolt of Norway is the most gallant and poignant story in Europe today. Reports of it are few and fragmentary. There are no pictures of it whatever. But all through Norway, the tall grave men look at their new "masters" and cannot admit to themselves that the Germans are the better men.

The *March of Time* set out to tell the story of Norway's hidden war on the German tyrants. It found several score Norwegian youths who had escaped from Norway after a year of underground work against the Nazis. They told how they mimeographed little newspapers of revolt, radioed military information to the British, flashed blinker signals to the British bombers coming in at night, tore up railway tracks, ruined German fortifications by mixing too much sand in the concrete, poured kerosene in the boxes of fish going to Germany (see below). When France fell too, some of the old people of Norway gave up, but not the young. They still skied constantly, but now it was in training for renewed war. In the depths of the forests they set up their short-wave radio apparatus to send to England. When they passed Norwegian traitors whom they knew, perhaps 1% of the whole population, they did not speak or look at them. They always arranged to escort girls at night, for the snubbed and lonely German soldiers began attacking Norwegian girls after dark.

The near-suicidal work of the young rebels in Norway was of great value to the enemies of Hitler, but finally the young men gave in to their growing desire to meet the Germans in open battle. By fours and dozens and scores, they slipped out of Norway to England. Two of the four at top escaped by way of Sweden, Moscow, Gobi Desert, Chungking and the U. S., a third took the route south out of Russia through Iran, Iraq, Bombay and Capetown. About 100 a month escaped by small boats from the coast of Norway, as shown on the following pages. They left without saying goodbye. Some were never seen again. Most made it.

When these boys saw the *March of Time* newsreel, *Norway in Revolt*, they were moved but they said that it was an understatement of what they had seen before their escape. Many of them acted in the *March of Time* rer-enactment. And by a lucky chance the same British submarine that had rescued a batch of them put in at Portsmouth, N. H., and re-enacted its adventure in the North Sea (see the following pages).
...and I'll Bid "33 to 1"

I'll Double That!

STOP TALKING IN RIDDLING--WHAT DO YOU MEAN--"33 to 1"?

IT'S AN ILLUSION TO A GRAND SLAM IN FLAVOR--AH, AND WE'LL MAKE IT, TOO!

IT'S PABST BLUE RIBBON: 33 TO 1...33 FINE BREWS BLENDED TO MAKE ONE GREAT BEER.

HMM...SO THAT'S WHY BLUE RIBBON ALWAYS HAS THAT SAME SMOOTH FLAVOR.

I'LL RE-DIUBLE THAT 33 TO 1 BID--THE BRUISE FOR PABST IS THE BEST PART OF BLUE RIBBON.

YOU CAN'T BEAT IT! BLENDING 33 BREWS INTO ONE DELICIOUS BEER WINS EVERY TIME!

AS IN THE FINEST COFFEE AND CHAMPAGNE, IT'S EXPERT BLENDING THAT GIVES BLUE RIBBON ITS SMOOTHER, TASTIER, UNVARYING GOODNESS. TODAY--TREAT YOURSELF TO A COOL, FOAMING GLASS--AND PROVE THAT BLENDING 33 FINE BREWS MAKES PABST BLUE RIBBON ONE GREAT BEER.

Enjoy it in full or club-size bottles, handy cans, and on draft at better places everywhere.

Copyright 1951, Pabst Brewing Company, Milwaukee.

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Pabst Blue Ribbon

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Siphoning gasoline from a German officer's automobile in Norway, Norwegian A gets fuel for escape boat. Boat also had a sail to get to England.

Hiding it in basket, Norwegian A carries gasoline onto fishing boat he and his friends have chosen for escape. All preparation must be secret.

At the zero hour, Norwegian C (left) sets sail for midnight run down fjord past guards, searchlights. Nazi coast-patrol boats. This is tense moment.

Out on North Sea, as many as 30 men may be piled into the tiny cabin, while three men on deck at a time pretend to be on ordinary fishing trip.
Watching incessantly for Nazi planes, submarines, patrol boats, Norwegian D-boat pilots for Scotland. Discovery would mean concentration camp or death.

Using schoolbook maps, compass, boys take up to three days to make Scotland. Once Nazi planes strafed them. They got net nets, pretended to fish.

Dread sight of a submarine breaching water alongside is climax of Men of Time escape story. It is German U-boat, Norwegian boys are done for.

Horrible suspense is ended when British White Ensign is broken out. Submarine is the Truant, which really rescued boatload of Norwegian boys.

---

**Man, it's your party!**

They're “uncorking” all the new fall styles at your men’s shop right now!

---

**See your becoming colors in Wembley NOR-EAST NON-CRUSH TIES**

You’ve the whole rainbow of Wembley solid colors to choose from—42 in all—perfect color companions for your Autumn suits and shirts. And Wembley's hundreds of ahead-of-time patterns—dignified or daring—keep their fresh fine appearance. The imported Nor-East Non-Crush fabric resists wrinkles, ties trimly and smartly time after time.

**See latest shirts, sweaters, gloves, socks**

At 10,000 men’s stores, Wembley Tie Week will be celebrated with displays of newest styles in shirts, sweaters, socks—all the “trimmings” to complete a colorful fall wardrobe. Visit your favorite store today.

To be sure it’s a genuine Non-Crush Tie, look for the Wembley Nor-East label.

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COPYRIGHT 1941, WEMBLEY, INC., NEW ORLEANS
“IF you want to make the family’s eyes pop,” says Elsie, the Borden Cow, “try making chocolate frosting with Borden’s Eagle Brand Condensed Milk. It’s beautiful to look at…better to taste… and only 5 minutes to make!”

Just Follow This “Magic” Recipe:

MAGIC CHOCOLATE FROSTING

2 squares unsweetened chocolate
1/4 cup (large-size can) Eagle Brand Sweetened Condensed Milk
1 tablespoon water

• Melt chocolate in double boiler. Add Eagle Brand Condensed Milk. Stir over rapidly boiling water 5 minutes until mixture thickens. (Takes only 5 minutes to thicken perfectly!) Remove from heat. Add water. Cool. Spread on cold cake. Covers tops of two nine-inch layers.

**Borden’s Eagle Brand comes in two sizes: the new half-size, half-price can and the large can—both at your grocer’s now. There’s a Magic Recipe Leaflet on each can. Look for the famous Eagle Brand ice cream recipes!

Norwegians in Canada, training to fight, include Norwegian B (left), one wounded at Narvik, two who escaped with British from Lofoten Islands.

Smother... Creamier!

THE FLAVOR GETS ‘EM EVERY TIME!

Guinness, the wonderful brew praised by Charles Dickens, Disraeli, Thackeray, Robert Louis Stevenson, brings out an oyster’s finest qualities.

Guinness is racy, hearty, full bodied and enhances the delicate flavor of fresh, plump oysters.

Be sure to try GUINNESS next time you have OYSTERS!

GUINNESS STOUT is the largest selling brew in the world. Made in Dublin, Ireland, since 1759. It matures over a year in oak vats and in the Bottle. Like draught beer, Guinness is not pasteurized or filtered. It thus contains active yeast… all its natural goodness.

HOT DAN the MUSTARD MAN

THEY HAIL ME AS A PEPPER-UPPER! I GIVE ZEST TO EVERY SUPPER! WITH FRENCH’S MUSTARD SMOOTH AND BRIGHT THE SIMPLIEST MEAL IS PURE DELIGHT!

Guinness

IF IT’S BORDEN’S IT’S GOT TO BE GOOD!

Copyright 1941—The Borden Co.

52

Norway (continued)

On orders from British submarine Truant, Norwegian C (left) and others come alongside. Blond kid at mast actually escaped from Norway this way.

Safe, if British submarine makes England, boys go below. Two of these were Norwegian merchant sailors who made port in New York and France.

In Little Norway, training center in Canada, Norwegians run out to pilot American-built airplanes. These are Curtiss P-40 and Douglas A-1 planes.
When you're hungry, you wouldn't trade these piping hot kernels of corn for actual nuggets of cold, precious, glittering gold.

This is a dish of Niblets Brand whole kernel corn, painted with the sun of Minnesota skies, bursting with the richness of the good earth, tender as the breezes of Hiawatha-land, where it is grown.

These aren't merely kernels put into cans. These are eating morsels bred and built from the noblest virtues, from thousands of breeds. Planted with care. Guarded through growth. Harvested when seed, sun, earth and rain have done their best.

This is the most American of all things to eat. Its ancestors gave the Red Man strength as he hunted the bison — kept him satisfied through long, cold winters; served the Pilgrim and the Puritan; helped keep body and soul together when America was young.

This is Niblets Brand Corn. Corn-on-the-cob without the cob. A Pot of Gold in a can. Marked by the big Green Giant. Known in the homes where they love to eat. Sold in the stores where they know good food. Priced low enough for everyone to enjoy.

Niblets Brand whole kernel corn is very young, tender, sweet corn from a special breed of golden corn, cut from the cob when fresh, and sealed in vacuum with minimum added moisture. Rich in vitamins A (as carotene) and C. One can serves four or five. Simply heat with butter and serve.

Look for the Green Giant when you buy. Packed only by Minnesota Valley Canning Company, headquarters, Le Sueur, Minn. Also packers of Green Giant Brand Peas, Niblets Brand Corn and Del Maiz Brand Cream Style Corn.
Precious Loot for Pantry Pirates!

Mother gets a big thrill out of her family's "pantry raids"... even invites the after-movie looting of her cake-box. That's because she happily has discovered feather-light, golden-brown Jane Parker Donuts—so downright tasty and delicious that more than 2 million are bought daily!

'Try them for breakfast, dessert, picnics, parties and school-boxes. You'll agree: these tender morsels of mouth-watering goodness are so easily digestible you'll simply want to "eat 'em by the dozen."

Made from a prized recipe, they're so soft and tender they fairly melt in your mouth. Yet, you know they are fresh—"dated" for freshness right on the package to assure you of absolute goodness. For your extra protection, Jane Parker Donuts come in cellophane-wrapped, moisture-proof cartons.

Visit the Baked Goods Department in your A&P. Discover the extra goodness that all Jane Parker Donuts, Cakes and Rolls, and Marvel Bread offer you—thanks to guarded quality from source to sale. You get extra economy, too! That goes for all A&P brands... for A&P Coffees and Teas, Ann Page Foods and all the rest. This is made possible because A&P cuts out many unnecessary in-between costs... and shares the savings with you!

Jane Parker Donuts

Save up to 25%* on many fine foods

SOLD EXCLUSIVELY AT A&P

CONSUMER FACTS: Jane Parker Donuts are made from wholesome ingredients. They're "dated" to guarantee absolute freshness. Packed in handy cartons, wrapped in moisture-proof cellophane, Plain or sugared. Priced low to give you top quality at a big saving. More than 2 million bought every day!

America's Largest Selling Donuts

© 1941 The Great Atlantic & Pacific Tea Co.
Stanford Success Brings
T-Formation Play Back
Into Wide Football Use

Ever since last fall football coaches have been worrying about the T-formation. The result of their worries will be evident on the football fields this fall where T-formations will be seen everywhere. The reason for the revival of interest in this football device is the huge success of the T-formation last year. The Chicago Bears used it to win the U.S. professional football title. Stanford used it to win the Rose Bowl game. Starting last year with a new coach, Clark Shaughnessy, and an underrated team, Stanford went undefeated. This year Stanford is again a national favorite in the famous Duukel football forecast, which is printed on page 60.

The T-formation gets its name from the backfield formation shown below. A historic football device dating back to the days of the late Walter Camp, it returned to favor because defensive tactics had been greatly improved. Using five-man lines and shifting tactics, football defense gained an edge on offense. The T-formation is beautifully suited to disrupt defense by deception. It needs no pause for a shift. A tremendous variety of plays can develop out of it—straight plays, fake plays, fancy plays. When well-used, it keeps the defensive constantly on edge, constantly a vital step behind. Here some uses of the T-formation are demonstrated by the Stanford team.
The T-formation emphasizes the use of a standard football device, the man in motion. This man is a back who starts running before the ball is passed from center, moves laterally behind the line. Sometimes he is closely involved in the play as a blocker, pass receiver or kick coverer. Often as not, he is a decoy pulling the defense out of position. His head-start makes the play fluid as well as deceptive.

Elementary T-formation play is this simple plunge between guard and tackle. Here the man in motion (arrow) is crossing over from right to left as center holds the ball.

Man in motion (arrow) is passing behind his tackle. Curved arrow indicates center will pass ball to the quarterback, who will then turn and hand it to fullback.

Play goes through the line as man in motion continues off to left to draw the defense over. But instead of following him, fullback plunges through big hole inside tackle.
This year—why not enjoy the kind of quality foods you have always wanted?

Grocers are ready to help you—

America is going back to work!

Now— for the first time in years—millions of homes can afford the quality they have always wanted. And the variety every family needs.

Why not let Del Monte help you enjoy this better living to the full?

Just take your pick

No need to tell you how good Del Monte Products are!

American women have known Del Monte Canned Fruits and Vegetables — and preferred them — for more than a quarter of a century.

But do you realize the full extent of their practical service to you—every day?

Every time you plan a meal—think of the very real satisfaction and convenience of having more than 100 different, delicious varieties of fine foods to choose from—all under one reliable brand—all uniformly and dependably right.

And remember—the wide variety of Del Monte Foods makes it especially easy to add, as a regular part of your everyday meals, a better balance of the vitamins and minerals so essential in adequate diets.

It is easy to buy Del Monte, too — no matter where you live.

Your grocer wants to please you

Take your own experience! Arent Del Monte Products usually carried by grocers you like to trade with—progressive, efficient, up-to-date stores?

The very fact that any grocer specializes on Del Monte is good evidence of what a modern merchant believes really is—that, first of all, he is looking out for your own quality interests.

No guesswork—no experiments

By handling a complete Del Monte assortment, he saves your time. You don't have to guess—or experiment with a lot of different brands.

At the same time, it helps his business, too!

He can get along with a smaller investment in goods—cut down his cost of doing business—serve more customers, more easily and quickly.

There's some good Del Monte grocer near you! Why not discover the service he has to offer. Get acquainted with him now — and with the almost endless menu variety Del Monte brings you.

It will make your meal-planning easier — save you time and uncertainty — give you the kind of quality foods you want for your family.

Del Monte Foods

A variety for every menu — an appeal that always tempts

<table>
<thead>
<tr>
<th>CANNED FRUITS</th>
<th>CANNED VEGETABLES</th>
<th>DRIED FRUITS (in cartons)</th>
<th>CANNED FISH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apricot Halves</td>
<td>Early Garden Asparagus</td>
<td>Apricots</td>
<td>Alaska Red Salmon</td>
</tr>
<tr>
<td>Whole Apricots</td>
<td>All Green Asparagus</td>
<td>Peaches</td>
<td>Sardines</td>
</tr>
<tr>
<td>Cherries</td>
<td>Green Lima Beans</td>
<td>Prunes</td>
<td>Shredded Tuna</td>
</tr>
<tr>
<td>Whole Figs</td>
<td>Stringless Green Beans</td>
<td>Mixed Fruits</td>
<td>Solid Pack Tuna</td>
</tr>
<tr>
<td>Fruit Cocktail</td>
<td>Ripe Tomatoes</td>
<td>Seedless Raisins</td>
<td>MISCELLANEOUS</td>
</tr>
<tr>
<td>Fruits for Salad</td>
<td>Mixed Salad Vegetables</td>
<td>Seeded Raisins</td>
<td>Cap'n</td>
</tr>
<tr>
<td>Grapefruit</td>
<td>CANNED JUICES</td>
<td>Del-Pak Prunes (in cans)</td>
<td>Chili Sauce</td>
</tr>
<tr>
<td>Yellow Cling Peach Halves</td>
<td>Cream Style Golden Corn</td>
<td>COFFEE</td>
<td>Pickles</td>
</tr>
<tr>
<td>Yellow Cling Sliced Peaches</td>
<td>Cream Style White Corn</td>
<td>Drip Grind</td>
<td>Preserves</td>
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<td></td>
<td>Golden Corn-in-the-Cob</td>
<td>Regular Grind</td>
<td>Tomato Sauce</td>
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<tr>
<td>Elberta Peck Halves</td>
<td>Early Garden Peas</td>
<td></td>
<td></td>
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<tr>
<td>Elberta Sliced Peaches</td>
<td>Pumpkin</td>
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<tr>
<td>Pear Halves</td>
<td>Sauerkraut</td>
<td></td>
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<tr>
<td>Sliced Pineapple</td>
<td>Early Garden Spinach</td>
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<td>Crushed Pineapple</td>
<td>Sweetenash</td>
<td></td>
<td></td>
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<tr>
<td>Pineapple Chunks</td>
<td>Tomatoes</td>
<td></td>
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<td>Pineapple Bars</td>
<td>Mixed Salad Vegetables</td>
<td></td>
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<td>Pineapple Tidbits</td>
<td>CANNED JUICES</td>
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<td>De Luxe Plums</td>
<td>Grapefruit</td>
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<tr>
<td>Prunes, Ready to Serve</td>
<td>Spinach</td>
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<tr>
<td>Spiced Fruits</td>
<td>Tomatoes</td>
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A partial list of the many delicious food products available under the Del Monte label.
Score Two for All-Bran's Better Way!

"CALL THE FIRE DEPARTMENT!" is, figuratively speaking, the way my family and I used to treat constipation. We'd rush to the medicine cabinet for emergency relief. It never occurred to us to look for the cause, or to try ALL-BRAN'S better way.

STRAIGHT TO THE MARK! Then I discovered that KELLOGG'S ALL-BRAN goes straight to the cause of common constipation, the kind that's due to lack of proper "bulk" in the diet—and wholesomely, naturally prevents it.

EXCUSE MY BACK, but I'd rather not illustrate the way those laxative doses used to taste. And to think I never knew what crisp, delicious, toasted ALL-BRAN could do.

HAPPY DAYS! And, if your trouble is this common kind of constipation, may you discover the same enjoyable way to "Join the Regulars"! Crunchy, toasted KELLOGG'S ALL-BRAN is not only very effective, it's a lot more pleasant than the "hurry-up" remedies we used to take. Eat it with cream and sugar every morning, drink plenty of water, and get yourself in tune again.

Join the "Regulars" with KELLOGG'S All-Bran

MADE BY KELLOGG'S IN BATTLE CREEK

T-Formation (continued)

Starting from T-formation, the quarterback (No. 13) makes as if to hand the ball to the plunging fullback. Here the camera is pointed right through center at the play.

Quarterback holds ball out to plunging back. The curved arrow marks quarterback route, straight arrow plunging back's route. Late-starting defense pushes through.

The defense is sucked in while quarterback with ball sweeps around end. Man in motion at left of top picture now takes out end at left. Quick start helps deception.

CONTINUED ON PAGE 68
"WHAT DO I DO NOW—TURN NUDIST?"

FATHER: That shirt you’re giving to Junior is the last decent one I have to my name!

MOTHER: You mean indecent. It won’t button even on Junior. And it’s all your fault!

FATHER: My fault?

MOTHER: Sure! You didn’t look for a “Sanforized” label... the one that says the fabric won’t shrink more than 1½%, by standard tests. That’s so little your shirts won’t shrink out of size.

FATHER: Wish you would pick me up a dozen.

MOTHER: Smarty! I’ll go. But I’ll need extra money.

FATHER: Thought you said shirts with “Sanforized” labels didn’t cost extra?

MOTHER: They don’t. But I have to shop for Junior, too. He won’t get any more hand-me-downs if you start wearing shirts with “Sanforized” labels.

“WHAT A FAMILY!”

MOTHER: I just got through lecturing your father, and now you turn up in a shrunk-up house dress! You’d better do your next shopping with me, young lady!

MOTHER: We won’t even try them on if they haven’t “Sanforized” labels!

SALESLADY: These all do—and they’re so reasonable, too! They come in all styles and materials.

FATHER: Hey, where are our things?

MOTHER: Oh, my stars—I’ll have to go back! We found so many cute dresses marked “Sanforized,” we forgot all about you men!

FOR PERMANENT FIT... LOOK FOR THE “SANFORIZED” LABEL

INSIST ON a “Sanforized” label when buying other cotton, linen, or spun rayon washables... children’s clothes, uniforms, slacks and work clothes, slip-cover and curtain materials. It’s the way to be safe!
The Most Thrilling Youngful Lip-Allure Ever Created

BY THE HOUSE OF LOUIS PHILIPPE

Café Society is simply ga-ga over Louis Philippe ANGELUS Lipstick and no wonder! This is the lipstick that really stays put—as seenly smooth for hours without caking or drying—due to the special Louis Philippe creme base.

When properly applied—ANGELUS won’t smudge, smear or come off on your boy friend’s collar or lips!

Lends Magnetic Appeal
To Dullest Lips

ANGELUS—the lipstick used by so many of New York’s finest actresses and glamorous young women—is now available in a generous new 49¢ size. Thrifty minded girls who are beauty and fashion wise—may now enjoy the same fascinating, youthfully appealing lips as you who can afford the expensive de luxe size.

For A Red Lip Thrill!

Try ANGELUS Formal Red No. 404. This is one of the most audacious, exciting reds among the six different gorgeous shades. Formal Red keeps your lips glowingly seductive—enticingly gay for hours and hours.

For complete matched make-up—use Louis Philippe Rouge and Face Powder. Demi-Deh size Rouge Compact now 94¢. At all better cosmetic counters.

Sensational new size ANGELUS only 49¢

FOOTBALL (continued)

MINNESOTA, TEXAS AND STANFORD LEAD IN DICK DUNKEL’S 1941 FOOTBALL FORECAST

Dink Dunkel, LIFE’s football forecaster, here presents his selections for the best U. S. collegiate teams of the 1941 football season. Listed below are Dunkel’s 30 top teams, with Minnesota, Texas and Stanford leading the pack. All three of these teams, which finished brilliantly last year, figure to be even better this year on the basis of returning talent. Although the choice for first among the three is virtually a toss-up, the deciding factor was the caliber of opposition met and defeated last year. Each will be the strongest team in its conference with toughest opposition, respectively, from Northwestern, from Rice and Southern Methodist, from Washington and California. On the next page are predictions by conferences and leagues.

Based on Dunkel’s survey, the most improved major teams of the year will be Fordham, California, Texas, Alabama, Mississippi, Navy and St. Mary’s. Greatest gains can be expected from Cornell, Mississippi State, Georgetown and Texas A. & M. The Midwest and South should continue to produce the greatest number of strong teams during 1941, while the Pacific Coast should show marked improvement. The East will have fewer outstanding teams than last year.

A new headache for football forecasters this fall is U. S. Selective Service. Just before Dunkel’s 1941 rankings went to press, the football right side of the University of Georgia’s powerful line was inducted into the Army, causing Georgia to drop from 7th to 18th in Dunkel’s carefully weighted ratings of 653 teams.

Dink Dunkel’s survey is based entirely on mathematics, involving no personal opinion or guesswork. His 1941 analysis for LIFE, as in 1939 and 1940, adjusts two main facts: 1) last year’s final ratings and 2) the number and value of players returning, or newly eligible, for each squad. Last year Dunkel gave LIFE readers—three months in advance—the champions of six out of eight regional conferences. Of his previous Top Thirty, 41 teams made the grade on the basis of average weekly ratings throughout the season. A notable exception was U. C. L. A., hard euch team of 1940, picked 10th by Dunkel, actually ending 67th. On his radio broadcasts of last year, Dick Dunkel called 3,360 games in advance, wound up with 80.0% correct.

<table>
<thead>
<tr>
<th>30 STRONGEST TEAMS OF 1941</th>
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<tbody>
<tr>
<td>Minnesota</td>
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<td>Texas</td>
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<td>Boston College</td>
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<td>Iowa</td>
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CONTINUED ON PAGE 62
Give me youth and charm in a beautiful shoe

Let me walk through life in a comfortable shoe

Take me round the clock in a fashion-right shoe

Vitality Shoes Have Everything!

Complete Range of Sizes and Widths

Vitality Open Road Shoes, for Outdoor and Campus Wear, $1, $1.50, and $6

VITALITY SHOE COMPANY, Division of International Shoe Co., St. Louis, Mo.
Football (continued)

**Doughboy Donuts Do Their Bit Again!**

AND NOW—THEY'RE **VITAMIZED**!

Donuts for a delicious, quick energy pick-up...yes, ask any of our Boys who were over there in '17! Donuts are as American as Yankee Doodle—for a self-starter breakfast...a satisfying mid-day snack...for energy any hour. Swell with your favorite drink, too! Doughboy Donuts of '41—newly fortified with Vitamin B1 (25 international units per donut)—are again pep-ping up the boys in camp and the folks back home! More popular than ever, they're delicious, nutritious, digestible—and now Vitamized for health defense!

---

**THE STRONGEST TEAMS BY CONFERENCES AND LEAGUES**

**SOUTHEASTERN**
- Alabama
- Mississippi
- Tennessee
- Georgia
- Tulane
- Mississippi State
- Louisiana State
- Florida
- Auburn
- Georgia Tech
- Kentucky
- Vanderbilt

**IVY LEAGUE**
- Navy
- Pennsylvania
- Harvard
- Dartmouth
- Columbia
- Cornell
- Princeton
- Brown
- Yale
- Army

**SOUTHERN**
- Duke
- William & Mary
- North Carolina
- Wake Forest
- Clemson
- George Washington
- Furman
- N. Carolina State
- Richmond
- Maryland
- Virginia Poly
- South Carolina
- Virginia Military
- Davidson
- Citadel
- Washington & Lee

**BIG SIX**
- Nebraska
- Oklahoma
- Missouri
- Iowa State
- Kansas

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**EASTERN NON-CONFERENCE**
- Fordham
- Boston College
- Duquesne
- Colgate
- Syracuse
- Temple
- Villanova
- Lafayette
- Pittsburgh
- Holy Cross

**SOUTHWEST CONFERENCE**
- Texas
- Rice
- Southern Methodist
- Texas Christian
- Baylor
- Texas A. & M.
- Arkansas

**PACIFIC COAST**
- Stanford
- Washington
- California
- Oregon State
- Oregon
- Southern California
- Washington State
- U. C. L. A.

**BIG NINE**
- Minnesota
- Northwestern
- Michigan
- Iowa
- Wisconsin
- Purdue
- Ohio State
- Indiana
- Illinois

---

**DOUGHBOY DONUTS**

Enjoy this American treat today. You can get Doughboy Donuts at all food stores where you see this sign.
AT THE Lowell Inn...

SPICY CORN IN PEPPERS AND HONEY-GLAZED Swift's PREMIUM HAM

From Duncan Hines'
"ADVENTURES IN GOOD EATING"
...the famous directory of fine eating places along the highways of America

STILLWATER, MINN. Lowell Inn
Route 212—19 Mi, N.E. St. Paul—Route 36—25 Mi. from Mpls. Also Routes 93, 96, and West 35, 64. Open all year. "Mount Vernon of the West, A Haven for Food and Rest." ...Excellent food and charming atmosphere...The Lowell Inn is one of my special favorites. I never miss an opportunity to eat and lodge here.

JUST compare Swift's Premium with any other ham. Compare it for flavor, for texture, for uniformity. You'll understand why it's America's favorite, preferred by famous eating places and in homes the country over.

No other ham gives you the captivating flavor you enjoy in Swift's Premium. Only Swift's exclusive Brown Sugar Cure and special Smoking in Ovens can make ham so mild and mellow—yet so rich in flavor.

And the texture of this ham is just right, too. It's tender as spring chicken, but firm...easy to carve.

You can count on delicious flavor and tenderness when you buy Swift's Premium Ham. Ask your dealer for it...every time.

LOWELL INN'S BAKED HAM AND CORN IN PEPPERS. Bake Swift's Premium Ham, skin side up, on rack in open pan with- out water. Use a slow oven (325° F). For half hams, allow about 22 min. per lb.; 5 min. more per lb. if ham is taken straight from refrigerator. (For whole hams follow instructions on tag attached to ham.) Skin, score, and glaze with honey. Bake in hot oven (400° F) until brown, 15 to 20 min. Serve with parboiled green pepper halves which have been filled with cooked whole kernel corn in white sauce seasoned with cayenne and heated last 15 minutes in oven with ham. Garnish with pineapple.

Unmatched flavor from Swift's exclusive Brown Sugar Cure and special Smoking in Ovens!

REMEMBER, THE MEAT MAKES THE MEAL
Say Swift's Premium for the finest meats:
HAMBURGER, POULTRY, BEEF, LAMB, PORK, FRANKFURTS, TABLE-READY MEATS
20 years from now—

WILL THEY THANK YOU FOR GOOD STRONG FEET?

Ah, you mother of a child—you want his manners to be nice, you want his brain to be quick, you want his back to be straight, you want his hands to be agile—but don't you want his feet to be sturdy and true, well-shaped and graceful? Or those feet of your daughter?

You mother of a child—twenty years from now his feet will be walking up to get a diploma, or confidently marching in to get a job—maybe walking up to an old church altar to meet a bride in white. (Or it may be the bride herself.)

Your child may never thank you for good, strong feet. He'll take them as a matter of fact.

But what will he think—if they're not good, strong feet? Sure, he'll still love you—but "why didn't mother make sure I was growing up right?"

It is a responsibility—just one of many a mother takes on when she brings a child into the world. But it can be made one of your easiest responsibilities. Buster Brown® Shoes are the best friends of a mother who wants children's feet to grow up right.

Buster Brown features were developed with the cooperation of mothers and on the actual feet of children. For 38 years the makers of Buster Brown have specialized in scientific principles of foot health in growing children.

Buster Brown's 6-Point Fitting Plan provides exactly the right shoe for the individual fit.

Buster Brown will help you say twenty years from now, "I did my part about their feet."

Write for name of nearest Buster Brown retailer.

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Buster Brown will help you say twenty years from now, "I did my part about their feet."

Write for name of nearest Buster Brown retailer.
McNutt Asks for Solid American Front

Paul Vories McNutt, handsome Federal Security Administrator, wrote the forceful plea for American unity which is printed below to Dr. William L. Bryan, President Emeritus of Indiana University. Both these proud and patriotic Hoosiers, conscious of their heritage from Vincennes on, feel grave concern for their country's lack of unity at this time of crisis. McNutt believes that his countrymen have talked themselves out and kept on talking, that they have taken a stand but don't hold firmly to it. Written by one man to a friend, the McNutt letter stands as a clear statement of a need besetting America today.

A Letter from Paul V. McNutt
Dear Dr. Bryan:

Since returning from my recent visit to Indiana, I have been thinking about our conversation on the attitude of the American people toward national defense.

I share your deep concern over the persistent efforts of a small group to cast discredit on the Government's program and the apparent apathy of large numbers of our countrymen toward the crisis.

The toleration of opposition, even in the face of grave danger, is, of course, the very essence of democracy. The insistent exercise of the right of opposition at such times, however, is a complete misconception of the duties of democratic citizenship and one which may lead to tragic consequences.

There was a time when Americans had the choice of adopting any policy which seemed best toward the Nazi revolution. With the swift developments in world affairs, it became necessary to determine that policy as a basis for the many decisions which the Government was called upon to make. When Europe was plunged into war, the time came for us to make up our minds whether Hitler was a threat to our own security. We had to decide whether to take sides in the struggle or whether we could afford to remain, as far as possible, strictly neutral.

That was the time for proper discussion of the merits of the war and the relative risks to us in keeping entirely out of the controversy, allowing events to shape their
"TELL ME ANOTHER" AND WIN $5.00
says KLEENEX
We will pay $5.00 for every "Kleenex True Confession" published. Mail to KLEENEX, 919 N. Michigan Avenue, Chicago, Illinois.

"It's a Match"
HE SAID, WHEN I PULLED A PACKET OF KLEENEX LIPSTICK TISSUES FROM MY PURSE! THEY'RE AS EASY AND CONVENIENT TO CARRY AS A BOOK OF MATCHES, AT THAT!
(from a letter by M. L., Northbrook, Ill.)

"It's a Match"
ANTS IN MY PLANTS!
KEEPING HOUSE PLANTS FREE OF BUGS WAS QUITE A CHORE UNTIL I FOUND WHAT SWELL CLEANERS GOOD OLD DISPOSABLE KLEENEX MAKES.
(from a letter by R. B., Queen Village, N. Y.)

Twinkle, Twinkle, Little Tar-
LOTS OF INSPECTIONS AT UNCLE SAM'S NAVAL ACADEMY... BUT THANKS TO KLEENEX, SHOES AND VISORS ARE EASY TO POLISH.
(from a letter by Midshipman H. E., Annapolis, Md.)

Out of the Red!
SOFT, GENTLE KLEENEX IS ALL PROFIT AS FAR AS I'M CONCERNED... NO MORE SORE RED NOSES DURING COLDS.
(from a letter by M. W., Vail, Iowa)

ADOPT THE KLEENEX HABIT!
KLEENEX® DISPOSABLE TISSUES

When will mom learn?
Delsey is soft like Kleenex!

DESEY™ TOILET PAPER
soft like Kleenex Tissues double-ply for extra strength
3 ROLLS FOR 25¢ - 12 ROLLS FOR 97¢

"Tell me another" and win $5.00

The first monument erected to the private soldier is said to be the Indianapolis Soldiers and Sailors Monument whose stone shaft rises 134 ft. in memory of Indiana's sons.

McNUTT'S LETTER (continued)

course, or in throwing the weight of our resources into the struggle in an effort to determine its outcome.

But that question has now been decided.

The national policy is set, the course fixed. It was determined in the traditional democratic way. It was debated in and out of Congress, discussed in every American home. It was thrashed out in the newspapers, the pulpits, the radio, on the soap boxes and around the cracker barrels. Everyone who had anything to say had ample opportunity to say it. And no one went to jail for anything he said.

The American people themselves came to the conclusion that the success of Hitler and his Nazi army was incompatible with their security, and they have pledged the total resources of the nation to his total defeat.

It seems to me, Doctor Bryan, that, with the national policy thus unstated set, the Government now has the right to call upon everyone of its citizens to support that policy, whatever his personal views.

A free government is a government of discussion and deliberation rather than a government by edict. But there comes a time when the nation can discuss itself into complete national paralysis. Debate is appropriate before the decision is made to insure the wiser result. Continued debate, after the decision is reached, can only succeed in making that decision ineffective. We should not confound freedom of speech with utter futility of action. A democratic nation need not necessarily be an impotent one. It would be a tragic caricature of democratic processes if America, having made her choice, should then fall into endless bickering over whether to stand by that choice or repudiate it.

For those who took a different view of the proper course for the Government to pursue, their duty seems now unmistakable. They must accept the people's decision. The citizen is not wiser than the nation.
Private judgment, for purposes of national policy, must yield to collective wisdom. No American citizen can afford longer to argue the matter. Whether he endorses it or not is now beside the question. He must get behind the national enterprise, for upon the success of that enterprise depends the safety and security of us all. Commitments properly made on behalf of the whole people cannot properly be resisted by any part of the people. On matters which vitally affect the common welfare, we are pledged, by the compact of democracy, to abide by the common judgment.

By this of course I do not mean that we should give up free debate on day-to-day issues. Free speech is not only part of what we are fighting for but also the most efficient means of conducting the fight. But clearly there comes a time when it is no longer permissible to debate whether we are in the fight at all. And on this great issue the only choice that confronts any individual now is whether he chooses to support our effort or to sabotage it.

I recall how, as a student, I was deeply impressed, Doctor Bryan, with your own rich philosophy of the democratic process and the obligations of those who are fortunate enough to live under it. It is only on the basis of mutual assistance and cooperation that a society such as ours can survive. It is sometimes necessary to sacrifice a small truth for a larger one; to give up the individual sense of right for that which prevails in the community. And, if the faith by which we live is good, the opinions and judgments of the people will be right. They are truth, as it is given men to know the truth.

I believe, too, that you are right in thinking that we are all inclined to take for granted the blessings of liberty. We have always been free and it is difficult for us to consider seriously the possible loss of that freedom. We are consumed with the little things of life—the good little things of a good life. Men can become so en-
McNutt’s Letter (continued)

...we are warned that the people may lose sight of the necessity of protecting our way of life.

Although we have seen it happen before, history may repeat itself—repeat, sometimes in ironic and ugly patterns. I am told that when the Nazis marched through the streets of Paris and took over the city, Frenchmen kept their seats at the sidewalk cafes, ordering another bottle of wine. Another glass of wine and a bizarre joke while their country died! Adolf Hitler must have felt confirmed in his judgment on the decadence of democracy as a political vehicle.

Even in all-out America, our efforts to meet the Nazi menace are still obtuse. Unconcern has not entirely given way to careless and determined effort. There are yet voices which assure us that the danger is fancied, the threat unreal. There are still a few among us who feel that the decision of the overwhelming number of their countrymen is not binding upon them, who seek to raise again the question of what the national course should have been. There are still men who do not know that indecision is the one excuse which history and posterity will not accept.

And while all this is going on, the hands of the clock are moving swiftly. It is growing late—much later than we think. The American people must become at once armed and sensitive to the rapid movement of time. They must be brought to immediate realization of the tragic danger of disunity and indecision. They must realize that, having decided wisely, they must now act with decision.

I am hopeful, Doctor Bryan, as I know you are, that the indications of apathy and indifference, visible here and there among our people, may soon disappear. This nation is the heir of a noble past and the heir apparent of a glorious future. By adhering with rigid determination to the course we have chosen, we can realize that destiny. We will not fail. Out of our own hearts will come the surging flood of patriotic devotion that will enable us to formulate the will and determination to keep our country clean and free. We have decided not to yield to the forces of evil. Come what may, we will not yield.

---

At Indiana McNutt played ball, was Phi Beta, dominated campus life and politics.

McNutt’s bust now adorns a pedestal in the Union Building at Indiana University.
"No woman ever said what I said to Jim..."

SUE: Here's what I said... I said, "Jim, I'm spending too much money on my clothes. From now on, I'm spending less, and you are spending more!"

ANN: What was it?

ANN: Was he unconscious long?

SUE: He was blacked out for about a minute... but I put on his disgusting old hat... like this. He got the point, all right!

ANN: It certainly is a nerve-shattering hat. And my husband is being ruined by one just like it.

SUE: See, there's his new hat... the Stetson "Playboy"... a honey, hey? Comes in all the new, good-looking colors, too... and see that Stetson label? How men enjoy showing that off!

ANN: Yes, I've noticed that, too.

ANN: Jim, you look wonderful... very handsome hat you have there. It gives me ideas about my own hero.

JIM: Sue has good hunches sometimes. And from now on, no wife of mine is going to be ashamed of my looks, if I have to break every bone in her budget!

The STETSON Playboy, $5

STETSON HATS ARE ALSO MADE IN CANADA
Low, wide and swagger—with smart functional beauty—the first Packard Clipper was a sensation overnight! Prominent style-mark: Speed-lined "Fade-away" fenders, first featured by Packard. For 1912, Clipper styling is yours in even the lowest-priced Packards!

Choose your horsepower—for 1942—on the same wheelbase—you can have either a Clipper Six (105 H. P.) or an Eight (125 H. P.). Difference in price: only $55. Both motors are thrifty, fiery, precision-built marvels.

Save gas, oil, and engine wear with Packard's sensational Electromatic Drive. Eliminates clutch-pedal operation...banishes wasteful "slip"...reduces engine speed by 27.8%. An "extra"—but delighted owners say, "It pays for itself!"

For 1942, new Clipper styling—
A FEW SHORT MONTHS AGO, Packard raised the curtain on a daring, brand-new kind of car ... the Clipper ... and the whole country joined in a roar of applause.

Today Packard brings two new versions of this sensationally-successful Clipper styling to every price class in the 1942 Packard line. Now, not only the more expensive Packards, but even the lowest-priced Packards, are stunning, super-streamlined Clippers!

Beauty that works for you!

Those magnificent new Clippers, even more than before, recognize that beauty, to be keyed to the times, must be functional—must contribute to economy, long life, and comfort.

For example, the Clipper's flight-lined styling not only achieves dazzling new beauty, but cuts down air resistance to an almost unbelievable extent. Result: Tests conducted with scientific accuracy prove that these brilliant new 1942 Clippers knife through the air with an actual improvement in gasoline savings of 12% to 18% over even last year's thrift-champion Packards!

Dozens of dividends!

In addition to fuel savings, Clipper functional design pays welcome dividends in many more ways.

These dividends are yours in the form of 26% better visibility through the Clipper's wider, deeper, sharply-raked windshield ... easier, safer handling—evidenced by 24% steadier "wind-steering" ... 20% more quiet inside the car — for Clipper streamlining hushes the wind ... a 14% step-up in acceleration—to give you the security of always having a lightning burst of passing speed on tap.

More power reserve!

And by cutting wind drag as it does, Clipper design combines with improved engine efficiency to provide sparkling performance with a gain in power reserve of 32%! This means less engine strain on hills—smoother operation at all times.

And for the man who buys a car today, the Clipper offers something else—even more important ...

Built for the "long haul"

When you buy a Packard Clipper you know you have a car that's precision-built for lasting durability ... with nothing skimped, no "substitutions" that impair quality ... a car that will give you extra miles and extra years of service, long after ordinary cars have worn out—in looks and fact!

So drop around today or tomorrow to your nearest Packard dealer's. Skipper a Clipper just once—and you'll want to skipper one for keeps!

CLIPPER DIGEST FOR '42

Here's a quick review of still other high-spots you'll find in the new 1942 Clippers...

- Nearly a foot wider than high
- Full headroom front and rear
- Integral "Fade-away" fenders
- Even wider doors
- Phenomenal handling ease
- Wide-angle vision

ASK THE MAN WHO OWNS ONE
"THE MORE I LEARN ABOUT NUTRITION, the more I value Nucoa!"

SAYS Mrs. Albert G. Hendley, mother of four gorgeous children

"I often think how fortunate we modern mothers are to have this MODERN MARGARINE which furnishes, at such low cost, so much appetizing flavor and rich food-energy...as well as precious, protective VITAMIN A!"

"The Radiant Vitality of these handsome young Hendleys is a tribute to their mother’s judgment in matters of diet. "Like all growing children, they need lots of energy-replacement foods," she says. And what a comfort it is to her that delicious Nucoa, which saves so much money on the weekly food bills, furnishes as much food-energy as the most expensive spread for bread—3300 food-energy calories in every pound!"

"Nucoa’s Dependable Freshness is one reason why we all like it so much," Mrs. Hendley says. "Each pound tastes just the same—always so sweet and fresh. And Nucoa has exceptional keeping quality, which recommends it for picnic use." That, of course, is because Nucoa is fresh. It is made the year around, on order only—never held in storage.

"Cooking with Nucoa adds Vit-A and gives foods that just right taste which only a delicious spread for bread can give," Mrs. Hendley rejoices. "And Nucoa is nice to handle—creams easily for cake mixtures and uncooked frostings...doesn’t spatter when you fry with it...seasons vegetables deliciously."

"More than 9,000 vitamin A units are guaranteed in every delicious pound of Nucoa. This makes Nucoa a good “protective Vitamin A” food—and it is just one of the ways in which this truly modern margarine (the first to add Vitamin A) differs from old-time olemargarines. Nucoa is made with pure vegetable oils churned in fresh pasteurized skim milk—both products of American farms. No wonder Nucoa is so nutritious...so deliciously rich in flavor and texture...so digestible!"

"It’s wish to thank Mr. and Mrs. Hendley for welcoming us so courteously into their home to take these informal “candid camera” pictures. The Best Foods, Inc.

"STATEMENT OF NUTRITIONAL CONTENT: Each 1/2 cup provides 9000 International Units of Vitamin A—essential to proper growth and development of the body. For cooking, use just as it comes—a pure, natural white.

For table use, tint Nucoa’s golden-yellow with the pure Color-all color included in each package. For cooking, use it just as it comes—a pure, natural white.

Nucoa Has Its Rightful Place in Our National Nutrition Defense Program—for this appetizing modern margarine with Vitamin A helps balance the diet and the budget, too!"

Norma G. Lueders
B.S., Home Economics, 1938
University of Maine
Glaucoma, biggest enemy of U. S. eyesight, is one disease that can be curbed by publicity. From glaucoma, 20,000 U. S. citizens are totally blind; 100,000 more have lost the sight of one eye. In glaucoma, through increased pressure of fluids within the eyeball, the retina is progressively destroyed and the field of vision narrowed until the optic nerve itself blacks out. This may happen swiftly or slowly. The symptoms in a disastrous number of cases are so hard to detect that they go unnoticed until it is too late. Eye physicians are sure that glaucoma can be cured if only doctors and their patients will look for it.

Pressure in the eyeball is measured by the simple, painless procedure which is shown at close range above. The instrument, a tonometer, measures pressure by measuring the tension of the cornea. A normal cornea is soft as a fingertip. An acutely glaucomatous cornea is as hard as a fingernail. Elevated pressure is by no means a positive diagnosis, but it is a statistical certainty that a large number of cases could be detected early if the procedure were made a part of every routine physical examination. The treatment of glaucoma is similar to that for high blood pressure, avoidance of nervous and physical tension and, if necessary, certain drugs and a surgical operation. But to be most effective, treatment must be begun in time.
A normal field of vision is what the young man in the foreground sees. With his eyes fixated on the forehead of the man seated across the table, he is able to see all but the darkly shaded area of the room. The unshaded area is area with both his eyes. The lightly shaded area at the right and left are in the side vision of his right and left eyes respectively.

NARROWING OF FIELD OF VISION GOES UNNOTICED AT THE START

The first stage of blindness in glaucoma goes unnoticed because it begins in the outer edges of the field of vision. The symptoms of glaucoma—headaches, eye pain, mistiness of vision and seeing colored halos around lights—are often mild and transient. With no diminution of perception at its center, the field of vision is gradually narrowed until the optic nerve is destroyed and sight is blotted out entirely.

The field of normal binocular vision, as shown in the picture above and in the diagrams below, extends through a full 180° half circle from left to right and is limited above and below only by the facial prominences of brow and cheek. But the eye sees sharply only the small central area of this field that can register on the tiny region of the retina, called the macula, which lies directly behind the pupil. Last to be affected by glaucoma, central vision may remain unaffected to the end.

All objects in the field of vision not scanned by the macula are perceived only indistinctly. Though indistinct, perception in the outer edges of the field of vision is important in establishing a person’s orientation in space. Peripheral field destruction may go unnoticed because of the many compensations that can be made for its loss. Even when glaucoma is suspected, precision instruments are required for accurate plotting of the fields of vision. In cases on record, glaucoma has narrowed vision to a tube enclosing only central vision without alarm or awareness on its victims’ part.

The mechanism, if not the cause, of glaucoma is well understood. The fluid that fills the chambers of the eyeball are secreted from the bloodstream and drained out again into general circulation through tiny canals around the iris. In glaucoma, these canals gradually become shut off, with consequent elevation of fluid pressure within the eyeball. This pressure in turn shuts off circulation of blood in the capillary system that nourishes the tissues of the retina. First in its outer edges and then concentrically to the macula, the retina atrophies. Usually before blindness encroaches on this crucial area of central vision, the optic nerve itself atrophies with irretrievable loss of sight.
Narrowed by glaucoma, the side vision boundaries of right and left eyes have moved forward into the room, cutting off part of both lamps and one of the telephones on the table. The binocular field has also narrowed, with restriction of the nasal boundary of vision in both eyes, so that it includes only the back wall, excludes the electric fan on the sidewall.

Diagnosis of glaucoma includes measurement of side or peripheral vision by the perimeter, as above. Limits of field, plotted on chart in center, give accurate picture of damage to retina.

Pin points of light are switched on one by one around arc of perimeter until one is invisible to patient, thus establishing side limit of field of vision. Patient fixes eyes on light in center.
Jean Bellows, younger daughter of the late great Painter George Bellows, is the subject of more first-class portraits than any other living human in America. Bellows himself discovered Jean first at the age of one (see below). She seemed to have the ability to keep her feelings up on the front of her face, even as she grew older. She was always very merry or very wistful or very grave. She was so good that Bellows' great friends, Eugene Speicher and John Carroll, began painting her too. Her portraits are shown in color on the following pages.

George Bellows is dead and his portraits hang on various walls. But his daughter Jean is magnificently alive.

Since she was 4, she has been an actress, first at the King-Coit School in New York, then at the Lenox School, where she especially disliked history and science. She is small and trim and talkative. She has appeared in three plays on Broadway and this summer acted a boyish servant in The Pursuit of Happiness in Ivoryton Conn. She has an amazingly mobile face, looking sometimes like Aline MacMahon, sometimes like Wendy Hiller. She is a natural comedienne and a first-rate actress. Jean refuses to prefer any of her portraits, except for the one when she was 8 years old, saying, "If I chose Speicher, Carroll would never speak to me again."

**ART**

**THE PORTRAITS OF GEORGE BELLOWS' DAUGHTER**

Jean Bellows is a frank, humorous woman of 27 with vast nervous energy, a good brain and a fine flair for clowning. Here she acts in summer stock theater at Ivoryton, Conn.

**MOST FAMOUS IS FATHER'S LAST PORTRAIT, "LADY JEAN" (AT 9)**

*As the camera sees her, Jean Bellows is a frank, humorous woman of 27 with vast nervous energy, a good brain and a fine flair for clowning. Here she acts in summer stock theater at Ivoryton, Conn.*

One-year-old Jean with Blue Book and Apple was painted by George Bellows in Maine in mid-1916.

Two-year-old Jean with a Doll was painted by George Bellows in Carmel, Calif. in 1917. Jean does not remember this sitting at all.

Eight-year-old Jean in Pink Dress is her favorite and her property. Her mother was reading her *Black Beauty* and she cried.
"Jean in Blue" by Eugene Speicher shows Jean at 25 last summer wearing bridesmaid's dress she wore at the wedding of her sister, Anne.

"Elinor, Jean and Anna," by Jean's father, George Bells, shows Jean between her grandmother, Anna Bells, and Great Aunt (left). These two ladies were daughters of a sea captain.

"Emma and her Children," by George Bells, shows Jean at 8 before her hair turned dark. She sits on her mother's lap by sister, Anne. Painting is owned by Boston Museum.

CONTINUED ON NEXT PAGE
"Portrait of Jean Bellows" is second study of Jean that Speicher painted last summer. He did No. 2 because he especially admired striped party dress Jean designed herself.

"Jean" was also painted last summer by John Carroll, an old friend of Jean's father. Posing for Speicher was harder than for Carroll, who worked more from imagination, let her walk around and talk.

"Jean" in pink organdy is another Carroll portrait done at same time as the one above. Jean likes this dreamy pose, says: "It has the quality of life."
Now! Two Irons in One!

1. Steam Irons
   Every kind of fabric from velvet to organdy. You can dial the steam for rayon, silk, woolens, etc. No pressing cloth needed.

2. Dry Irons
   Cottons and linens. Does all your "regular" ironing with all the speed and light-gliding ease of America's Favorite Iron.

Here's a Double-Purpose Iron that does all your ordinary ironing to perfection, and in addition irons all those things you never dared touch with an iron before! You can change from dry ironing to steam ironing in one second—and back again just as fast!

For steam ironing, the General Electric Aluron gives you for the first time, controlled steam. Ready in 2 minutes! You can "dial" the steam as well as the fabric! You just tilt the iron back on the handy heel rest, and steaming stops automatically. And when you want to iron without steam, you just turn the steam off!

For dry ironing, this light, easy-to-guide, streamlined beauty brings you the famous G-E "Dial-the-Fabric" and all the other improvements that have made the General Electric, America's Favorite Iron.

Never before could you do all your ironing and pressing so fast, so well, so easily. So if you want to save time and work—plus money on pressing and cleaning bills—see the G-E Aluron at your dealer's. Two irons in one—yet priced at only $14.95!

Dozens Of Extra Uses You've Always Hoped For!

Here are just a few of the ways your G-E Aluron will save you money, time, and work. Every day you'll wonder at the new ease and perfection of ironing and pressing results.

For Pressing Suits—It's faster, easier, because no pressing clothes needed. Helps remove shine, too.

For Ironing Curtains and Draperies—The Aluron helps to restore the original lustre to draperies.

For Blocking Hand Knit Garments—Just steam sweaters and knitted fabrics. Stretched places spring back into shape.

All Prices and Specifications Subject to Change Without Notice. See Your Dealer.
Reformatory grounds look more like a college campus. The buildings are called cottages, the inmates are generally referred to as "the girls." Their average age is 19 and most of them are classified as wayward minors, a term that covers a multitude of sins from moral turpitude to shoplifting. Rollerskating around the flagpole is part of the daily sports program.

WOMEN'S PRISON
MODERN METHODS MAKE CONFINEMENT CONSTRUCTIVE

The last decade has brought great and good changes in the penal system of the U.S. Since 1930 forward-thinking sociologists, aided by psychiatric understanding of what makes Sammy (or Suzy) sin, have been gradually transforming prisons from places of destructive punishment to institutions of learning and rehabilitation.

Conditions in women's prisons were particularly scandalous until the reformers took hold. Inmates were crammed into tiny, airless cells, often in a wing of a men's prison, and left there to mold. Most emerged sworn enemies of society and promptly erred their way back to jail.

But legislation in many States now provides separate maintenance for women's prisons and they are rapidly becoming the most progressive in the country. Representative of the best trends in modern penology is New York's Westfield State Farm, whose reformatory and prison are shown on these pages. A minimum security institution with a population of 486 women serving terms of one year to life, it strives to study the individual, correct unsocial attitudes and foster self-respect.

Westfield was one of the first prisons to emphasize vocational training. Its work program is planned with three purposes: 1) to make the institution as self-supporting as possible; 2) to teach the prisoners work habits and discipline; 3) to give them a trade more suitable than prostitution or thievery. It turns out competent laundresses, cooks, waitresses, seamstresses and typists—even an occasional interior decorator who has learned to make the best of barren surroundings by decorating her prison room. On the opposite page is a shining example of what can be done with a cell.

Superintendent Henrietta Addition took charge of Westfield 18 months ago, has earned the prisoners' affection and respect by her policy of humane treatment, firm but friendly guidance.
Prison grounds are enclosed only by high fence topped with barbed wire. Though escape would be comparatively easy, there has been but one in the last three years. Here prisoners sun themselves.

Reformatory hospital houses babies born in the prison, most of them illegitimate. The 81 babies there now are entirely cared for by their mothers who thus learn to be children's nurses.

Prison cafeteria is entirely serviced by inmates. Food is plain but good though women sometimes suffer from fumbling efforts of newcomers who can't yet cook meatballs without burning them.

Babies who die in prison are buried in cemetery outside the gates. Others are usually kept by mothers who bring them up after they leave prison. A minority are given out for adoption.
Vigilant matron watches as softball game goes on in background. Only male guards are stationed outside fence, carry no guns, are not allowed to lay hands on the women. Visiting team from a neighboring town plays the prison softball team (called "Hill") and loses. Games, like Saturday night movies, are privileges forfeited by misbehavior.

This treasured canvas, "The Fall of Icarus," was painted over 380 years ago! Brueghel's distinctive technique in blending his colors to perfection is recreated for you in the master's own style by Georges Schreiber, well known contemporary artist.

Brueghel's superb technique is the key to another masterpiece—Fine Arts Whiskey. For Fine Arts is an original blend of superlative straight whiskies—each 5 years old; each unsurpassed. Together, they achieve the whiskey blend of perfection!

FINE ARTS
A Blend of 5 year old Straight Whiskies

Distributed by Canada Dry Ginger Ale, Inc., N. Y. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 5 YEARS OLD, 90 PROOF.
In Beauty School, the reformatory girls learn to give shampoos, waves, manicures. Though prison women may not work here, they get weekly beauty treatments. Classes in typing and stenography are held in the prison's library. Here also the inmates listen to visiting lecturers on current events, sit together to knit for Britain.
encouraged to keep well-groomed. Here, inmates in chairs wear their printed recreation dresses, student operators wear white coats over regulation plain cotton garb.

Farm work is an important part of reformatory’s program. On 85-acre farm outside grounds, girls help raise pigs, chickens and vegetables for institution’s consumption.

CONTINUED ON NEXT PAGE

WHERE YOU SEE THE FAMOUS "Kicks"

There you see America's best-dressed men . . . and Portage Shoes — the high score in smartness for stadium, street or business wear. Portage is "first-team" quality. You'll wonder how it's done, at Portage prices. Get into a huddle with the nearby Portage dealer . . . or write us for his name.

PORTAGE SHOE MFG. CO., Milwaukee, Wisconsin

There you see America's best-dressed men . . . and Portage Shoes — the high score in smartness for stadium, street or business wear. Portage is "first-team" quality. You'll wonder how it's done, at Portage prices. Get into a huddle with the nearby Portage dealer . . . or write us for his name.

PORTAGE SHOE MFG. CO., Milwaukee, Wisconsin
"But at least you get it in writing!"

Letter perfect, we call it...with those sentimental little posies printed all over the moss-soft Balbriggan bed of Munsingwear's newest nightie. In it, you'll look so very fragile and protected. And you'll be protected with its light, soft warmth.

In the same grand Balbriggan...trim-tailed pajamas in solid colors that flatter you like flowers. Inexpensive...at better stores.

Munsingwear, Inc. • Minneapolis • New York • Chicago

MUNSINGWEAR Balbeauties

Fit That Lasts!

Church services are held every Sunday for Catholics, Protestants, Christian Scientists and Jews. Many women who never went to church turn to religion while in jail.

Segregation is the prison's worst punishment. Intractable cases are isolated in cell furnished only with a bed, given decent food but nothing to do until they repent.
"MY FIRST COLUMBIA RECORDS—
'DAUGHTER OF THE REGIMENT'—HOW LIFELIKE THEY ARE!"

NOW, for the first time, I hear my own voice on Columbia Masterworks. In my new recording I sing 'The Daughter of the Regiment'—and it is like magic! So real, so true to life, so clear!

"When I listen to my good friends of the Metropolitan on Columbia records, I feel as though I am standing by their sides on the stage! Have you heard Salvatore Baccaloni, Lotte Lehmann? Such rich tone—is it not so?

"As it is with my beloved opera, so it is with symphonies and instrumental works. That same dazzling clarity! These Columbia Masterworks are indeed great music. Bravo, Columbia!"

FULL-DIMENSIONAL TONE IS HERE!

Here's the secret of that rich tone Miss Pons applauds in Columbia records. A new Columbia process eliminates at least 55.3% of the surface noise. (These measurements were taken by the head of an independent, non-commercial communications laboratory.) Thus Columbia alone makes it possible to turn up the tone control of your machine and play Columbia Masterworks with concert-hall realism . . . bringing you all the lovely, "high-frequency" overtones essential to complete tonal beauty.

No more need to blot out those exquisitely rich overtones in order to blot out objectionable surface noise! No more flat, lifeless "one-dimensional" tone!

LAMINATION REDUCES SURFACE NOISE 55.3%

This exclusive new Columbia process applies a layer of fine sensitized material on the sound surface . . . material which would be prohibitively expensive in ordinary solid-stock records. The result—a brilliance of tone never before achieved . . . at least 55.3% less surface noise.

Test it! Listen to the new Columbia Masterworks. Then play any regular old-method record at the same tone level. Listen to the difference!

Columbia MASTERWORKS RECORDS

COLUMBIA RECORDING CORPORATION • A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.
SINCE THE DAY OF TA-RA-RA-BOOM-DE-AY

Your TASTE, too, has changed!

FIRST NIGHT '90
They liked things heavy way back then. Remember those ponderous jokes?
Heavy performers, too. Didn’t they call one of their favorite troupes the “Beef Trust”?
They liked to go to the theater dressed in heavy broadcloth evening clothes, festooned with heavy gold chains, fobs, and seals.
And then between the acts—and between puffs of heavy black cigars—they toasted the show in bumpers of heavy, heady whiskey.
But that heavy potion was the only kind of bottled-in-bond whiskey that could be produced by old-style methods.

FIRST NIGHT '41
Can you imagine yourself sitting through a show of the vintage of '90?
Or wearing clothes like those—except at a masquerade?
Or drinking one of those old-style, heavy, heady potions between the acts?
Of course not!
That’s why you Signal for Signet! It’s as tuned to your tastes as a streamlined revue. As different from Grandad’s whiskey as all your tastes are from his.
The first bonded whiskey of its kind. Light-bodied as Scotch. Rich, but light.
So...next time say, “Where’s Signet?” before you say, “Here’s how!”

A whiskey as distinctive as your Signature

Hiram Walker's
Signet
First Bonded Whiskey of its kind

DELIGHTFULLY LIGHT... BECAUSE IT'S AGED IN AGED WOOD

Signet is distilled for lightness. It is then aged in charred casks that have been pre-mellowed by repeated prior use. Scotch and Canadian whiskies and the rarest French brandies are also aged in casks that have been thus pre-mellowed.

Hiram Walker
MOVIE OF THE WEEK:

Hold Back The Dawn

Boyer makes love to a schoolmarm

Hold Back The Dawn is a long, quiet, competent movie that would pass without a ripple, were it not for one ingredient. That ingredient is cinema's No. 1 love-maker, Charles Boyer, this time making love to a nice American girl. And that ingredient alone will suffice to turn Hold Back The Dawn into top-drawer box-office for Paramount Pictures.

On this page you see Charles Boyer's big scene in which, taking Olivia de Havilland in his arms, he whispers love words into her ear. "I have been watching your face," he mumbles, "learning it like a poem." Other romantic phrases, uttered in a low, accented voice, are sometimes hard to catch. But millions of U. S. women will sit forward on the edge of their theater seats as he flashes at Olivia his wistful Gallic smile and opens wide on her his famous "bedroom eyes."

The setting for this exhibition is a story of European refugees who huddle patiently in a Mexican border town till, as quota immigrants, they can pass through wire gates into the haven of America. Somewhat painful and fragmentary when dealing with these unhappy folk, Hold Back The Dawn comes brilliantly to life when Boyer meets De Havilland.
Lather or Brushless Type . . . 50¢ the tube

The ultimate in shaving comfort, ready-for-action the moment it touches your face. A shaving cream that's cooling and refreshing yet softens the toughest beard instantly. Scented with Old Spice. The generous utility tubes are handsomely boxed the early American way. **Old Spice Shave Soap in the famous pottery mug . . . $1.00.**

EACH A SHULTON ORIGINAL

*Trade Mark Reg. U. S. Pat. Off. • SHULTON, Inc. • Rockefeller Center • 630 Fifth Avenue, N.Y.C.*

---

JIM HAD A "SALT-AND-PEPPER" COMPLEX

TILL A CHEF TIPPED ME OFF TO COLMAN'S

No more "flat" food at our house since I learned how to season with this choice dry mustard. Jim says it gives meats, gravies, sauces and salad dressing just the fine racy flavor men like. So I keep a tin always handy—I use Colman's to give a real chef's touch to everyday food.

---

FREE RECIPE BOOKLET

Adams Sales Corp., Sole Distributor, 3431 Mustard Ave., Rochester, N. Y. Please send me 12 new Coleman's recipes.

Name

Address

---

**Hold Back The Dawn** (continued)

In a strange beginning that resembles a trailer for *I Wanted Wings*, Boyer appears on Director Mitchell Leisen's movie set to offer his story for $500.

An auto collision gets his story really started. The school bus is driven by a U.S. teacher visiting the Mexican town where Boyer waits for a visa.

Forced to spend the night in a hotel lobby, the teacher wakes at dawn to find Boyer sitting before her. He seeks an American wife to speed his U.S. entry.

A hasty marriage by a Mexican judge gives Boyer the papers he needs to get his visa. The school teacher returns to her California home to wait for him.
BEAUTY BLURRED?
THE MASK
THRILLING EFFECT

Dirt and countless tiny, dry, dead surface cells cover face and throat with 1-MINUTE MASK of Pond's Vanishing Cream. See how much brighter skin looks—how much softer it feels!

I-MINUTE MASK

gives skin new LOOK...new FEEL

DELIGHTFUL! QUICK! This exciting new way of using Pond's Vanishing Cream! You cover your face thick with a cool mask of the cream. Smooth all over from throat up (except on your eyes). Leave mask on one full minute! Then just wipe it right off!

LOVELY RESULTS! You'll adore the fresh, bright look your skin has—the soft, soft feel of your cheek. The "keratolytic" action of Pond's Vanishing Cream mask has dissolved countless tiny bits of dead surface skin that dulled your complexion.

After the 1-Minute Mask your skin looks lighter, clearer. It feels much smoother.

Powder Base—always before powdering smoothly Pond's Vanishing Cream on lightly. It gives a flattering mat finish that holds powder for hours.

New LOOK!
New FEEL!

One 1-Minute Mask with Pond's Vanishing Cream and you'll use it always! Use in the morning, evening or during the day.

Excited over 1-Minute Mask
Mrs. Nicholas Ridgely du Pont and other society beauties who use Pond's Vanishing Cream as a powder base are delighted by the new 1-Minute Mask and telling their friends to try it. "I love this new way of using Pond's Vanishing Cream," says Mrs. du Pont.

Get POND'S Vanishing Cream today. Treat your face to a 1-Minute Mask. For generous sample, mail coupon below!

FREE! 1-MINUTE MASK

POND'S, Dept. 21-VL, Clinton, Conn.
I want to try the exciting new way of using Pond's Vanishing Cream so many society beauties are enthusiastic about. Please send me enough cream for one 1-Minute Mask—FREE.

Name ____________________________
Address ____________________________

(Please print or type in full, legible letters)

CONTINUED ON NEXT PAGE
Up in New England, where they know their maple sugar flavor, Vermont Maid Syrup is the favorite and largest seller. It comes right from the heart of the maple sugar country—blended from purest cane and maple sugars. Never varies—always rich in true maple sugar flavor. In attractive glass jugs, Penick & Ford Ltd., Inc., Burlington, Vt.

New England Favorite

Syrup with that real Maple Sugar Flavor

Vermont Maid Syrup
PACKED IN BURLINGTON, VERMONT
You add no baking powder or salt

Presto... New idea in cake flour, speeds up cake-making, eliminates mistakes, makes lighter, higher cakes by actual test...

Cake-Baking Revolutionized
You've been making cakes just as your mother made them—and her mother before her. And then—suddenly—you discover that cake-baking has been revolutionized! That's what Presto Cake Flour has done.

It's so speedy you can stir up a cake while getting dinner. It's so sure you can scarcely turn out anything less than a "championship" cake.

Lighter, Higher Cakes
Here are the three reasons why Presto Cake Flour is better for cake-baking than old-style cake flour: (1) A finely milled flour from special wheat—very fine, very soft. (2) The baking powder and salt are already added—measured in just the right proportions—scientifically. (3) Flour, baking powder and salt are then sifted together again and again—more thoroughly than you could possibly do it yourself.

This scientific sifting isn't done just to save you bother. In actual tests it makes higher, lighter cakes than the very same ingredients, in the very same proportion, sifted together in your kitchen.

With this flour you simply can't use the wrong kind or wrong amount of baking powder. (Most common causes of baking failure.) You just can't forget baking powder or salt—or mix them insufficiently—because Presto already has baking powder and salt measured and blended in.

You'll see the beautiful results in this Chintz Cake—so easy to make... and in all such things as muffins, waffles and biscuits. Presto—a premium quality flour at everyday prices. Buy a package today.

CHINTZ CAKE
A quaint, old-fashioned idea for a modern cake—easy with Presto.

Sift, measure... 2c. PRESTO Cake Flour.
Sift, measure another... 2c. PRESTO Cake Flour. Not one sale.
Cream... 1 c. butter or shortening
Sugar... 1 1/2 c. sugar
Add... 2 tsp. vanilla.
Devise creamed mixture. To one half Add... 1 tsp. grated orange rind.
And... 1 egg yolks beaten light.
Measure... 1 c. water. Add alternately with about 1/2 c. of Presto Flour at a time, in- serting an egg yolk of Presto flour smooth after each addition. Pour into one layer cake pan greased, bottom lined with waxed paper and the paper greased. Be sure pan is 1 1/2 inches deep. To other portion of creamed mixture add 1/2 c. water alternately with Presto flour at a time. Stir smooth after each addition. Fold in...
3 egg whites beaten stiff, placing one portion at a time, around edge of pan. Bake in 2 layers, 1 at each time.
Candied orange peels. Chintz
Decorate with small orange-colored candies or bits of candied orange peel and pistachio nuts for bow.

Bake... 350 degrees—45 to 50 minutes.

ORANGE BUTTER FROSTING
Cream... 2 tbsp. butter
With... 1/4 c. confectioners' sugar
And... 1 tsp. grated orange rind
And... 1 egg yolk.
Add... 1 egg yolk,
Mint in... 1 tbsp. lemon juice
Mix well. Orange juice to make spreading right.

Remember—no baking powder or salt when you use Presto Cake Flour.

10 easy tested recipes
— right on the box

(Send for illustrated 40-page recipe book—3 cents in stamps—to Nancy Halion, Hekter Products Corporation, 83 Lexington Ave., New York City.)
How do YOU rate ...with a WOMAN?

The score you get will be high or low according to how well you remember the kind and thoughtful attentions that mean so much to every woman.

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS
In the perennial battle of hat vs. hair, the hat faction has the advantage as the 1941-42 season opens. Throughout the spring and summer, hair was more in evidence than hat. Everyone, from youngsters to old women, wore glorified skull caps, mere apologies for hats, with hair all out—front, side and back. The hairdressers loved it. Hats which expose much hair usually mean frequent grooming sessions at beauty parlors.

As the fall fashion season opens, hats have done a complete about-face. Instead of the high-perched pee-wee or beanie crowns which had to be anchored with elastics, bobby pins or hat pins, the new hats sit on the head, stay put without benefit of gadgets. They have crowns made to fit the head. Some, like the cloche or beret (see page following) cover only part of the hair. Others with snoods, ruffled petticoat backs or wimple, like the one above, cover all but a wisp. The most spectacular have deep back pouches into which shoulder-length bobs can be tucked, pillowcase fashion.
HOW TO GIVE YOUR CHILDREN
EXTRA IRON
THREE DELICIOUS WAYS

Pillowcase hat, worn off forehead, has a handy back pouch for tucking in long
bobs. The profile shot (below) by Howard Hodge covers back of head and one ear.

• BREER RABBIT New Orleans Molasses gives children extra iron the way they
love to get it—in appetizing, delicious foods. And mothers appreciate the econ-
omy of giving extra iron this way.

Scientific tests prove Brer Rabbit New
Orleans Molasses is second only to
beef liver as a rich food source of avail-
able iron. 3 tablespoons of Brer Rabbit
supply about one-third of a child’s mini-
mum daily iron requirements.

Brer Rabbit New Orleans Molasses
comes in two flavors—Cream Label, a dark, full-flavored mo-
lasses; Gold Label, a light, mild-
flavored molasses.

FREE Cook Book—over 100 ways to
use molasses. Also pamphlet
on children’s iron needs.

FREE A MARK OF IDENTITY

ADVERTISED IN

”It is the BEST
Handy-Sized Dictionary!”

WEBSTER’S COLLEGIATE
A Merriam-Webster

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G. & C. Merriam Co., 707 Federal St.,
Springfield, Mass.
A BANKER NAMED J.P. INFLATION
WAS A REAL SUPER-SMILING SENSATION
OUTSIDE—WHAT A SIGHT!
INSIDE—WHAT A FRIGHT!
HIS DENTIFRICE
LACKED PENETRATION.

Clean Teeth aren't enough!

New type dentifrice with cleansing power proved by amazing Electric Eye cleans teeth, gums, the whole mouth safely, thoroughly, quickly, pleasantly!

- Clean teeth are only a start toward whole mouth cleanliness. Any good dentifrice will clean teeth. But whole mouth hygiene calls for an entirely new type dentifrice—one that's basically different from all others. Such a dentifrice has been developed by the makers of Dr. West's famous Miracle-Tuft Toothbrush. It's Dr. West's Vray! The dentifrice with tooth-cleansing power proved by the infallible Electric Eye.

Vray even looks different. And it is! Not a liquid, not a paste, not a powder... Vray combines, among other refined cleansing and polishing materials, three patented ingredients. One with a remarkable faculty for quick penetration between the teeth and into the mouth crevices. The others for their surging, foaming cleansing action.

Vray cleans differently, too! The gentle action of a toothbrush releases its vigorous cleansing power. Millions of tiny bubbles surge over, around and between the teeth, the tongue and other mouth tissue. This powerful cleansing force sweeps food particles before it, loosens and floats away surface stains and discolorations, bathes and sweetens the whole mouth.

Your druggist invites you to try Vray, a full-size bottle of it containing 231 brushings, on a satisfaction or money back basis. You've everything to gain—whole mouth hygiene... brighter, lovelier teeth... a winning smile.

HOW VRAY CLEANS:
Vray's surging, cleansing action cleans the whole mouth. See booklet packed with every bottle for this whole amazing story.

Electric Eye Test Proves Vray Makes Teeth Startlingly Brighter After a Single Brushing

In scientifically-controlled cases, the Electric Eye, a super-sensitive photoelectric instrument used in measuring the whiteness of paper, has been able to determine the true cleansing power of this new dentifrice. In case after case tested, teeth neglected or ineffectively cleaned have been made startlingly brighter, after only one brushing with Dr. West's Vray.
THE HORIZON IS 40 MILES AWAY IN THIS PICTURE TAKEN FROM SNAKE BUTTE, CENTRAL POINT OF SOUTH DAKOTA. WILDE GEESE MAKE SOME OF THEIR GREATEST MIGRATIONS.
SOUTH DAKOTA
ITS BOUNDLESS PLAINS ARE
THE HEART OF A CONTINENT

The calm immensity of mid-America is superbly recorded in the photograph at left, taken by LIFE Photographer Eliot Elisofon from the top of Snake Butte, near Pierre, the capital of South Dakota. Here, more than 1,000 miles from any ocean, the vast land sea of the prairie spreads endlessly in every direction. On this spot proud South Dakotans have erected a plain stone obelisk (below) to mark the geographical center of their State and "the approximate center of North America."

It is less than 70 years since the first wagon trains of white settlers crawled across these treeless plains. The prairie sun in summer and blinding winter blizzards were greater obstacles than mountains and rivers. So were the Sioux, fiercest of the western Indians. The Dakota Sioux wiped out Custer in Montana in 1876, and fought the last Indian battle with U. S. troops at Wounded Knee Creek, S. Dak. in 1890. Today a tenth of South Dakota's 50,000,000 acres is still Indian land.

During the drought disaster years of 1935-36, the prairie winds blew thousands of tons of soil off South Dakota's plains. Pessimists said the stripped land would never recover. But since then healing rains have fallen, and millions of once-barren acres in both the U. S. and Canada are now being reclaimed by erected wheat grass, developed by South Dakota's great scientist, Niels Ebbeisen Hansen of Brookings (see p. 106). Created wheat grass is excellent forage, needs little moisture, drives out Russian thistles within two years. In such hardy grasses, and a shift to beef and mutton instead of wheat and corn, lies a great new agricultural future for the American plains.

South Dakotans know their big, rectangular chunk of the U. S. map is one and a half times as large as England, that some of their counties are bigger than Rhode Island or Delaware. They boast that the flat bottoms of their Sioux River are "more fertile than the valley of the Nile," that their mineral-studded mountains are "the richest hundred square miles in the world," that their Bad Lands look like Heaven and Hell (see pp. 104-105), that their Black Hills were lofty peaks when "the site of the Himalayas was still a marsh." In the banks of their Missouri River, says their governor, is enough manganese "to supply the steel mills of America for the next hundred years." (It is low-grade undeveloped ore.)

But with all these glories, the biggest natural fact about South Dakota is still the windswept prairie. Rarely comfortable, often cruel, the prairie is never monotonous. In summer it smolders in a dusty haze, roads shivel against the far horizon, the landscape is banded with smoky brown and gold and green. In winter iron winds swoop down from the heavens. Temperatures on the prairie range from 46° below to 115° above. Sometimes grasshoppers darken the sky, sometimes it is dust, or hailstones big as baseballs and hard enough to dent the top of a steel automobile. But such things are easily forgotten on a midsommer evening, just before a thunderstorm, when lightning splits the sky and the air is filled with the breath of the prairie, fresh and strong and clean as the smell of a new brome. Then the prairie and the men who live on it pause and wait, tensely, happily, for the blessing that only the sky can give them—rain.

OVER THESE PLAINS. SOUTH DAKOTA'S 50,000,000 PHEASANTS PREFER MORE SETTLED LAND

FRONT and barbed wire protects Central Monument from souvenir chippers.

CONTINUED ON NEXT PAGE
"BACK EAST:" CITIES AND CORN

South Dakota is big enough to have an East and a West of its own. Most of its cities are "Back East," in the agricultural valleys of the Sioux and James rivers, which was the earliest settled area of the State. The biggest and most efficient is Sioux Falls (pop. 11,000), whose John Morrell & Co. packing plant (above), employing 2,300, is State's largest.

"OUT WEST:" MOUNTAINS AND COWS

The West begins at the Missouri River, which cuts the State in two. West of the river is great cattle country where thousands of Texas yearlings come to fatten on brown but succulent buffalo grass. When the Pierre, Rapid City and North-Western Railway was opened in 1887, cattlemen nicknamed it the "Plenty of Rough Country and No Water."

The sluggish, yellow Grand River waters the big cow county of Perkins, on the North Dakota border. Years ago thousands of buffalo perished on its banks in an unexplained manner. Their
spell. Sioux Valley farmers pay the best agricultural wages in the West—$3 a day and up. In this end of the State an average stock raiser may inventory $50,000 in cattle and sheep at one time.

In this end of the State an average stock raiser may inventory $30,000 in cattle and sheep at one time.

The East, too, is flat, as this aerial photograph shows. The State pays a bounty of $5 an acre for farm land planted in trees, but even in the river valleys of the East it takes much care and cultivation to grow shelter belts like those in the picture above. On the prairie it is almost impossible. Note, in center, chaff spouting from a threshing rig.

South Dakota's Black Hills are not hills at all, but a picturesque range of mountains covered with ponderosa pines. They include Harney Peak, highest east of the Rockies (7,244 ft.), which can be seen in distant background of view above. The hills are among the world's oldest mountains, and geologists are not certain they have stopped rising yet.
GOLD AND TOURISTS MAKE BLACK HILLS AN EXCITING PLACE

To most Easterners the Black Hills are an obscure resort where Calvin Coolidge went in 1927 and said "I do not choose to run." Actually "the Hills" are one of the liveliest entertainment areas in the U.S. Long cherished by the Sioux as a hunting ground, they were grabbed by whites after the discovery of gold in 1874. By 1870, 25,000 people lived up and down Deadwood Gulch; famed characters like Wild Bill Hickok, Calamity Jane and Poker Alice walked the streets. Today most of the gold mining is done by the giant Homestake Mining Co. in Lead (pronounced Lead).

But South Dakota's biggest gold mine today is its booming tourist trade (around $35,000,000 in 1941). Most of its visitors are from the Midwest, one or two days drive from the Hills. They come to gape at Gutzon Borglum's mountain carvings (opposite), clamber through caves, look at buffaloes and gamble in wide-open Deadwood. They come for fun, strange sights and inspiration. In the Hills they get them all.

Cement Triceratops is mounted by tourists in Dinosaur Park, overlooking Rapid City. Five such monsters, costing $25,000, were built by WPA. Rapid City is Black Hills metropolis.

The Needles are spires of Black Hills granite, pushed up from earth's interior eons ago. Erosion has worn them to shapes bearing names like Traffic Cop, Needle's Eye, the Mitten.

Wild Bill Hickok was murdered in Deadwood saloon Aug. 2, 1876. Tourists have mutilated his statue in local cemetery.

An Iowa visitor rides stuffed horse at Black Hills roadside. She was never on a live one. Price: 50¢ for two snapshots.

Potato Creek Johnnie, oldtime prospector now living off Deadwood Chamber of Commerce, gets hair-do in local hotel.

Trial and crucifixion of Christ is enacted by Passion Players at Spearfish, in northern Hills. The company is directed by Josef Meier, seventh generation Christus from Luenen, Germany.

Trial and acquittal of Jack McCall, who killed Wild Bill, is re-enacted during the summer by Deadwood citizens. McCall was freed in 1876 by miners' court, was later hanged by U.S.
THE GREAT STONE FACE OF WASHINGTON, CUT FROM ETERNAL BLACK HILLS GRANITE, LOOKS OUT ACROSS THE NATION HE SERVED.
South Dakota's Bad Lands are one of the world's most remarkable sights. "A part of Hell with the fires burned out," General George A. Custer called them. Architect Frank Lloyd Wright has written of them as "The land of pure line and evanescent color ... an endless supernatural world more spiritual than Earth." By day, when buzzards haunt their furrowed peaks (see opposite page), their chalky truncations are banded in pallid cream, rose, orange and green. Tourists rarely venture into them late at night, when the unique photographs on this page were taken. Then they are a nightmare land of crumbling temples, dead monuments, ghostly shapes and walls. Over them broods the unearthly beauty of utter desolation.

Some 800 square miles of the Bad Lands have been set aside as a national monument, 60 miles east of the Black Hills, with which they are sometimes ignorantly confused. Only eleven human beings make their home in this area, hauling their drinking water from 60 miles away. The rest is given over to rabbits, rattlesnakes, birds of prey, and the wailing wind and coyotes.
Fifty years ago, when homesteaders were still breaking up the prairie soil in east-central South Dakota, Farmer George Madsen was a prairie-born youngster of 5. Some of his father's neighbors, he recalls, made enough on their first crops to pay for their land, erect a set of buildings and put a nest egg in the bank. In those years the aboriginal soil yielded bumper crops of flax, wheat and barley. Then, in the great drought years of 1894, 1911 and 1933-36, it blew away. Farmer Madsen and his neighbors in lower Clark County, near Huron, have not had a good crop since 1927. But Madsen is still optimistic. Early this year he drove through Michigan, Indiana, Illinois and Wisconsin, seeing rich farms on every side. "They don't have anything we don't have here," he says, "if we could only get the rain."

But the sun shines nearly every day in South Dakota. Most of the State's
358,000 farm folk live on land as parched as Madsen’s 570 acres. During the long hot summer days the soil pulverizes into a fine gray-black grit. Then, when rain does fall, it coagulates in a slippery black gumbo that can mire cattle and autos. This year the dry spell began in early June. In mid-July the grasshoppers arrived and finished off Madsen’s corn (above). They also ate half his oats, his vegetable garden and flowers, a lilac bush, two trees. But Madsen’s chickens and pigs ate plenty of hoppers, and the Madsens eat the chickens and pigs.

With all this Madsen will clear enough food and cash this year to keep his family of six and send his two sons to school and college. A big, bullet-headed, solid son of Danish immigrants, Madsen is not the worrying kind. “We don’t squawk much,” he says. “When we have a good year, we save our money; when we have a bad one, we keep quiet. It ought to be better next year.”

Madsen family sits down to Sunday dinner of fried chicken, potatoes, peas, cake. Lois, who is on this week’s cover, is reaching for homemade bread. “We eat well,” says Mr. Madsen.

Hoppers gnaw madly at Madsen fence posts and even barbed wire after eating everything green in barnyard. They also eat auto cushions, house curtains, rake handles and each other.
... continue...
"Dad" Lemmon, 84, Walks the Streets of a Prairie Town He Founded in 1367
**THE G-STRING MURDERS**

GYPSY ROSE LEE TURNS MYSTERY AUTHOR

Besides earning $3,000 a week for disrobing in public, Gypsy Rose Lee has other accomplishments. She reads Marcel Prost and Karl Marx, collects modern art, dibbles in left-wing politics and tattles a vivid, satiric English in a ladylike voice. But her newest achievement is, she hopes, her most enduring one. It is a book called *The G-String Murders*, just published by Simon & Schuster at $2. As a mystery story, *The G-String Murders* is only third-rate. But as a picture of the burlesque business and, specifically, of the strip-tease profession which Gypsy herself has built into a national institution, her novel is a rich and lusty job, brimming over with infectious vitality and a hilarious jargon of her own. That Gypsy wrote it all by herself, between strip-teases is abundantly proved by her lively letters to her publisher, signed "The Naked Genius" or "The Girl With The Diamond-Studded Navel."

The murder weapon in Gypsy's story is a beaded, plush-lined G-string. A G-string is the last ornate loin-cloth down to which a teaser strips after performing, if permitted, a suitable number of "bumps" and "grinds" (burlesque dance movements). Gypsy herself plays a leading role in her own book. So do many of her friends and foes of the burlesque circuit. A backstage washroom, equipped by contributions from the cast with handsome new fixtures, forms a setting for some of the big scenes in her story. And for LIFE Photographer Eliot Elisofon, Gypsy gathered about her a company of genial colleagues to stage, in New York's Elgin and Republic "girls show houses," the high spots of her racy, rauous yarn.

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_Circled by the pages of her novel, Gypsy Rose Lee knuckles down to the page in her New York apartment to finish revisions. "The Belle of the Bistros," as she calls herself, uses a typewriter with small type because it's "refined" and a blue ribbon because it's "sexy."

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_A gauze scene in the property room of "The Old Opera Burlesque" introduces Gypsy's cast of characters. Girls who posed this fight for LIFE are all burlesque strip-teasers. Left to right they are: Gee Gee Graham (Georgia Sothern), Dolly Baxter (Gladys Fox), "called Dynamite Dolly because she works so hard and fast," Lolita La Verne (Boo La Von), professionally billed as "the Golden-Voiced Goddess," and Gypsy modestly acting herself. Dolly has just stabbed La Verne on the shoulder with a fingernail file in a tussle over the burlesque company's straight man. Balloon-like objects in background are bladders used by comedians for cooking their stage victims over a head._
**Wellesley Fudge Cake**

made with **BAKER'S CHOCOLATE**

is a taste you just never outgrow!

**Modernized Recipe** makes this favorite old-time cake more pleasing than ever!

**CREAMIER and easier-to-spread Fudge Frosting**—thanks to simpler recipe!

**Lighter, more velvety, moist crumb—due to smart new mixing method!**

**Why that old-fashioned "just right" flavor depends on BAKER'S CHOCOLATE**

The double chocolate richness of Wellesley Fudge Cake is a favorite from "way back"—practically irresistible when you make it, as your grandmother doubtless did, with BAKER'S Chocolate. For, though we cook today by surer, simpler recipes, real chocolate flavor at its best is the same old-time one that BAKER's gives. For BAKER's is what it has been since 1780—pure chocolate. Just the essence and richness of choice cocoa beans, with all the luscious cocoa butter retained and nothing whatsoever added!
There is no sensation on earth quite like that when your tired body sinks gently into a beautyrest. Your aches and weariness seem to float away...you become instantly, completely, blissfully relaxed. No wonder the buoyant support a beautyrest gives you has been called the "supreme thrill of luxury comfort."

**Things you probably never knew about a mattress**

1. Springs are joined in the ordinary mattress.
   Mattresses may look alike—but there's a vast difference in the comfort they give. That's because comfort depends on the kind of "insides" it has. And there are two main types of mattress insides.

   This is the "ordinary" type. As you see, the springs are joined together. When you push one down, others around it must go down, too. Thus, the mattress must slope toward the spot where your greatest weight lies—give you "sag" support.

2. But beautyrest's 837 coils act separately.
   Each one of beautyrest's 837 coils is like a tiny mattress in itself. Set in its own cloth pocket, each coil yields separately and independently to every whim of your body. That's because it's not joined to its neighbor.

   And that's why beautyrest gives you buoyant support. However you may lie or turn, your body is cradled—easily, completely, naturally. That's the secret of beautyrest's luxury comfort!

3. Sit on a beautyrest all you want!
   Thanks to a patented "sag-proof" border, the edges of the beautyrest can never break down. Sit on them all you want. Those deep, deep sides stay firm and even and resilient.

   Lumps and hollows just won't form on a beautyrest. Either. So, the whole mattress stays smooth and neat-looking throughout its long, long life. That's why you have to turn your beautyrest only 6 or 3 times a year!

4. This 10-year guarantee is conservative.
   If any structural defect occurs within ten full years, your beautyrest will be rebuilt free of charge. Which is a promise you'll probably never need hold us to. For these are the findings of a famous independent laboratory:

   The United States Testing Company tested the 17 leading popular-priced makes on their mattress endurance machines (Cert. Test No. 11760). No other make lasted one-third as long as beautyrest!

5. Why beautyrest stays "fresh" inside.
   Some mattresses will get stale and musty inside—in time. Not the beautyrest. The ventilators around its deep sides are not just ornaments. They really ventilate.

   Prove this to yourself. Put your hand over one of these openings as you sit down on a beautyrest. You'll feel the air come breathing out. As you rise, you'll feel fresh air being drawn back in, to keep the mattress fresh and clean and sanitary, always.

6. Beautyrest costs only a penny a night!
   Different from other mattresses, the beautyrest is always the same price wherever you go—$39.30 (within the United States).

   The beautyrest is a real bargain at this price. Figure it out for yourself. On our conservative 10-year guarantee alone, it comes down to only a penny a night for the most luxurious sleeping comfort known to man! Is that a bargain or isn't it?

Beautyrest box spring, for use with beautyrest mattress, $10.20. Or get the ace coil spring, $11.74.
"A cop's field day" is Gypsy's caption for this raid on the Old Opera Burlesque. Behind Gypsy (front center) is La Verne. Though somebody is trying to close the show, the owner says: "No artist working under my banner rides in the pie wagon." So the company goes to jail in limousines.

"Oh, those perch, they fall hook, line, and sinker for any man who wears an Arrow Tie!"

- Who wouldn't? Arrow Ties are smart, good-looking, long-wearing!
- The new fall patterns and stripes are particularly eye-catching!
- Arrow Ties make perfect knots: a special lining resists wrinkles!
- See the new Arrow Ties at your dealer's today! $1, $1.50.

ARROW TIES
At Outstanding as Arrow Shirts

Made by Chett, Proholsky & Co., Inc.

NO NEWS!
...Clever women already know this way to buy furs wisely

It's This: If you have a fur coat that's given you exceptional service, lock on the back of the pelts. See if you, too, don't find there the famous Hollander stamp — unfalling guide to long-lasting loveliness.

When you buy your new furs your furrier will gladly show you the Hollander mark on tag or label. The price of fur depends on quality of skins and workmanship, but, pay much or pay little, the Hollander mark is your assurance of enduring color and lustre. It says, "These furs will keep their beauty longer."

Hollander Mink-blended Muskrat
Available in wide or narrow stripes.

You'll find the
HOLLANDER mark on
FURS that keep their beauty longer
HE WANTS TO BE CALLED "GENERAL" SINCE HE GOT THOSE WINTHROP MILITARY OXFORDS


Below: A trim dress oxford in regimental brown, or black. Regulation boot instep. Full leather lined, with water-resistant sole and half rubber heel.

Winthrop Shoes $7.50 and up
Winthrop Colonials $5.50 to $6.50
Slightly higher west of Rockies

Write Dept. L2 for dealer's name
WINTHROP SHOE COMPANY • Division: International Shoe Company • SAINT LOUIS

America's finest
Champagne

CONTINUED ON PAGE 117
THE PARADE IS ON... as General Motors becomes the BIGGEST BUILDER OF LOCOMOTIVES IN THE WORLD

For the past three years, more locomotives have rolled from the General Motors plant in La Grange, Ill., than from any other plant in America.

Quick to act on every chance to improve service, railroad management is buying General Motors locomotives in greater numbers than any other kind.

That includes mainline passenger locomotives of course. The lines over which they run now network the nation.

It includes switchers. More than 500 are on duty in freight yards today.

It includes freight locomotives — able to bring new speed and economy to the biggest job the railroads have to handle.

And to build these locomotives requires a factory such as the world has never seen before—a completely self-contained plant in which the results of General Motors research and technological progress combine to produce Diesel engines, electrical equipment, bodies, frames and hundreds of other parts. Here these are fabricated and brought together in finished locomotives as ready to run as the automobiles that come off the line in other General Motors factories.

ELECTRO-MOTIVE CORPORATION
Subsidiary of General Motors, La Grange, Ill.

GENERAL MOTORS LOCOMOTIVES
Golden Wedding

FIVE GREAT WHISKIES “WEDDED” INTO ONE

Now EVEN THE YOUNGEST IS 5 YEARS OLD!

It's doubly a five-star hit! Golden Wedding is five straight whiskies “wedded” into one—and now every drop is five years old or older! Tonight, taste the five fine qualities contributed by these five rare, prized whiskies. Discover for yourself how superb this distinguished “wedding” can be!

A blend of straight whiskies—90 Proof—Bourbon or Rye. The straight whiskies in Golden Wedding are 5 years or more old. 11%, one straight whiskey 6 years old. 11%, one straight whiskey 11 years old. 88%, three straight whiskies 5 years old. Jos. S. Finch & Co., Inc., Schenley, Pa.
A gangster shoots it out with cops in the fly gallery. Called Ixmic the Grin because of his scarred mouth, he plunges to death to escape a murder rap. He is posed by Harry Feldstein, husband of Strip-Teaser Georgia Southern and owner of New York’s Ringside Bar and Grill, burlesque hangout.

Victim No. 3 on the killer’s schedule is Gypsy herself. Reason: by now she knows too much. So when she remains alone one night in the darkened theater to stitch a new costume, he sneaks up on her with a lethal G-string. To learn who he is and how Gypsy eludes his homicidal intent, read her book.


**WALK-OVER**

**OUT LATE LAST NIGHT**

**Spry as a colt this morning!**

HERE’S HOW

Last night he row to it that he highballs were mixed with tangy White Rock.

Before going to bed and again in the morning, he had a glass of plain White Rock.

Beneficial, cooling mineral salts in White Rock combat acidity. Help protect you against over-acidity. Make you feel better next day. Improve your highball.

FEELING FINE THANKS TO

**White Rock**

Sparkling Mineral Water

Other White Rock products: Sarsaparilla, Ginger Ale and Q (for ice and soda)
One day last summer a group of men sat in the office of Rear Admiral Portal, chief of the British Fleet Air Arm, discussing the amount of refrigerating equipment in Germany. One night, shortly thereafter, British bombers, launched from an aircraft carrier on the Mediterranean, set fire to the great cork forests on the Italian island of Sardinia. Between these two events lay a close and calculated strategy.

The men who had gathered in the Rear Admiral’s office were British economic experts. They had discussed refrigerating equipment in Germany because the Nazis, in their efforts to counteract the British blockade, were building cold-storage plants to preserve their available foodstuffs. Cork, said the experts, is an important item in the manufacturing of cold-storage equipment; and Germany imports cork from Sardinia.

The Rear Admiral got in touch with Air Chief Marshal Sir Charles Portal, Chief of the Air Staff of the R. A. F. and Britain’s No. 1 man in the air. Portal considered the triangle inextricably linking Sardinian cork and German cold-storage plants with British bombs, and flashed a green light. A few nights later the amount of Sardinian cork henceforth available for German use was reduced by fire and flame.

The pyrotechnics of the Sardinian raid are only a Roman candle in the giant bombing display which the R. A. F. under Portal and the Fleet Air Arm under Lyster hope to put on. With the persistence of a district attorney bent on destroying a gang, Portal is at present engaged in the systematic business of destroying the ability of the Axis to continue the war. He hopes the destruction of Sardinian cork is simply a flicker in the conflagration that will eventually consume the railroads, oil plants, canal locks, hydroelectric works, armament factories, naval bases, shipping, and, if need be, the homes and the farms of the Axis.

In an Empire which last year proved it could take it and which this year shows signs of dishing it out, Air Chief Marshal Portal is the chief dishing-outer. By last week his bombers were lighting up fires in western Germany, northern Italy, Africa and Berlin. His fighters and light bombers were commuting across the Channel in the fourth month of their almost daily round of work above the Lowlands and France. A few British planes were fighting in Russia, many more in the Middle East. In Singapore new planes were being uncrated. On a hundred-odd airfields, tucked away in Britain, the Dominions and the U. S., nearly 100,000 young airmen were learning to fly for the R. A. F. Big-bellied Catalinas and Sunderlands were shepherding precious convoys and searching for Axis raiders and submarines on the world’s seaways.

As Chief of the Air Staff, or CAS, Portal occupies a high perch in British officialdom. Above him are his immediate and sole superiors—the Churchill Cabinet and the Committee of Imperial Defence of which Portal himself is a member. Below him are his immediate subordinates—the eight Air Marshals of the eight R. A. F. Commands (Bomber, Fighter, Coastal, Middle Eastern, Balloon, Ferry, Far East and Army Co-operation). Portal’s job is to lay down the general policy of the R. A. F. Portal maps the strategy. His subordinates work out the tactics. He decides what types of targets shall be bombed. Air Marshal Sir Richard Peirse, chief of the Bomber Command, then decides when and how to bomb them. Portal decides what types of British targets shall be defended. Air Marshal Sir William Sholto Douglas, chief of the Fighter Command, then decides how to defend them. Portal decides how many planes shall be allocated as between the British Isles, the Middle East, the Far East and now Russia. The chief of the Ferry Command and members of the Air Staff then decide how to get them there. The orders which sent several American-made Catalinas winging over the Atlantic in search of the fleeing Bismarck were given by Air Marshal Sir Frederick (“Ginger”) Bowhill, then chief of the Coastal Command. But the general policy which makes Axis sea

**Continued on next page**
raiders a "must" on the R. A. F.'s target list is Portal's. During the epic chase Portal stuck close to his London desk. As he does when a 'big show is up,' he slept underneath his Air Ministry office in a small room set aside for this use. Each morning, however, he briefly returned to his nearby hotel. "Come what may," says his valet, "Sir Charles insists on a freshly pressed pair of trousers each day."

He takes up "the sport of kings"

Charles Frederick Algernon Portal, more commonly known as Peter, is an exception to the rule that military leaders must be handsome like Pershing, grandfathers like Pétain, mustachioed like Baddenay, diminutive like Napoleon or gargantuan like Göring. Portal is none of these. He is a traveling salesman's 5 ft. 11 in. tall, big-boned but slight, with a beakish nose and balding black hair. Two British army officers, seeing him for the first time when he arrived at Buckingham Palace last New Year's Day to be knighted, gaped in one breath: "Good God, he's fantastically ugly!" The swarthiness of his complexion is possibly a throwback to his sturdy French Huguenot ancestors who, after weathering ten years of religious persecution in France after the revocation of the Edict of Nantes, finally fled. They arrived in England in 1609, with a shipment of wine. When one of the empty wine casks was opened, Portal's French forebears stepped out.

Portal himself was born of a well-to-do family in Hungerford, Berkshire, 48 years ago. As a boy he played cricket with his two brothers and father at the local Hungerford club. It was during one of these matches that news reached the elder Portal that a fourth son had been born. "Hurray," he shouted with a cricketer's zeal, "we'll soon have enough for a Portal 'eleven'!" The Portal team spirit flagged, however, and today, aged 56, the elder Portal presides as justice of the Peace Court of Pangbourne and is still the father of only four sons. Recently Churchill offered the Air Chief Marshal a fine cigar for his father. "It's much too good for father," Portal jokingly replied, "I'll smoke it myself." The Prime Minister then offered Portal a second cigar. Next day Portal's father strode into court, pulling away at Churchill's Havana.

After a schooling in Surrey, Peter Portal was dispatched to the great English public school of Winchester, where Matthew Arnold, A. P. Herbert, Air Chief Marshal "Stuffy" Dowding, General Sir Archibald Wavell and a host of other British leaders outgrew their britches. He became an excellent left-handed bowler and set the school cricket record at the age of 13. The most charitable tribute his headmaster could offer Peter as a scholar, however, was that he
"Think more of his hawk than his work." The headmaster's comment alluded to the fact that Peter was a follower of the 4,000-year-old sport of falconry. As a child, reading medieval tales, he became fascinated with the ancient "sport of kings" and upon encountering a hawking club out with their birds, he determined to master the art. He was soon breeding hawks and, when 16 and at Winchester, he wrote scholarly articles on the subject for Field magazine. One of his articles observes with the precociousness of an overgrown Quiz Kid: "When flying at partridges with Tiercel or male Pergrine, the *modus operandi* is as follows—if the birds stop well out in the open, we walk around them so as to get to windward, unhoo the hawk and throw him off..." Lady Portal still treasures the manuscript.

Of the world's few remaining australians, as falcons are called in their archaic jive, the two most illustrious are Portal of the R. A. F. and Göring of the Luftwaffe. What strange psychological nuance should thus unite the world's two bitterest rivals for mastery of the European sky may be left to a psychologist's study, but it may be noted that like aerial warfare, falconry is a deadly art. Portal himself has remarked that a well-trained hawk, power-diving with unerring aim on a quarry of unsuspecting partridge or quail at 200 m.p.h., is "the dive bomber of nature." Portal, however, has no intention of playing partridge to Göring's hawk.

**He races off to war on a motorcycle**

Besides hawking, young Peter indulged in the dangerous and then novel sport of motorcycle racing. Poultry and pedestrians scrambled for shelter when Peter came swerving down Hungerford's streets. When he left Winchester and entered Christ Church, Oxford, in 1912, Portal left his hawks at home but took his motorcycle with him. In 1914 he won first place in the unlimited class of the Inter-University Hill Climb.

The assassination of the Archduke Franz Ferdinand a few weeks later found Portal "reading my law and eating my dinners" in London's Inner Temple where he was studying to become a barrister. On the day that England declared war, the future flying leader of the Empire was racing his motorcycle in a country meet. At the end of the race he continued riding until he reached Oxford where he tried to enlist in his brother's regiment. He was told that he would need at least six months' training before being sent to France, but that if he volunteered as a motorcycle dispatch rider, he might reach the front more rapidly. Portal thereupon remounted his motorcycle and sped on to Chatham. There he enlisted as a corporal in a motorcycle unit, received a kit and eight days later landed in France.

The early days of the first World War were an unbroken succession of Allied nightmares. As there was no wireless at the front and as

**CONTINUED ON NEXT PAGE**
PORTAL (continued)

telegraph lines were down, British communications depended largely upon the ability of a small band of young motorcyclists, including Portal and Anthony Wilding (the Australian tennis champion), to get through the Flanders mud. Portal performed his share of the task so well that, as Corporal 18081, he was mentioned in General Sir John French's first dispatch. During the week of the famous retreat from Mons, Portal scraped together four consecutive hours' sleep. On the seventh night he fell asleep over the handlebars, crashing into the automobile ahead. The car that Portal had rammed was carrying General Sir Douglas Haig. Haig stepped out and the general who was to become the commander in chief of the British Army picked the corporal who was to become the future CAS up out of a roadside ditch. After Portal mumbled that he felt all right, Haig drove on. Portal still carries a scar over one eye and, although he is too tactful to mention it, he implies that Haig might have offered him a lift.

On another occasion a bursting shell killed five fellow dispatch riders and blew Portal through a doorway. Pulling himself together, he was administering first aid to the wounded by the time the ambulance arrived.

In the second summer of the war Portal joined the Royal Flying Corps, as the infant R. A. F. was then called. Fighting on the Western Front had mired down and dispatch riding had become correspondingly routine. To his new job, Portal brought enthusiast and little else. In 1915 he had taken his first flight when he flew 20 miles as a passenger in an early Avro machine from Larkhill to Hungerford for tea. The pilot, then a young R. F. C. lieutenant, was Robert Brooke-Popham. Today Brooke-Popham is the Air Chief Marshal in command of all British forces in the Far East. The planes he receives come with the approval of his former passenger.

Portal's first brush in aerial war was as an observer, seated in the rear cockpit of a small, wobbly Morane "Parasol." Men had never before fought in the air and to those men belonged the thrill of pioneering. Except for a Lewis gun which fired only in the direction in which it was attached, the observer was expected to improve his own means of defense. In Portal's case, this was nearly a matter of life or death, as the 31-year-old observer discovered that the cockpit was too small to hold both the Lewis gun and his own gangling legs. When a fellow flier graciously offered to sell him a Winchester automatic rifle with which to replace his Lewis gun, Portal accepted and paid $10 out of his pocket. Several months later, while home on leave, Portal was fingering through a gunsmith's catalog. His Winchester was listed for $12.

The first flight of the R. A. F.'s future CAS had the spontaneity of a poorly rehearsed vaudeville act. With Portal in the observer's seat, the pilot flew over the German lines and then lost his way. Portal navigated home. With commendable understatement he later remarked: "I took a very poor view of flying in those days."

Portal almost bags Immelmann

As an observer Portal came up with one of the cagiest tricks of the war. The victim of Portal's craftiness was Max Immelmann, originator of the famous "turn" and the first aggressive German flying ace. For months he had been hawking the R. F. C.'s planes by paroling at ceiling height and then swooping down on their unpro-
While there is no record that Portal ever went off on a raid in pajamas or took down three enemy planes before flashing his teeth, he eventually carried out four bombing raids in one night and five more the next. The story, which is probably apocryphal, but the rather enjoy it, is that Portal was sitting at the officer's mess in the Officers' Mess, not long before the American's arrival on the scene, and a few of the Regulars were saying that Portal was a model officer and a great flier. Portal retorted that he was a model officer and a great flier, and then added that he had never been in any raids because he was too busy training the pilots.

Annuity was a cockrel's name. Billy Billy, Bing's chiefUIViewed as a cockrel and toad, the story of the American's arrival was not, however, the only thing being said round that table. There was also a lot of talk about Portal's victory over the German ace. "I knew Portal was going to get him," said one officer. "I knew he was going to get him." Another said, "I knew Portal was going to get him," and so forth. Portal actually got him in the end, but the others were right, too. Portal was a great flier, and he never had any trouble getting his own victories. The story, which is probably apocryphal, but the rather enjoy it, is that Portal was sitting at the officer's mess in the Officers' Mess, not long before the American's arrival on the scene, and a few of the Regulars were saying that Portal was a model officer and a great flier. Portal retorted that he was a model officer and a great flier, and then added that he had never been in any raids because he was too busy training the pilots.

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WHAT STRANGE ATTRACTION draws beautiful women to a man like this? Horse-blanket overcoat? Manly physique? Glamorous "it"? No... it's none of those things.

He has the mark of success. He smokes a Blackstone Cigar. That's what gets him places! See for yourself. Switch to Blackstone Cigar... the choice of successful men.

BLACKSTONE CIGAR BIG HIT WITH 17% EXTRA SMOKING!

Famous all-Havana filled cigar offers smokers new extra-dividend in smoking pleasure

REGULAR SIZE

NEW LONDRES EXTRA

17% EXTRA SMOKING!

Yes, sir! That's what's winning smokers from coast to coast to the new Blackstone Londres-Extra. Compared to the regular-size Londres, that's just like getting a ten-cent cigar free with every six you buy. Same finest long-leaf all-Havana filler. Yet, the price is still only 10c. Ask for the new Blackstone Londres-Extra today!

SIZE AND SHAPE FOR EVERY TASTE!

Every man to his own taste... and the Blackstone line is the place to find it! Blackstone Perfecto, 2 for 25c. Blackstone Londres-Extra, 10c. Blackstone Cabinet, 10c. Blackstone Panetela, 2 for 15c. Blackstone Junior, 5c. All filled with the finest and costliest Havana tobacco grown in all Cuba. Treat yourself to a Blackstone Cigar today! Enjoy the smoking luxury that only the finest 100% Havana filled cigar can give you.

WALTZ & SONG, INC.
310 Sherman Ave., Newark, N.J.

PORTAL (continued)

"West Point" of the R. A. F. Two years later he was invited to attend the first course given at the newly created R. A. F. Staff College. The instructor, Sir Wilfrid Freeman, with whom he had flown in 60 Squadron, considered him the most brilliant pupil in the class. Today Sir Wilfrid is Portal's first assistant.

At the end of the course Portal was posted to the Directorate of Operations and Intelligence at the Air Ministry. The year was 1933 and it was "about this time," says Lady Portal with the finality of a time clock, "that Peter began to work." His ability was so readily apparent that by 1935 Captain Harold Balfour, another 60 Squadron oldtimer and the present Undersecretary of State for Air, prophesied that "Portal is a certainty for the position of future CAS."

One incident that deeply impressed Portal's colleagues and superiors occurred in 1937, when Portal was given command of a bomber squadron at Worthy Down. Six weeks after his arrival he proved to be the best bombardier in the R. A. F. With Portal at the bomb-sights, his plane won the coveted Laurence Minot trophy for accurate bombing in 1937. He won the trophy again in 1938. After that he did not compete.

He delivers a model scolding

Another stretch at the Air Ministry followed his stint at Worthy Down, and in 1934, at the age of 41, he was the youngest man ever entrusted with the Aden Command, which controls the entrance to the Red Sea. Aside from the heat, the chief difficulty of the Aden Command lies in controlling the Arab tribesmen who live in the hills. In Mesopotamia after the war the British had devised an ingenious and remarkably humane weapon, known as the "inverted blockade," to crush tribal revolts with minimum bloodshed, and Portal perfected the method at Aden. As he explains it, the system is to offer a law-breaking tribe the choice between paying a fine and surrendering the culprits, or evacuating their villages and fields. Instead of being blocked in, they are blocked out. One ultimatum addressed to the tribesmen by Portal might well serve as a model scolding, softened by some sound fatherly advice: "If you don't produce the fine and the men, you must leave all your villages and fields, taking all your property and animals with you and keep away until the Government gives you permission to come back. The Government will do this as soon as you have complied with the terms. Until you have complied, your villages and fields may be bombed or fired on at any time, and you are particularly warned not to touch any bombs that don't go off, as, if you do, you will probably get killed."

Besides learning a great deal about Arab psychology and colonial
rule, Portal learned how to sail and take photographs at Aden. In return he introduced guns and swordfish training to the garrison. Portal developed his interest in sailing and photography with the same characteristic thoroughness with which he had previously learned to breed hawks, race motorcycles and wage war. He sailed before dawn every day and read every available book on the subject. Later he sent to England for a specially built boat, and after it arrived he coped most of the races. As an amateur photographer, he specialized in microphotographs of shells and plant life. Today he owns enough photographic equipment to open shop as a professional tomorrow.

In 1935 Portal left Aden, served briefly in India, and returned to London to teach "air strategy" at the Imperial Defense College. At the same time he served as the highly important Director of Organization at the Air Ministry and in 1937 was promoted to the rank of Air Vice Marshal. What Portal taught and what plans he hatched are military secrets, but Portal's touch is apparent in the all-around excellence of the training which British air crews receive and in the persistence with which the R. A. F. specializes in accurate bombing against specific targets. As a World War airman who made his greatest reputation as a spotter for artillery, Portal plucks away on the theory that bombers should bomb with the accuracy of ground guns.

The start of this war found Portal a full Air Marshal in charge of R. A. F. Personnel. This important administrative post gave him a seat on the supreme Air Council, but little say in the actual conduct of the war. Although Poland was mercilessly bombed, the war in the air remained in its chrysalis stage and British "bomphlets" raids on Germany were scarcely calculated to excite a hard-hitting slugger like Portal. It was against this background of strategic inertia that Portal was suddenly made chief of the Bomber Command in April 1940 by Air Marshal Sir Cyril Newall, the CAS whom six months later Portal replaced.

Shortly thereafter the bombing of Germany, Britain and France began in earnest. When France collapsed, Portal pretended that Britain's chances had rarely been brighter. Concealing his own fears, he would enter the officers' mess at the Bomber Command, cheerfully rub his hands, order his sherry and sit down to chat. Several months later when the worst of the peril had passed, Portal called his officers together to thank them for the courage they had shown during those days. "I can tell you now," he confided, "that there were days when I came into this mess almost believing that all was up."

Last October Portal was just as suddenly hoisted out of the Bomber Command and made CAS by the Churchill Cabinet. His first words on hearing the news are said to have been: "Good, now I'll bomb hell out of them." The raid on Munich which followed was Portal's personal inspiration. He felt that a raid on the city, while

Continued on Next Page

Blackie: "People have a lot of faith in us, Whitey"
Whitey: "Naturally—we always lead them to pleasure, Blackie"

- Black & White leads you along the road to perfect satisfaction... because this famous Scotch has character—an individuality that assures you a most pleasing bouquet and a most magnificent flavor! Be sure to ask for Black & White!

"Black & White"
The Scotch with Character
BLENDED SCOTCH WHISKY • 86.8 PROOF

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PORTAL (continued)

Hitler was then celebrating the anniversary of the Beer Hall Putsch, would dampen German morale, if only momentarily. Like his opponents, he is interested in the psychological effects of bombardments, and the British may yet teach the Germans a trick or two when it comes to screaming bombs and screamers on planes. Portal himself immensely enjoys hearing stories indicating the exaggerated fear that German civilians have of incendiary and time bombs, and one of his most pleasant chores is examining the diaries and documents of captured German airmen. It is the R. A. F.'s boast that it not only knows the precise whereabouts of almost every Luftwaffe squadron at a given moment, but that it even knows the color of the squadron leader's mustache.

Like Nelson at Trafalgar, Portal was 47 when he was made CAS. In six years he has risen from Command of the Aden outpost to the highest position in the R. A. F. He was the first real airman the R. A. F. has ever had for a CAS, and the youngest. He is also one of the coolest cucumbers in the R. A. F. 's patch. Typically, on the night of the great German "fire raid" on the city district of London, Portal could not be found. Finally one of his Air Marshals discovered him on the roof of the Air Ministry, grimly watching the Nazis trying to burn London down. "Well," said Portal with the awe of a rook who has just seen an umbrella for the first time and with the determination of a CAS who expects to drive the Luftwaffe from the sky, "that was an amazing sight that will never be seen again."

Except for Erhard Milch, Portal has never met any of the top Luftwaffe men and has never visited Germany. Although British pilots tend to call their opponents "Jerry," in the Air Ministry, where memories extend back to World War days, the Germans are called Boche or Huns. Portal calls Hitler "Adolf" or "That Man." While there is no position quite comparable to Portal's in the Luftwaffe, Göring is Portal's closest counterpart on the国外. Marshal also plays a massive political role in the Reich. Other than a mutual interest in planes and hawking, their personalities could scarcely be less alike. Portal is a Caspar Milquetoast compared to Göring's Falstaff. Whereas the No. 2. Nazi owns a Palace, a castle, a hawking lodge, a countryside mansion and a large piece of the wealth of Europe, Britain's No. 1 airman owns home and sleeps in a hotel bedroom. Whereas Göring may wear any one of an estimated 370 different uniforms, Portal's uniform has not changed since his junior officer days except for a few stripes and a piece of gold braid on the cap. Göring habitually bellows out orders with a pair of Wagnarian lungs and whacks subordinates enthusiastically across the back; Portal invariably prefaxes his instructions with an almost apologetic "Do you think you could do this for me?" and employs no gesture more violent than prodding a subordinate in the ribs with the stem of his pipe.

While Göring stuffs himself on whipped cream and entire cakes, down vast kugels of beer and munches cold cuts and drumsticks between meals, Portal eats with the parsimony of a sparrow and the regularity of a metronome. Most of his meals, sent down frisht from the canteena of the Air Ministry, are eaten at his desk from a tray. He has an Englishman's taste for roast beef and lamb and usually tops off his meals with an apple. He chose apples with the same careful consideration that might lead him to buy Italian spaghetti factories instead of German oil plants. After comparing the relative merits of several fruits, he selected apples because: 1) they are the most readily obtainable; 2) they require the least trouble to prepare; 3) they can be eaten while reading reports.

All Portal's boyhood chums were killed in the last war and he has intimate friends of Sir Wilfrid Freeman, his vice chief of staff, and Captain Harold Balfour than anyone else. His oldest daughter, Rosemary, 17, is taking a secretarial course in London. Another daughter, Mavis, 14, is away at school. His brother Reginald was captain of the cruiser York which was sunk with small loss of life at Crete. With Lady Portal, who shares herself with welfare work, Portal lives in a London hotel bedroom with bath. The room contains twin beds and two dressing tables. Suitcases are piled in one corner. Several yachting manuals and a heavy battered copy of The Oxford History of English verse rest on a bedside shelf. In the corridor leading to the bath hang a raincoat, an extra R. A. F. uniform and a cap. Except for a colored print of The Eagle, an early experimental airstrip, the room is devoid of decoration as the warroom of a battleship designed down for action. Although the greatest aerial war in human history has necessarily confused his reading, he has recently finished C. S. Forester's Brown on Resolution and Richard Llewellyn's How Green Was My Valley. Lady Portal bought him For Whom the Bell Tolls, "When he
saw the length of it," according to Lady Portal. "He about fainted."

The R. A. F.'s friendly grouse is that duty keeps Portal strapped to a desk. As a result, he has probably seen no more of the action of this war than a London or Dover civilian. His "day" begins at 9 a.m. and ends at any time within the next 24 hours. Much of it is taken up with confidential reports, with interviewing British pilots home from a particularly interesting raid, with phone calls or visits from the Air Marshals of the eight R. A. F. Commands. Portal is in frequent conference with Archibald Sinclair, the Secretary of State for Air, who has an office down the hall. While Sinclair is nominally Portal's boss, there is a great deal of give-and-take between the two men. Portal passes on Sinclair's ideas from a technical view and Sinclair passes on Portal's from a political. Portal attends the almost daily meetings of the War Cabinet and confers privately several times a week with his two opposite numbers in the senior services—Admiral Sir Dudley Pound, the First Sea Lord, and General Sir John Dill, chief of the Imperial General Staff. Some measure of how strenuously Portal works may be gathered from the fact that although Portal by rights should have joined Pound and Dill at the recent Roosevelt-Churchill meeting, the pressure of war kept them at his desk and he sent Sir Wilfrid Freeman instead.

Portal outquotes Churchill in Latin

The CAS sees Churchill one or two evenings a week at the Prime Minister's famous dinners at No. 10 Downing Street and probably weekends more often with Churchill at Chequers than any other man in the services. Churchill smokes his cigars, Portal puffs on the 'Summer Flowers' tobacco in his pipe. One of their running discussions concerns the desirability of teaching Latin in English schools. Portal favors its use, if restricted to honor students, and the Air Chief's Marshal's ability to outquote the Prime Minister in Latin is a minor point in favor of Winchester over Harrow.

Portal's men have the same confidence in him that Notre Dame teams had in Rockne. Like Portal, most are convinced that, given enough heavy bombers raiding Germany and Italy day and night, Hitler and Mussolini can be made to eat humble pie. Although some R. A. F. officers call Portal "a bomber boy," implying that he is overly concerned with bombers and offensive war, Portal's answer is justified by the last two years: "We won't win the war with fighters and we're in this war to win it."

There was at one time, however, a dark intrigue afoot against Portal. In the corridors and offices of the Air Ministry, members of his staff conspired last winter to make him take an occasional badly needed rest. He finally compromised and promised to take one day off a month. On the morning that he returned from his first day off, the conspirators asked how he had enjoyed fishing for trout on the Ichen or Test or flying the model airplanes that he builds. "Why," reported Portal, "my wife and I had a fine time. First we went to the movies in London. Then," he continued, coming to the climax of his day, "I went to the dentist."

His eldest daughter, Rosemary, now 17, enjoyed riding on her father's back when she was 7 (above). The house in the background is Sulham Hall, Portal family estate.
At rehearsal, church is dimly lit, undecorated. Actual ceremony is repeated except repeating of vows, putting on ring, pronouncement of couple as man and wife as minister puts stole over crossed hands, and blessing.

**REHEARSAL FOR A FORMAL WEDDING**

**1** Ushers come down aisle in pairs, four pews apart, start wedding procession. No one is seated after the procession starts.

**2** Best man and groom (right) come from minister’s study as procession starts, stand at foot of chancel, face aisle, await bride.

**3** Bridesmaids follow ushers. Matron of honor (with a hankie as bouquet) walks alone. Last comes bride with father.

**4** Bride and groom follow minister up chancel steps. Matron of honor and best man are told to wait until couple reach rail.

**5** Bride hands bouquet (pocketbook at rehearsal) to matron, thus freeing her left hand for the ring ceremony. Best man has ring.

**6** Bride’s right hand is held in groom’s right hand. In actual ceremony, minister then pronounces them man and wife.

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In newspaper readers in the United States in this troubled year of 1941 turn to the pages of social doings in any community, they will find that despite the European hell and high U. S. taxes, the young people of this country are involved in a great wedding boom.

In peaceful times young adults deliberate, weigh, powder and postpone marriage. In acutely disturbed times they plunge. In 1940 marriages in the U. S. reached an all-time high of 1,500,000. During the first nine months of 1941 they seem to be going at the same brisk pace.

Although Justices of the Peace and town-hall clerks have all been chasing in on the marriage rush, the most popular type of wedding still is the one in which the community, represented by family and friends, participates. In all ages there have been rebels who have sneaked off and done their “hitching” in relative privacy. They have assumed that their union was a private matter. It isn’t. Marriage, as an institution, is the uniting of one man and one woman for the continuity of the race. It is a contract, the most important any man or woman can make, for the production and maintenance of children. Religious ceremonies, proclamations, festivals and invocations to supernatural powers are all deliberate social attempts to impress Him and Her with the importance of their act.

In modern Western civilization the church wedding is the generally accepted form of solemnization of a union between man and woman. In the U. S., church weddings are more numerous than any other kind. They may cost nothing or many...
thousands of dollars. Cost depends on such trimmings as flowers, canopy, music, church fees. Whether large or small, most church weddings follow a set pattern. Each move, each participant has a definite function and meaning. As an example of how a formal church wedding should be conducted, LIFE here presents a rehearsal and an actual wedding, followed by a wedding reception. All were conducted under the supervision of Madeleine Torrens, professional wedding consultant.

The wedding photographed is that of Helen Janet Johnson of Pelham, N. Y., to Edward George Johnson of North Hills, Long Island. They were married last month in the Church of the Heavenly Rest in Manhattan. The rector, the Rev. Dr. Henry Darlington, officiated. Dr. Darlington gave his approval to the taking of the pictures in the hope that even greater numbers might be influenced to be married in church. He has witnessed the sobering effects which a talk with him before the ceremony, and the public pronouncements of the marriage vows, have had on even the most slap-happy youngsters.

At the Johnson wedding, as at all weddings, the younger friends heard for the first time the solemn promises, the binding pledges which are exchanged. Older married folk were reminded of their own marital vows. As Helen Janet and Edward George stood before the altar and publicly pledged their troth, all those assembled four times heard and four times were impressed by the everlasting promise: "to have and to hold from this day forward, for better for worse, for richer for poorer, in sickness and in health, to love and to cherish, till death us do part."

At wedding, church is ablaze with lights. The altar, chancel and pew entrances are decked with flowers. The bridal party is all dressed up. Bride's friends are seated at left, groom's at right, families in front pews.
Pathfinders. . .last Decis-Made.

Always clean and free from goo no matter how often you smoke it. Challenging higher-priced pipes in better quality and value.

Handkerchief Test Proves VITAL ZONE ALWAYS SPOTLESS

No Goo Can Pass Mission Guard

It's Custom Sealed

Non Plus

Hesson Guard

Milano

constipation is not creased overnight...certainly you should not expect to overcome it overnight by violent high-pressure methods that leave you "woozy." A tablespoonful of odorless, tasteless Nujol each night and morning establishes effective intestinal lubrication, gives continuing relief from ordinary constipation. Not "just another" mineral oil—Nujol's viscosity is scientifically controlled to give best results. Get a bottle at the druggist's.

In church vestibule, bride, on father's left arm, prepares to enter church at end of wedding procession. (Bride sometimes takes father's right arm.) Matron of honor, here awaiting her cue to step forward, follows bridesmaids, walks about twelve feet in front of bride. Veil over bride's face is usually raised at conclusion of ceremony.

"But, Mother, what's there about Nujol that you haven't found in those other things you've taken for constipation?"

"Just this, my dear — effectiveness with out unpleasantness. That's Nujol.

Save From the Bottom Up

V for VICTORY with VITAMIN B complex

For Vigor and Vitality...tone in active blood and quick step.

Good Morning

In a pure, efficient and invigorating supplement to the diet...contains natural vitamins only. Send $1.00 for trial sample for free information.

Mykon Company

130 W. Jackson Blvd.
Chicago, Illinois.
Alone at last, bride and groom are first to leave church. Since bride’s car was last to arrive at church, it remains parked at entrance until she is ready to leave with her husband. Bridesmaids and members of both families come next. Ushers are last to leave, must linger until all guests in reserved section have been escorted from seats.

At the reception, before the guests arrive, bridesmaids let off steam with shrieks and whoops. As guests begin to arrive from church, bride and groom, bride’s father and mother, groom’s father and mother, matron of honor and bridesmaids form receiving line, stand until the last guest has been greeted. Ushers and best man are not in line.
ACTORS’ FACES are EXTRA sensitive to Shaving Cream

In "ARSENIC AND OLD LACE," Boris Karloff terrifies Helen Brooks. At left, Mr. Karloff removes his make-up. He says: "The continual removal of heavy make-up is hard on my skin. My face gets so sensitive that I must avoid irritating shaving creams. I always insist on Williams—it never stings or burns. And it makes my whiskers go limp in double-quick time!"

that's why - BORIS KARLOFF uses WILLIAMS

To REMOVE stage make-up, heavy towels—sometimes strong chemicals—are needed. Add to this the irritation of close daily shaves. It's no wonder that actors' faces are extra sensitive to shaving cream!

To make a mild shaving cream, top-quality ingredients must be used, and combined as carefully as a prescription. Such a cream is Williams, blended with the skill of over 100 years. Snow-white, creamy-lathering, mild—Williams Shaving Cream lets you shave closely with comfort.

TRY A TUBE AT OUR EXPENSE. We'll be glad to send you FREE a generous tube of Williams Shaving Cream. No obligation! Just send your name and address on a post card to The J. B. Williams Co., Dept. CS-1, Glastonbury, Conn. Offer good in the U. S. A. and Canada only.

ALFRED LUNT says: "Removing make-up gives my skin daily punishment, so I must be doubly careful about my shaving cream. I have found Williams Shaving Cream to be exceptionally easy on my skin."

Bride's table is usually the largest and gayest at party. Bride sits to groom's right, best man at right of bride. Maid or matron of honor sits at groom's left. Others at
bide's table are bridesmaids, ushers and respective husbands or wives. Parents of couple are never seated with the bridal party, but at second largest table nearby.

CONTINUED ON NEXT PAGE

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MOTH and SHOWER REPELLENT

IS THERE ROOM IN YOUR WARDROBE FOR ONE VERY FINE COAT?

Actually, you'll never enjoy peak satisfaction until you experience Alpagora's smart styling and good looks... the unbelievable comfort of its weightless warmth... the phenomenal durability of its soft luxurious fabric... the advantages of its RESISTANCE TO MOTHS AND MOISTURE. See yourself in an Alpagora today... at leading men's clothing and department stores.

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THE TOPCOAT

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"DO IT YOURSELF"
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"Why put up with unsightly cracks, holes, nails, in wood, wallboard, plaster and tile when SCHALK'S CRACK FILLER is on top? All you add is water. Won't shrink; dries hard; can be colored any shade. A magic repair-kit, 10c!"

"Do over your floors yourself... by using this white magic that 'removes' and bleaches in one operation. All you need: a can of DOUBLE X (75c at paint, hardware stores); a roll of boiling water; a brush or mop and steel wool!"

"Want to be sure the varnish will dry? Then take this tip from an old hand: don't revarnish or re wax before you WAX OFF. The only product of its kind! Removes wax, floor oil, polish; can't explode; can't hurt your hands. Only 10c!"

"Any caked-up paint brushes huddled away in attic or garage? Be thrifty... save 'em with SAVABRUSH. Dissolves paint, varnish, shellac, enamel; makes the bristles good-as-new overnight. A 10c carton will 'save' several brushes!"

"And, finally, when it comes to scuffing around and fixing things so they stay put, SCHALK'S WOOD PUTTY can't be beat. Easy to work; contains real wood; costs only a dime, yet saves many a dollar in household repairs!"

Paint, hardware and lumber dealers all over America carry these "Do It Yourself" items guaranteed by Schalk. If your dealer is not supplied SEND 10C for a "Get Acquainted" package of any item; 50c brings all five. Schalk Chemical Co., 351 E. 2nd St., Los Angeles.

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GRAY HAIR

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with CANUTE WATER

If you have gray hair, just wet it with Canute Water. A few applications will completely re-color it, similar to its former natural shade... in one day, if you wish. After that, attention only once a month will keep it young-looking.

Your hair will retain its naturally soft texture and lovely new color even after shampooing, perparation, curling or waving. It remains clean and natural to the touch and looks natural in any light.

SAFE — Skin Tests NOT Needed
Canute Water is pure, colorless and crystal-clear. It has a remarkable record of 25 years without injury to a single person. In fact, scientific research at one of America's greatest Universities proved Canute Water to be perfectly harmless.

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The sport of outdoor sports

FREE CHOOSING YOUR CAMERA

FREE POSTER, "ARGUS" CAMERAS

PHILADELPHIA — NEW YORK

Dancing begins after bride and groom have first dance. After few steps bride's father adds to and dances with bride's mother. Best man next cuts in on bride.
Q&'em.

Before dessert the bride cuts first slice of cake alone, then groom covers her hand, cuts second slice.

After that general toasting continues as long as refreshments flow. Before dessert the bride cuts first slice of cake alone, then groom covers her hand, cuts second slice.

These are AC Equipped for 1942
Buick, Cadillac, Chevrolet, Nash, Oldsmobile, and Pontiac motor cars; Chevrolet, Corvett, Diamond T, Federal, GMC, International, and Sterling trucks; Allis-Chalmers, J. I. Case, Chever, and International Harvester tractors . . . these are some of the well-known cars, trucks and tractors which use AC Quality Spark Plugs. Trust your spark plug requirements to the same brand of spark plugs which the leading, big volume manufacturers select.

SAVE GAS—SAVE YOUR BATTERY
Get Your Spark Plugs Cleaned—Now!

Clean plugs mean a gas saving as high as one gallon in ten. They also prolong battery life because clean plugs mean quicker starting,—and that's important in cold weather. So, get ready for winter driving—have your plugs checked, cleaned and regapped. Replace all worn plugs with new AC's—The Quality Spark Plugs. Better do it now.

FOR DEFENSE—Special divisions of the AC plant are operating night and day on "all out" production of special aviation spark plugs and machine guns. In addition, all AC factories are delivering—on time,—many other AC products needed to re-arm America.

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Same Omelet Pan!
But which was mixed by

Sunbeam Automatic Mixmaster
THE BEST FOOD MIXER MADE
Mixmaster’s even mixing and greater aeration made the omelet on the right 60% higher than the hand-mixed omelet on the left. And minus the tiring arm-work, too. You get better results in all your cooking and baking with Mixmaster. Lighter, higher cakes... creamy-fluff mashed potatoes... velvet-smooth icings, sauces... more juice from the same oranges, etc. No end to the time and arm-work it saves, the better results it gives.

Only Mixmaster gives you all these advantages

- **MIX-FINDER DIAL** that enables you to "tune in" the perfect mixing speed for every need.
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- **EVEN MIXING** with a wide range of POWERFUL Mixing speeds that never vary as the batter thins-out or thickens-up, whether set slow or fast.

- **MOST COMPLETE LINE OF ATTACHMENTS** for dozens of everyday needs like grinding meat, chopping vegetables, slicing, shredding, etc.

These are some of the reasons why Sunbeam Mixmaster is the pride and joy of over 200,000 enthusiastic users. There’s only ONE Mixmaster. On sale wherever good electric appliances are sold. Be sure yours is a genuine Mixmaster—made by Sunbeam.

PICTURES TO THE EDITORS
THAT THEIR FACES MAY NOT WILT

Sir:

I engage extensively in table-top photography. On a recent assignment I essayed to caricature faces of famous personages in fruits and vegetables for use as models. Because such a set of photographs cannot be completed in one day, I placed my models in my refrigerator so that they would be fresh and firm for the second day’s shooting. I was so pleased with their
be sure your
TOASTER IS THE
Sunbeam
COMPANION TO THE
Sunbeam
MIXMASTER

Either "POPS UP" THE TOAST or "KEEPS IT WARM" in toaster-oven 'til you're ready for it

Here's a "word to the wise" on toasters that's too good to overlook when you make your selection of a toaster. Don't ask your dealer for just an automatic toaster. Tell him you want the SUNBEAM. Get the automatic toaster by the makers of the famous Sunbeam Mixmaster. That will be your assurance of the same kind of wonderful satisfaction in a toaster that SUNBEAM is today giving in a food mixer to over two million homemakers.

When you get the Sunbeam you get the toaster that gives you the new, convenient, two-way operation for either "pop up" or "keep warm" action at the flip of a button. And whichever way you set it, the toast is always crunchy-tender—perfect every time. No guesswork. You don't watch it. The toast can't burn because the Sunbeam is completely automatic. No trick to keep it spick-and-span, either. Has the hinged crumb-tray that snaps down for easy cleaning. No other automatic toaster offers so many EXTRA advantages.

See the Sunbeam Toaster and the stunning tray set combinations that are available. On sale wherever good electric appliances are sold.

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Rare in quality, rich in tradition... and a splendid value at its popular price

Old as Kentucky distilling tradition itself is this ancient Old Crow distillery around whose weather-beaten walls has grown up a vast modernized plant.

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A consistently great reputation grows greater with each passing year... and Old Crow was first distilled long, long ago.

Kentucky Straight Whiskey

National Distillers Products Corporation, New York, N.Y.

100 Proof

BOTTLED IN BOND

PICTURES TO THE EDITORS

(continued)

SHORT-LIVED APPLAUSE

New York
When U. S. Senator Gerald P. Nye appeared at a Citizens' No War Rally Committee, the audience numbered no more vociferous aplauder than the black-hatted, gray-haired spectator shown in the picture directly below. So noisy was her reaction that another spectator in a forward row turned to stare just as I shot the picture. Expecting further demonstrations, I kept my camera focused. Within 20 minutes my subject's enthusiasm was spent. The second photo shows the see-applauder closely resembling an ace-cat-napper.

JOSEPH J. DURRIER
Rochester, N. Y.
PICTURES TO THE EDITORS

(continued)

CAT ELEVATOR

Sir:

A grocery basket and a piece of clothes rope comprise the cat elevator shown in these pictures. In the first photo Tommy seems to be deciding on an ascent. The second shot catches him entering the basket. In the next two pictures he is shown being hauled aloft. Lastly he is taken in through a window.

MRS. JESSE CHAMPION
Oberlin, Ohio

HOW TO KEEP PEACE

READ DIRECTIONS on tube. "No brush, no lather, no rub-in...just wet your face and then begin"...to shave with Barbasol! Your wife will never get in your hair for having a scratchy skin, if you get yourself a smoother, fresher, younger-looking Barbasol Face.

EASY AS THIS: Throw away old-fashioned shaving methods that tend to dry, bite, coarsen the skin. Turn to soothing, whisker-taming Barbasol and get yourself a Barbasol Face—the kind of skin a woman loves to keep in touch with.

SLEEP A LITTLE LATER. Barbasol's the fastest shave you ever had. No muss, no fuss. So fast, in fact, you have time before breakfast to admire your own Barbasol Face. Big tube 25¢. Giant tube 50¢. Family jar 75¢.
enjoy the luxury of

Ancient Age

the whiskey of the "FLAVOR-YEARS"

You can't hurry Father Time when he's aging a superb whiskey! That's why we let the Ancient Age whiskies sleep undisturbed for 8 years. Matured by these extra "Flavor Years"... mellowed at leisure for your taste to treasure... the straight whiskies in Ancient Age are eight YEARS OLD.

Also available at 5 years old
KENTUCKY STRAIGHT BOURBON WHISKEY, THIS WHISKY IS 8 YEARS OLD. 90 PROOF. COP. 1941, SCHRICK DISTILLERS CORPORATION, NEW YORK CITY

THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 8 YEARS OLD.
"ANCIENT AGE IS A DE LUXE BLEND OF STRAIGHT WHISKIES, 86 PROOF.

PICTURES TO THE EDITORS
ACROBATIC SPELLING

Sirs:

Mario Hollis, American acrobatic dancer now touring Australia, can write her surname with her body, and without dropping the H. It's a standard part of her stage act. These pictures were made during a rehearsal. They show her demonstrating her new art of body spelling. The stunt is done as a moving sequence, during which Miss Hollis moves from one pose to the next without remaining in a standing position. I think you will agree that her "typography" is technically correct. She has been practicing since the age of nine. Declares that hard work, not unusually free joints, is the secret of her accomplishment.

THOMAS K. EDWARDSON
Sydney, Australia

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IN A JIFFY...JUST ADD WATER AND BAKE

Melts in your mouth! Richly wholesome. Dromedary Gingerbread Mix beats any home recipe, yet costs no more your ingredients at home! Try Dromedary Gingerbread Mix once, and you'll never be without it.

DESSERTS — cookies — muffins — hot-bread...there's no limit to the delectable treats you can make with this versatile Mix! And it's good for you — a valuable energy food. Just add water or milk, and bake — you cannot fail. So easy — so delicious — yet the cost comes to less than mixing your ingredients at home! Try Dromedary Gingerbread Mix once, and you'll never be without it. Why not treat the family — tonight?

(Adapted from the original recipe of George Washington's mother — by special permission of the D.A.R.)

THE HILLS BROTHERS COMPANY, NEW YORK

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SERVE HOT with ice cream, whipped cream, thick chocolate sauce or fruit. So tender, so flavorful, everyone loves it. No wonder this famous recipe was George Washington's favorite dessert!

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ORANGE LAYER CAKE
Just fill and top the layers with whipped cream and peeled orange sections. Or use bananas. One package makes a handsome 2-layer cake. (Try using coffee or fruit juice in the batter. Mmm!)
They weren't even engaged then—when he wore the O.D. of Uncle Sam's '17 army with his sergeant's stripes on one sleeve and his heart upon the other.

And as for Junior, now a stalwart in O.D. 1941 model—just a chapter in a story that hadn't even been written.

The years "about face" and "to the rear, march" as he watches her wrap with such care these cigarettes for their son in camp. He recalls the times when he received the same gift from the same hands. The same—even to the name upon the carton.

Camel. Yes, they were first with men in the army then—and they are today. Not only in the Army but in the Navy, the Marines, the Coast Guard...with the millions of others who stand behind them...for Camel is America's favorite.

Why? The answer isn't told in words. But just let match flame and cigarette meet, and that first single puff's enough to start your taste telling you!

The smoke of slower-burning Camels contains

28% LESS NICOTINE

than the average of the 4 other largest-selling brands tested—less than any of them—according to independent scientific tests of the smoke itself!

Send him a carton of Camels. Whether he's in the Army, Navy, Marines, or Coast Guard, when you send him a carton of Camels you'll be sending the cigarette men in the service prefer. (Based on actual sales records in Post Exchanges, Sales Commissaries, Ship's Service Stores, Ship's Stores, and Canteens.) Send a carton today!

CAMEL THE CIGARETTE OF COSTLIER TOBACCOS

* By burning 25% slower than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking plus equal, on the average, to 5 EXTRA SMOKES PER PACK!